RedFame

The Impact of TikTok Social Media Influencers on Consumer Behavior: A Systematic Literature Review

Zhuang Tian[1], Wan Anita Wan Abas[1], Akmar Hayati Ahmad Ghazali[1], Xianlu Zhao[1]

[1]Communication Department, Faculty of Modern Languages and Communication, Universiti Putra Malaysia, 43400 Serdang, Malaysia

Correspondence: Zhuang Tian, Communication Department, Faculty of Modern Languages and Communication, Universiti Putra Malaysia, 43400 Serdang, Malaysia.

Abstract

Research on TikTok social media influencers and consumer behavior has expanded rapidly in recent years. However, the existing literature remains fragmented, regionally concentrated, and theoretically inconsistent. Given TikTok's growing influence in shaping consumer decision-making, this study conducts a systematic literature review to critically synthesize current knowledge and address gaps in research topics, theoretical models, key variables, and conceptual frameworks. Guided by the PRISMA methodology, this review analyzes 32 peer-reviewed journal articles published between 2019 and March 2025. Using the Antecedents–Decisions–Outcomes (ADO) framework, the study develops a structured model illustrating how influencer characteristics affect consumer decisions and behavioral outcomes on TikTok.

The findings reveal a diverse range of antecedents—including credibility, emotional appeal, platform engagement, and parasocial relationships—that influence decision-related variables such as attitude, trust, and impulsivity. These decisions subsequently lead to outcomes such as purchase intention, actual purchases, impulsive buying, travel intentions, and long-term engagement or brand loyalty. While established theories such as the Source Credibility Model and the Theory of Reasoned Action (TRA) are widely employed, newer frameworks are emerging to better suit TikTok's dynamic and participatory environment. The proposed model offers strategic insights for marketers and brands aiming to improve campaign effectiveness, strengthen consumer trust, and drive meaningful engagement through TikTok influencer marketing.

Keywords: TikTok, social media influencer, consumer behavior, purchase intention, systematic literature review, ADO framework

1. Introduction

The rapid expansion of social media has reshaped business communication and consumer behavior, transforming how users interact with brands and make purchasing decisions (Appel et al., 2020; Ho & Ito, 2019; Melumad et al., 2019). Among these platforms, TikTok has emerged as a leading force due to its short-form video content, algorithm-driven engagement, and appeal to younger demographics. With over one billion global users—most of whom are Gen Z and millennials—TikTok enables dynamic and immersive interactions between influencers and consumers (Mileva, 2022).

Unlike traditional celebrities, social media influencers (SMIs) on TikTok are often perceived as more relatable and trustworthy, enhancing their effectiveness in shaping consumer attitudes and behaviors (Johnstone & Lindh, 2022; Shan et al., 2020). TikTok's marketing power stems from its ability to foster authenticity and emotional connection through informal, visually engaging content and real-time features such as live streaming and interactive commerce (Haenlein et al., 2020). Although influencer marketing has attracted increasing academic attention, most existing studies have predominantly focused on platforms like Instagram and YouTube. In contrast, the underlying mechanisms through which TikTok influencers impact consumer behavior remain underexplored, highlighting a significant gap in the current body of research.

By integrating diverse research into a unified analytical structure tailored to TikTok, this study fills a crucial void in the literature, namely the lack of a comprehensive synthesis that captures the platform-specific mechanisms of influencer impact on consumer behavior. To address this gap, a systematic literature review was conducted using the ADO (Antecedents, Decisions, Outcomes) framework. Based on an analysis of 32 peer-reviewed articles published between

2019 and March 2025, the review identifies key theoretical models, influential variables, and prevailing research trends. It constructs a cause-and-effect framework to explain how influencer characteristics, content strategies, and product factors shape consumer decisions and outcomes on TikTok. This study contributes to the growing body of knowledge on digital consumer engagement and offers strategic insights for marketers and researchers alike.

2. Research Methodology

This study adopts the PRISMA protocol (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) as the guiding standard for article selection and reporting in systematic reviews (Moher et al., 2009; Page et al., 2021; Romero-Rodríguez & Castillo-Abdul, 2023). PRISMA ensures methodological transparency and replicability in identifying, screening, and selecting relevant academic literature, which enhances the overall rigor and credibility of systematic reviews.

To structure and analyze the selected literature, the ADO framework (Antecedents, Decisions, Outcomes) was employed (Paul & Benito, 2018). This conceptual model provides a systematic structure for organizing existing research, facilitating a clearer understanding of the complex interrelationships underpinning consumer behavior in the context of social media. In the ADO framework, Antecedents (A) refer to the underlying drivers, motivations, barriers, or enablers influencing behavior; Decisions (D) represent the actions or choices made in response to these antecedents; and Outcomes (O) denote the observable consequences that result from those decisions (Khatri & Duggal, 2022). These three dimensions are interlinked, forming a cause-and-effect sequence: antecedents influence decisions, which in turn result in specific outcomes.

The ADO framework has been effectively applied in recent systematic reviews, such as those on advertising avoidance (Çelik et al., 2023) and social media influencers (Pradhan et al., 2023), demonstrating its suitability for synthesizing fragmented research fields. In this study, ADO serves as a guiding lens to organize and interpret the impact of TikTok influencers on consumer behavior.

2.1 Research Strategy and Data Source

This study utilized two databases: Scopus and Google Scholar to identify relevant literature, following the PRISMA guidelines for systematic reviews. Scopus was chosen for its extensive and high-quality coverage of peer-reviewed academic sources, especially in the domain of consumer behavior. It is widely recognized as a reliable and powerful source for systematic literature review analysis (Bergman, 2012; Rimkute et al., 2016). In contrast, Google Scholar is a freely accessible platform that indexes full-text content and metadata across diverse disciplines and publication formats. The inclusion of both databases enabled a balanced approach, combining the academic rigor of Scopus with the broader coverage and accessibility of Google Scholar. This dual-source strategy enhanced the comprehensiveness and validity of the review.

The literature search focused on identifying publications that included relevant keywords within the title, abstract, or author-specified keyword sections. The time frame for the search was from 2019 to March 2025, which was chosen to capture the period following TikTok's introduction of commercial features such as live-streaming and in-app shopping tools in early 2018. During this period, TikTok experienced significant expansion in both marketing applications and academic research, rendering it a critical timeframe for analyzing the platform's evolving impact on consumer behavior. To ensure a comprehensive retrieval of eligible studies, Boolean operators were systematically employed to construct detailed search strings. A wide array of search terms and combinations were used to ensure the inclusion of heterogeneous studies on TikTok influencer marketing and consumer decision-making. The final keyword list, developed in alignment with the research objectives, is presented in Table 1.

To further illustrate the geographical distribution of TikTok influencer studies, each article was categorized based on the location of its sample population rather than the author's institutional affiliation. In cases where a study involved multiple countries, the country with the primary sampling focus was selected. If the sample was evenly distributed and no dominant country could be identified, the study was categorized as "multi-country" and treated separately to avoid double-counting. This classification approach provides a more accurate reflection of the research context and enhances the interpretation of regional patterns in the findings.

Table 1. Search terms

Search Builder	Search String
TikTok	"TikTok"
Social Media Influencers	"social media influencers" OR "social media marketing" OR "influencer marketing" OR "digital marketing"
Consumer Behavior	"consumer behavior" OR "purchase intention" OR

Note. Boolean operator search strategies and keyword groupings used in this review.

2.2 Inclusion and Exclusion Criteria for Studies

To ensure the quality of the results of the analyses, this paper has developed appropriate literature inclusion and exclusion criteria for the literature initially retrieved Table 2.

Table 2. Inclusion and exclusion criteria

Criterion	Inclusion Criteria	Exclusion Criteria
Topic	TikTok Influencers and consumer behavior	Unrelated to TikTok influencers and consumer behavior
Language	English	Non-English
Timeline	2019 to March 2025	Published outside the selected time frame
Type	Journals	Review papers, theoretical studies, books, preprints, book chapters, series, theses, conference proceedings
Research Method	Quantitative methods	Qualitative methods

As shown in Table 2, five criteria were applied to guide the selection of relevant literature for this review. Studies were included if they: (i) were published between 2019 and March 2025; (ii) focused on consumer behavior related to the TikTok platform; (iii) were peer-reviewed journal articles; (iv) were written in English; and (v) employed quantitative research methods.

Studies were excluded if they: (i) consisted of review papers, theoretical studies, books, preprints, book chapters, series, theses, or conference proceedings; (ii) investigated consumer behavior unrelated to TikTok; (iii) were published in languages other than English; (iv) solely adopted qualitative methods; or (v) were duplicate publications. Additionally, grey literature (such as evaluation reports, annual reports, non-peer-reviewed articles, and other non-traditional publications) was excluded to ensure the reliability and academic rigor of the findings.
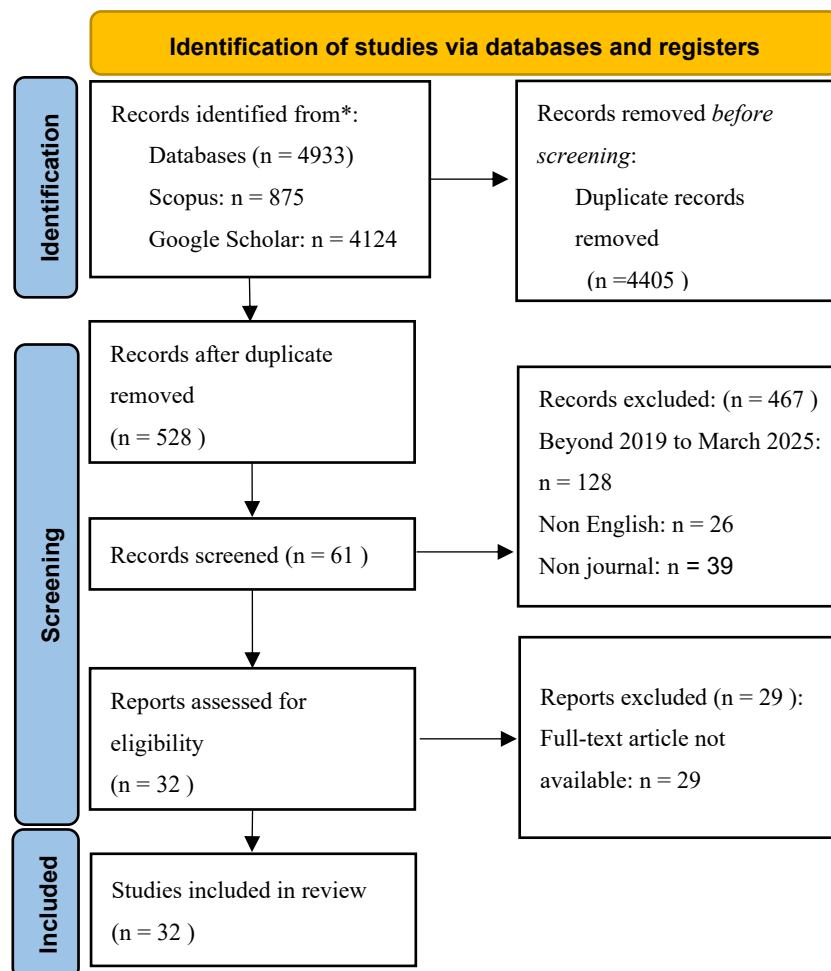

Figure 1. Flow diagram of this review study

2.3 Selection of Studies

All searches were conducted on April 1, 2025. A manual screening process was applied, and only studies that provided empirical analyses of the impact of TikTok influencers on consumer behavior were selected. The selection process followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, and the procedure is illustrated in Figure 1.

This process was conducted in two main phases. The initial database search yielded 4,933 results, which were reduced to 528 after removing duplicates. Subsequently, titles and abstracts were screened, followed by full-text reviews based on the predefined inclusion and exclusion criteria. This led to the identification of 61 potentially relevant studies. After a detailed eligibility assessment, 29 articles were excluded due to incomplete data or failure to meet the inclusion standards. Ultimately, 32 peer-reviewed articles were selected for inclusion in this systematic literature review.

2.4 Data Extraction Process and Quality Assessment

Data extraction and quality assessment were independently conducted by two researchers. The initial screening was guided by the inclusion and exclusion criteria outlined in Table 2, followed by an in-depth review of the selected articles. During the content analysis phase, both researchers examined each study separately, extracting key information including author(s), research questions, objectives, geographic context, study site, sample characteristics, theoretical frameworks, findings, and reported limitations. Any discrepancies in interpretation or extraction were resolved through discussion and consensus. In total, 32 studies were thoroughly reviewed and included in the final synthesis.

2.5 Coding Procedure

To enhance the transparency and reliability of the data extraction process, a team of three independent coders was involved in screening and coding the full-text articles. All coders underwent training based on a predefined coding manual, which outlined the inclusion criteria, classification scheme, and coding instructions aligned with the study's objectives and ADO framework.

To ensure the consistency of coding decisions, Krippendorff's alpha (α) was calculated using a randomly selected subset of 10 articles (approximately 30% of the total sample). The resulting intercoder reliability score was $\alpha = 0.84$, indicating a high level of agreement among the coders and confirming the robustness of the classification process (Krippendorff, 2004). Any discrepancies were resolved through group discussion until consensus was achieved.This coding protocol reinforced the methodological rigor of the review and contributed to the validity of the findings.

3. Descriptive Analysis

This section presents an overview of the selected studies from multiple perspectives. To facilitate clarity and interpretability, the findings are summarized using tables and figures, enabling a concise and structured representation of the data across relevant categories.
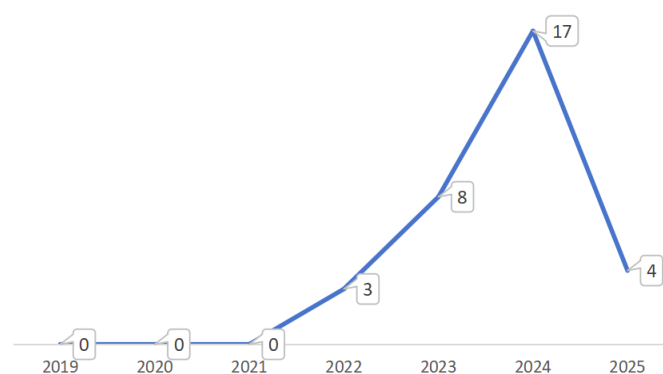

Figure 2. Publication year spread

3.1 Publication Years

Based on the final selection of 32 articles, a frequency analysis was conducted according to the parameter of publication year. Figure 2 illustrates the annual distribution of research on social media influencers (SMIs), highlighting the upward trend in scholarly interest in this topic over time.

Scholarly attention to TikTok and consumer behavior remained relatively scarce between 2019 and 2021. However, a clear upward trend emerged from 2022 onward, with 3 publications (9.3%), increasing to 8 in 2023 (25%), and surging

to 17 in 2024 (53.1%). In the first quarter of 2025, 4 relevant articles (12.5%) were published, which may reflect a modest dip due to the delayed publication cycles or biannual release schedules common among academic journals.

This significant growth highlights the rising scholarly and industry interest in TikTok influencers as pivotal actors in consumer behavior research. The trend reflects a heightened recognition of their role in building trust, enhancing credibility, and improving the quality of marketing communication on the platform.
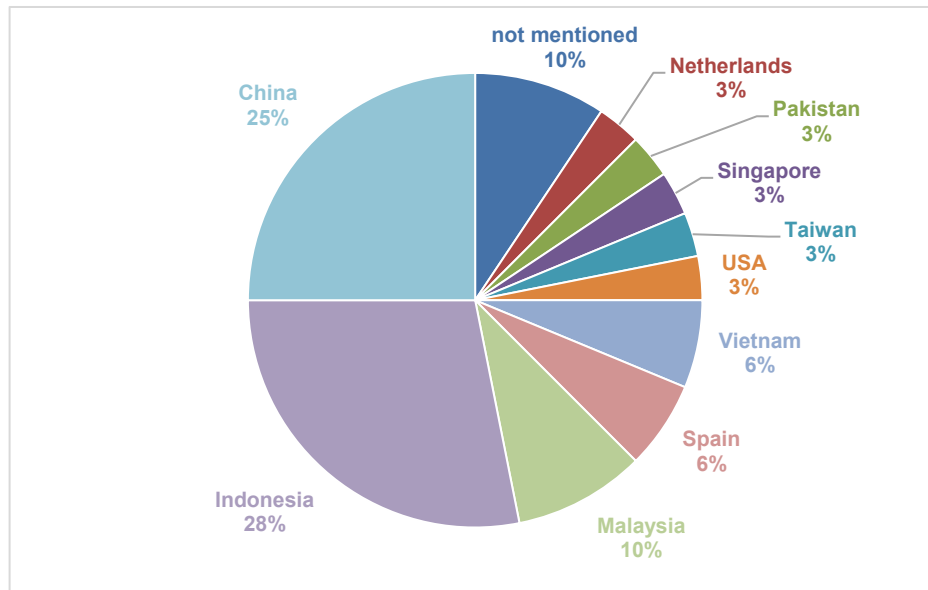

Figure 3. Country-wise distribution of studies based on the location of sampled participants.

3.2 Sample Region

The distribution of TikTok consumer behavior research samples is illustrated in Figure 3. Indonesia (28%) and China (25%) represent the largest proportions of sample-based studies, followed by Malaysia and studies with "not mentioned" locations (10% each), Spain and Vietnam (6% each), and the USA, Taiwan, Singapore, Pakistan, and the Netherlands (3% each).

This concentration of research in Indonesia, China, and Malaysia underscores the growing academic interest of TikTok-related influencer studies in emerging Asian economies. This regional focus reflects both TikTok's widespread adoption and increasing scholarly attention to its influence on consumer behavior in digitally evolving markets. Based on this trend, future research is expected to remain centered in Southeast and East Asia, particularly in developing countries experiencing rapid digital transformation.

3.3 Article Analysis Based on SMI Industry

Table 3. Industry-wise articles classification on TikTok SMI

Industry	No. of papers
Advertising & Social Media	13
E-commerce Industry	9
Tourism Industry	5
Cosmetics Industry	2
Food Industry	2
Healthcare Industry	1

Researchers have examined TikTok influencers across a range of industries, with sector-specific analyses enhancing the contextual relevance of findings. Table 3 summarizes the distribution of studies by industry. Most research concentrates on advertising, social media, and e-commerce, where influencers shape consumer perceptions of brands and products. The travel and tourism sector has received moderate attention with five studies, followed by the cosmetics and food industries, each addressed in two articles. Healthcare remains notably underexplored, with only one study identified. These findings underscore TikTok's expanding commercial impact while also revealing gaps in emerging or specialized sectors.

To uncover prevailing research themes, the Write Word tool was used to conduct a frequency analysis of terms appearing in the abstracts and keywords of all 32 reviewed articles. Table 4 presents the results of this analysis.

Table 4. Word frequency statistics

Keywords	Frequencies
Purchase intention	51
Live streaming	16
Perceived usefulness	9
Trustworthiness	7
Source credibility	7
Social interaction	7
E-commerce	7
Streaming commerce	6
Generation Z	6
Streaming shopping	5
Destination marketing	5

As shown in Table 4, several recurring themes emerged prominently in the literature: (1) *Purchase intention*, (2) *Live streaming*, and (3) *Perceived usefulness*. Among these, *purchase intention* was the most frequently discussed, with 51 mentions—indicating a strong academic focus on understanding consumer purchasing behavior in the context of social media influencers. *Live streaming* appeared 16 times, underscoring its growing significance in shaping consumer decision-making. This aligns with the rising prominence of *streaming commerce* (6 mentions) and *streaming shopping* (5 mentions), reflecting the increasing integration of live content into digital marketing strategies.

Perceived usefulness (9 mentions) also emerged as a central construct, commonly embedded in theoretical models to explain consumer perceptions and behavioral intentions. Other frequently cited constructs include *trustworthiness* (7), *source credibility* (7), and *social interaction* (7), which are critical to the development of influencer-follower relationships. Additionally, *destination marketing* (5) highlights the expanding role of influencers in promoting travel and tourism through short-form video content.

Notably, the literature consistently emphasizes the demographic profile of TikTok users, particularly Generation Z (born between 1997 and 2012). This cohort, characterized by high digital literacy and platform engagement (Cervi, 2021; Halim et al., 2022), represents the dominant user base influencing trends and shaping consumer behavior on TikTok.

3.4 Related Theories and Models

Table 5. Overview of theories and models employed

Theory / Model	Frequency	Representative References
Stimulus–Organism–Response (SOR) Model	9	Alcántara-Pilar et al., 2024; Barta et al., 2023; etc.
Source Credibility Theory	5	Phan & Nguyen, 2024; Rizomyliotis et al., 2024; etc.
Technology Acceptance Model (TAM)	4	Cynthia, 2024; Fong et al., 2024; Wang et al., 2022; Azmi et al., 2025
Elaboration Likelihood Model (ELM)	3	Van der Bend et al., 2023; Barta et al., 2023; Jamil et al., 2024
Commitment–Trust Theory	1	Alcántara-Pilar et al., 2024
Unified Theory of Acceptance and Use of Technology (UTAUT2)	2	Zhou et al., 2023
Econometric Models	1	Tartaraj et al., 2024
Attention Theory	1	Yang et al., 2023
Social Cognitive Theory	1	Fong et al., 2024
Authenticity Theory	1	Zhu et al., 2022
Parasocial Relationship Theory	1	Lawrence & Meivitawanli, 2023
Information Adoption Model (IAM)	1	Indrawati et al., 2023
Destination Advertising Response (DAR) Model	1	Li & Sun, 2024
Theory of Planned Behavior (TPB)	1	Nabilla & Saputro, 2025
Attitude–Behavior–Context (ABC) Theory	1	Hoang, 2025

In order to better synthesize the research findings, it is essential to examine the underlying mechanisms of TikTok social media influencers through the lens of established theoretical models. Among the 32 reviewed articles, 26 explicitly adopted theoretical frameworks. The Stimulus–Organism–Response (SOR) model emerged as the most frequently applied, appearing in nine studies. This was followed by the Source Credibility Theory, cited in five articles, while the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM) were utilized in four and three studies, respectively.

In addition, the remaining articles drew upon a range of less commonly used theoretical perspectives. A closer analysis reveals that these theoretical frameworks can be broadly grouped into four disciplinary domains:

1. Psychological theories include the Stimulus–Organism–Response (SOR) model, Elaboration Likelihood Model (ELM), Authenticity Theory, Attention Theory, and the Attitude–Behavior–Context (ABC) Theory. These models illuminate how external stimuli, such as influencer content, trigger internal psychological and emotional responses that influence consumer behavior.

2. Sociological theories comprise Social Cognitive Theory and Parasocial Relationship Theory. These frameworks emphasize mechanisms such as observational learning, social norms, emotional bonds, and perceived similarity in shaping behavioral intentions and brand loyalty.

3. Communication and information processing theories encompass the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Information Adoption Model (IAM), Source Credibility Theory, and the Destination Advertising Response (DAR) Model. These models explain how consumers adopt, evaluate, and internalize influencer content within digital environments like TikTok.

4. Economic and relational theories include Econometric Models and the Commitment-Trust Theory. These perspectives emphasize transactional decision-making, brand trust, and the cultivation of long-term consumer–influencer relationships.

Together, these interdisciplinary frameworks provide a comprehensive foundation for understanding the multifaceted mechanisms through which TikTok influencers affect consumer behavior. Psychological models explore perception and cognition; sociological models investigate interpersonal influence; communication theories examine content reception and processing; and economic frameworks offer insights into decision rationality and brand loyalty.
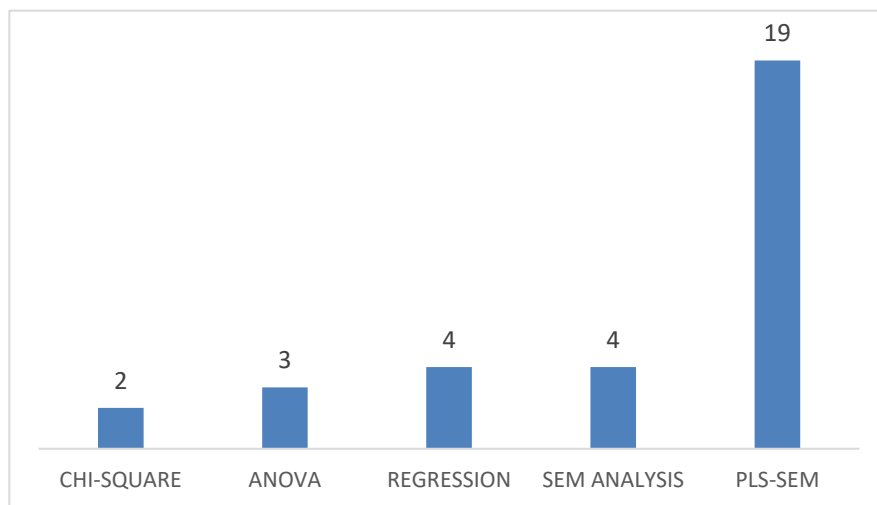
3.5 Statistical Tools Used

Figure 4. Statistical tools used in the studies

A review of the analytical techniques presented in Figure 4 indicates that Partial Least Squares Structural Equation Modeling (PLS-SEM) is the most commonly employed method, appearing in 19 studies and accounting for approximately 59.4% of the total. Both regression analysis and Structural Equation Modeling (SEM) were utilized in four studies each (12.5%), followed closely by Analysis of Variance (ANOVA), which was applied in three studies (9.4%). The Chi-Square test was the least frequently used technique, appearing in only two studies (6.3%). These findings demonstrate a clear methodological preference for PLS-SEM in examining the relationship between TikTok influencers and consumer behavior, likely due to its suitability for exploratory research, complex model structures, and small to moderate sample sizes.

4. ADO Framework-Based Review of the Studies

This section provides a comprehensive analysis of the ADO framework as applied in the reviewed literature. The primary objective is to systematically examine the antecedent factors that shape TikTok consumers' decision-making processes regarding influencer-promoted products, along with the resulting behavioral outcomes—both direct and mediated.

By adopting the ADO framework, this review offers a structured perspective for interpreting the dynamic interplay among influencer attributes, content strategies, product characteristics, and consumer-related variables. This approach facilitates a deeper understanding of the theoretical linkages and empirical relationships among key constructs, enabling a more integrated synthesis of existing research in the domains of social media, influencer marketing, and digital consumer behavior.

4.1 Antecedents

This review identified 49 distinct antecedents across 32 selected studies. These antecedents were systematically grouped into four major categories: influencer attributes, content characteristics, product-related factors, and consumer/follower traits. By organizing the analysis around these categories, this study offers an in-depth examination of how specific antecedents influence consumer decisions and lead to various behavioral outcomes on TikTok.

4.1.1 Antecedents of Influencer Factors

This category encompasses three principal dimensions: aesthetic appeal, interpersonal skills, and expertise and knowledge. The conceptual framework diagram (Figure 5) visually illustrates 14 influencer-related antecedents identified in the ADO model. The subsequent sections provide a structured discussion of each specific sub-category.

Aesthetic appeal includes variables such as appearance attractiveness, physical attractiveness, and charisma. Several studies affirm the relevance of physical appearance in shaping consumer attitudes. For instance, Alcántara-Pilar et al. (2024) noted that appearance attractiveness positively influences initial consumer impressions, although its long-term impact on trust is less significant when compared to expertise. Wang et al. (2024) further emphasized that attractiveness enhances perceived social value and immersion. However, Li and Sun (2024) found that celebrities' physical attractiveness did not significantly influence viewers' attitudes toward short videos or their intentions to visit advertised destinations. This suggests that visual appeal alone may not be sufficient to elicit deeper consumer responses. In contrast, charisma, particularly among macro-influencers, has emerged as a critical factor in boosting interaction. According to Chan et al. (2023), charismatic influencers significantly increase the volume of likes and shares, thereby amplifying engagement. Additionally, Hoang (2025) reinforced that attractiveness serves as a significant perceptual cue in shaping consumer behavior on TikTok. Building on these findings, Casaló et al. (2020) further demonstrated that attractiveness, credibility, and homophily jointly enhance influencers' opinion leadership, positively influencing followers' attitudes and behavioral intentions.

Interpersonal skills consist of elements such as humor, kindness, popularity, likability, similarity, and emotional trust. These traits foster emotional connection and sustained audience engagement. For example, Barta et al. (2023) found that humor acts as a persuasive cue that contributes to hedonic viewing experiences and enhanced brand perception. Jamil et al. (2024) noted that kindness functions as a peripheral route to persuasion, positively affecting consumer well-being. Interestingly, Walsh et al. (2024) demonstrated that popularity exerts a nuanced influence. Highly popular creators' sponsored content resulted in reduced engagement compared to less popular creators, whereas unsponsored content was not significantly impacted by popularity. This suggests that authenticity perceptions may modulate how popularity is interpreted. Hoang (2025) further incorporated similarity and emotional trust as key interpersonal antecedents, highlighting that consumers are more likely to trust and act upon recommendations from influencers they perceive as relatable and emotionally dependable. Similarly, Cynthia (2024) found that influencers' authenticity and value congruence significantly enhance perceived credibility, thereby strengthening emotional trust and ultimately increasing followers' purchase intentions.

In contrast, Phan and Nguyen (2024) found that likability had no significant effect on either credibility or purchase intention. This finding may indicate a shift in consumer trust from broadly recognized KOLs to more relatable and personalized KOCs (Key Opinion Consumers).

The third cluster, expertise and knowledge, encompasses trust, perceived trust, credibility, and professionalism. Numerous studies emphasize trust's pivotal role in the influencer–consumer relationship. Trustworthiness significantly enhances influencer credibility and reinforces the psychological bond between influencers and followers (Rizomyliotis et al., 2024; Tartaraj et al., 2024). Moreover, perceived trust was found to directly shape behavioral intentions. For example, Zhou et al. (2023) revealed that perceived trust positively influenced young Chinese consumers' intention to use TikTok when planning travel, demonstrating how emotional trust translates into platform engagement. Azmi et al.

(2025) also confirmed trust as a critical antecedent of purchase behavior in TikTok affiliate marketing. In addition, credibility, which is a composite construct of trust and expertise, has been shown to significantly influence consumer decision-making and attitude formation (Li & Sun, 2024; Sudadi Pranata et al., 2025).

Expertise, in particular, contributes by providing product knowledge that consumers perceive as valuable and relevant (Phan & Nguyen, 2024). Consistent with this view, Mukherjee (2009) found that influencer credibility, shaped by both expertise and trustworthiness, exerts a significant positive effect on consumers' purchase intentions in social media contexts. Hoang (2025) further identified professionalism as an additional dimension of influencer expertise, emphasizing that a polished and competent presentation style can enhance consumer perceptions of credibility and authenticity. In line with these findings, Lim et al. (2024) demonstrated that influencers' expertise, conveyed through accurate, relevant, and high-quality content, enhances perceived credibility and, in turn, positively influences consumers' purchase intentions in social media contexts.

Taken together, these 14 antecedents within influencer-related factors form a robust foundation for understanding how TikTok influencers shape consumer attitudes and behaviors. Bu et al. (2022) empirically demonstrated that physical attractiveness, social attractiveness, and attitude homophily significantly enhance influencer credibility and strengthen parasocial relationships, which in turn positively affect consumers' purchase intentions in social media contexts. They span both emotional and cognitive routes of persuasion, demonstrating how influencers operate through diverse psychological mechanisms to impact consumer decision-making within the ADO framework.

4.1.2 Antecedents of Content Factors

Nineteen content-related antecedents were identified across the reviewed studies, including sponsorship disclosure, authenticity, accurate recommendations, hedonic and entertainment value, informativeness, irritation, interactivity, social media marketing, and promotion. These factors illustrate how influencers' content strategies shape consumer engagement and behavior on TikTok.

Sponsorship disclosure enhances awareness of advertising intent but does not significantly influence product evaluation or brand attitudes (van der Bend et al., 2023). In contrast, authenticity is crucial for trust-building, though it may be weakened by overt sponsorship (Alcántara-Pilar et al., 2024; Walsh et al., 2024). Accurate recommendations reinforce perceived functional value and foster deeper engagement (Wang et al., 2024). Informative content attracts consumer attention, whereas irritating or repetitive content may diminish user interest (Pranata et al., 2025).

Hedonic and entertainment value significantly influence consumer behavior, particularly among Generation Z. Entertainment on TikTok enhances emotional satisfaction, increases purchase intention (Rizomyliotis et al., 2024), strengthens opinion leadership and adoption of influencer recommendations (Barta et al., 2023), and boosts live-stream shopping engagement (Zhang et al., 2024). It also drives destination selection (Zhou et al., 2023) and impulsive purchases among users spending prolonged time on the app (Pranata et al., 2024).

Interactive content such as real-time communication and viewer engagement during livestreams strengthens emotional involvement and drives consumer action (Tartaraj et al., 2024; Yang et al., 2023). Social interaction and engagement with influencers similarly enhance purchase intention (Hoang, 2025). Content credibility, quality, and usefulness foster decision confidence and emotional satisfaction (Barta et al., 2023; Indrawati et al., 2023), while originality and imagery further elevate engagement and perception of influence (Monesa & Simanjuntak, 2024).

Finally, tailored promotional strategies and broader social media marketing efforts increase content visibility and consumer relevance (Azmi et al., 2025; Nabilla & Saputro, 2025), further reinforcing the effectiveness of TikTok as a platform for influencer-driven marketing.

4.1.3 Antecedents of Product Factors

Product-related antecedents play a significant role in shaping TikTok consumer behavior and encompass fifteen key constructs, as illustrated in Figure 5. These constructs span several dimensions, including perceived utility (e.g., usefulness, ease of use, feasibility), emotional engagement (e.g., enjoyment, playfulness), value perception (e.g., functional value, price fairness, brand size, green brand image), and visual characteristics (e.g., visual appeal, visualization). Collectively, these elements integrate functional utility, emotional gratification, brand perception, and visual stimulation—jointly influencing consumer attitudes, decision-making processes, and behavioral outcomes within the ADO framework.

Perceived usefulness consistently emerges as a key behavioral driver. Azmi et al. (2025) affirm its central role in TikTok affiliate marketing, while Cynthia (2024) highlight that usefulness and ease of use enhance platform convenience and increase purchase intention. Siew Chein Teo et al. (2023) also identify these variables, along with product feasibility, as critical triggers for impulsive purchases. Although ease of use has a weaker influence on visit intention, likely due to

TikTok's unpredictable content flow, it remains essential in facilitating content accessibility (Fong et al., 2023; Wang et al., 2022).

Enjoyment and playfulness, though related, serve as distinct antecedents. Fong et al. (2023) and Wang et al. (2022) show that playfulness significantly predicts visit intention by creating positive emotional experiences. Enjoyment, meanwhile, contributes to satisfaction and sustained engagement, particularly in live-streaming contexts. When combined with high perceived functional and social values, these emotional dimensions significantly enhance consumer responses (Wang et al., 2024).

Brand perceptions also plays a crucial role in driving engagement. A positive brand image, as emphasized by Nabilla and Saputro (2025), is directly linked to purchasing behavior. Rizomyliotis et al. (2024) highlight the power of brand anthropomorphism in fostering emotional connection, particularly among Generation Z consumers. Smaller brand size may further enhance engagement due to perceptions of relatability and authenticity (Walsh et al., 2024). A green brand image, communicated through sustainability-oriented messaging, also fosters consumer trust and reinforces platform loyalty (Lee et al., 2024).

Finally, visual and value-based cues complete the product profile. Price fairness remains vital, especially in health product purchasing (Lim et al., 2024). Both visual appeal and visualization contribute to enjoyment and impulsive buying, helping users evaluate products more confidently (Razafinandrasana & Tamara, 2024; Siew Chein Teo et al., 2023).

Collectively, these fifteen product-related elements integrate functional utility, emotional satisfaction, brand connection, and visual engagement, making them essential for influencing consumer behavior and informing strategic decisions in TikTok-based influencer marketing.

4.1.4 Antecedents of Consumer Factors

Consumer-related antecedents encompass eleven distinct constructs that significantly shape user behavior on TikTok: parasocial relationships, immersion, flow experience, commitment, fear of missing out (FOMO), habit, health awareness, pleasure emotion, online consumer reviews, consumer feedback, and social impact. These elements reflect a complex interplay of psychological, emotional, social, and cognitive mechanisms that guide how users engage with influencer content and make purchase-related decisions.

Key emotional and relational drivers such as parasocial relationships, commitment, and pleasure emotion underpin consumers' psychological bonds with influencers. Parasocial connections foster loyalty, mediate the effects of influencer characteristics on consumer choices, and enhance content sharing (Chan et al., 2023; Lawrence & Meivitawanli, 2023; Zhao & Wagner, 2024). Commitment reinforces sustained user involvement with both influencers and the platform (Zhao & Wagner, 2024), while pleasure derived from emotionally engaging content builds trust and deepens user engagement (Hoang, 2025).

Engagement quality is further enhanced by immersion and flow experience. Real-time interactions and shared digital experiences create a sense of immersion that drives user involvement and purchasing behavior (Wang et al., 2024). Flow, characterized by deep absorption in content, often leads to impulsive buying—especially when prolonged exposure increases product salience (Pranata et al., 2024).

Behavioral tendencies such as FOMO and habit also influence consumer outcomes. FOMO heightens urgency and curiosity, often resulting in spontaneous decision-making to avoid perceived social exclusion (Pranata et al., 2024). Habit, though less directly related to purchase intention, plays a crucial role in actual consumer actions, particularly among millennials, whose routine engagement often leads to impulsive buying (Zhou et al., 2023).

Lastly, broader social and informational cues such as health awareness, online consumer reviews, consumer feedback, and social influence play a significant role in shaping decision-making across specific product categories. Health-conscious consumers are more inclined to engage with wellness-oriented content (Lim et al., 2024), while consumer feedback and online reviews enhance credibility and affect peer purchasing decisions (Azmi et al., 2025; Nabilla & Saputro, 2025). Social influence, shaped by peer norms and approval, further reinforces consumer confidence in products promoted by influencers (Azmi et al., 2025).

Taken together, these eleven consumer antecedents provide a comprehensive lens for understanding how emotional attachment, habitual engagement, social validation, and informational cues drive consumer behavior on TikTok.

4.2 Decision Factors

Decision-related factors reflect the multifaceted mechanisms through which influencers shape consumer behavior on TikTok, as illustrated in Figure 5. These include attitudinal responses, sensory motivations, user interactions, and empowerment-based elements that jointly guide purchase decisions.

Attitudes toward short video content play a pivotal role in influencing consumer intentions. Li and Sun (2024) demonstrated that a favorable attitude toward TikTok videos enhances both destination attitudes and travel intentions. Similarly, Wang et al. (2022) highlighted that video style and shareability amplify these effects, emphasizing that alignment with audience preferences is essential. More broadly, positive advertising attitudes have been shown to affect brand perceptions and purchase decisions (Kurdi et al., 2022; Monesa & Simanjuntak, 2024). Additionally, constructs such as advertising value reinforce consumer responses to influencer-generated content by enhancing its perceived informativeness and entertainment value (Sudadi Pranata et al., 2025).

User engagement and green word-of-mouth (WOM) are also critical drivers of consumer decision-making. For example, Lee et al. (2024) demonstrated that greater platform stickiness, indicated by time spent on TikTok, enhances brand loyalty and purchase likelihood. Likewise, a brand's green reputation fosters trust and strengthens purchase intentions. For micro-influencers, audience likes and shares significantly affect sales outcomes, whereas for macro-influencers, likes alone may have limited predictive value (Fong et al., 2023), indicating the differentiated effects of engagement metrics across influencer types.

Empowerment factors also influence decision-making. Fong et al. (2023) showed that self-efficacy mediates the relationship between perceived usefulness and visit intention, suggesting that empowered consumers are more likely to take action. In addition, Indrawati et al. (2023) found that trusted influencer content facilitates information adoption, reinforcing consumers' purchase decisions through enhanced credibility.

Intrinsic motivations further shape the decision-making process. For instance, Guo et al. (2024) highlighted that gustatory appeal, especially in food-related content, serves as a strong predictor of consumer visit intention. These findings underscore the importance of sensory triggers in driving both engagement and consumer behavior.

In sum, TikTok decision factors encompass both cognitive and behavioral elements, ranging from trust and environmental consciousness to content style and sensory appeal. By understanding and leveraging these multidimensional constructs, brands and influencers can better align with consumer motivations and enhance the effectiveness of influencer marketing campaigns.

4.3 Outcomes

This review identifies four primary outcome domains influenced by TikTok social media influencers: purchasing behavior, impulsive buying, travel intentions, and consumer engagement and loyalty. Influencers foster favorable attitudes, strengthen purchase intentions, and influence actual purchasing behavior. They stimulate impulsive buying by leveraging emotional triggers such as fear of missing out (FOMO) and the immersive qualities of short-form video content. In the travel context, influencers shape positive perceptions of destinations and inspire travel intentions that translate into real visits. Additionally, they strengthen consumer engagement and brand loyalty through active interaction (e.g., likes, shares, and comments) and by cultivating trust-based relationships. These outcomes reflect both emotional and cognitive pathways through which influencer content shapes consumer decision-making on TikTok.

4.3.1 Purchase Decisions

Influencers play a pivotal role in shaping purchasing decisions by cultivating positive attitudes toward products and brands. These attitudes enhance purchase intention and frequently lead to actual purchases. For example, influencer credibility, emotional appeal, and trust-building strategies have been identified as key predictors of purchase intention across various industries including healthcare, sustainability, and e-commerce (Jamil et al., 2023; Lim et al., 2024; Zhao & Wagner, 2024).

Additionally, influencers facilitate information adoption, shaping the perceived value and trustworthiness of recommendations (Azmi et al., 2025). Online consumer reviews and consumer feedback shared through influencer channels serve as strong informational cues, further increasing purchase confidence (Nabilla & Saputro, 2025). These mechanisms demonstrate how influencers help bridge the gap between intention and action, serving as key enablers of actual purchasing behavior (Yang et al., 2023; Zhang et al., 2024).

4.3.2 Impulsive Buying Behavior

Influencers also exert a significant impact on impulsive buying behaviors, primarily driven by emotionally charged mechanisms. Elements such as fear of missing out (FOMO), constant exposure to curated content, and TikTok's rapid content delivery stimulate spontaneous purchases (Pranata et al., 2024; Siew Chein Teo et al., 2023).

The emotion of pleasure, as highlighted by Hoang (2025), further reinforces these tendencies. When consumers associate influencer content with enjoyment or excitement, their propensity for unplanned purchases increases. Thus, influencers leverage both entertainment and emotional triggers to intensify short-term buying responses.

4.3.3 Travel Intentions and Destination Promotion

Influencers promote travel intentions by shaping favorable perceptions of destinations through visually and emotionally rich content. When influencers incorporate elements such as gustatory appeal, emotional storytelling, or environmental responsibility, they inspire viewers to act (Guo et al., 2024; Li & Sun, 2024). Moreover, social impact, as discussed by Azmi et al. (2025), plays a mediating role. Consumers influenced by community norms or popular trends are more likely to travel to influencer-endorsed locations. Self-efficacy also enhances this process, as users who feel more empowered and informed demonstrate a stronger intent to visit (Fong et al., 2023).

4.3.4 Consumer Engagement and Loyalty

Influencers help shape attitudes toward products, brands, and destinations through active engagement strategies. Positive experiences with influencer content improve brand perception and consumer trust (Alcantara-Pilar et al., 2024; Li & Sun, 2024).

Advertising value and attitude, as emphasized by Sudadi Pranata et al. (2025), further explain how perceived informativeness and entertainment value of influencer content enhance consumer responsiveness. High advertising value encourages deeper consumers engagement, while positive advertising attitudes contribute to long-term brand commitment.

Engagement metrics such as likes, shares, and comments are vital indicators of this loyalty-building process. Repeated interactions reinforce platform stickiness and increase consumer advocacy (Chan et al., 2023; Walsh et al., 2024). Additionally, interpersonal resonance and emotional trust, as highlighted by Hoang (2025), strengthen relational bonds that sustain long-term brand loyalty.
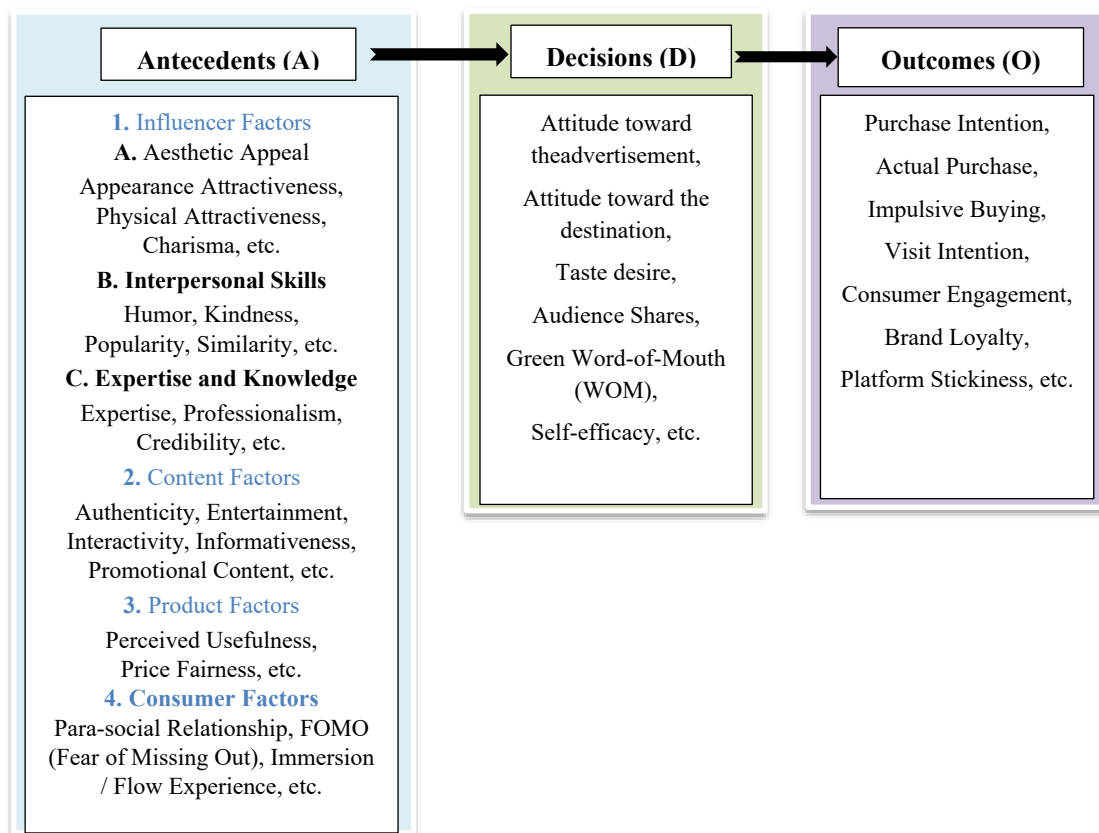
Antecedents (A) → **Decisions (D)** → **Outcomes (O)**

1. Influencer Factors
A. Aesthetic Appeal
Appearance Attractiveness, Physical Attractiveness, Charisma, etc.
B. Interpersonal Skills
Humor, Kindness, Popularity, Similarity, etc.
C. Expertise and Knowledge
Expertise, Professionalism, Credibility, etc.
2. Content Factors
Authenticity, Entertainment, Interactivity, Informativeness, Promotional Content, etc.
3. Product Factors
Perceived Usefulness, Price Fairness, etc.
4. Consumer Factors
Para-social Relationship, FOMO (Fear of Missing Out), Immersion / Flow Experience, etc.

Attitude toward theadvertisement,
Attitude toward the destination,
Taste desire,
Audience Shares,
Green Word-of-Mouth (WOM),
Self-efficacy, etc.

Purchase Intention,
Actual Purchase,
Impulsive Buying,
Visit Intention,
Consumer Engagement,
Brand Loyalty,
Platform Stickiness, etc.

Figure 5. The ADO conceptual framework for the impact of TikTok influencers on consumer behavior.

5. Implications of the Study

This systematic literature review provides a comprehensive understanding of the psychological and behavioral mechanisms by which TikTok influencers shape consumer behavior. Three key stakeholders, including TikTok influencers, consumers, and marketers, interact within a dynamic and algorithm-driven environment that fosters engagement, purchase behavior, and brand loyalty.

Across the reviewed literature, TikTok influencers exert a multifaceted influence on consumer decision-making. Specifically, four primary behavioral outcomes are identified: purchase intention, impulsive buying, travel intention, and engagement. These outcomes are driven by mechanisms such as parasocial relationships, immersion, fear of missing out (FOMO), and consumer trust. For instance, parasocial bonds with influencers enhance emotional intimacy and trust, which in turn significantly influence both brand attitudes and purchasing behavior. TikTok's interactive affordances, including comment threads and live streams, further amplify immersion and impulsivity, particularly when reinforced by emotionally salient or hedonic content. In the context of tourism, influencers promote destination appeal by stimulating gustatory, sensory, and experiential motivations among viewers.

These findings yield several practical implications for marketers. First, influencer selection should emphasize attributes such as relatability, credibility, and domain-specific expertise to match target audience expectations. Second, storytelling authenticity and personal disclosure can strengthen perceived trust, thereby enhancing consumer loyalty and engagement. Third, marketers are encouraged to leverage TikTok's unique platform features such as short-form videos, real-time interaction, and algorithmic personalization to design content that maximizes visibility and emotional impact. Finally, while short-term outcomes such as impulsive buying can be leveraged through emotionally charged content, long-term success depends on fostering consumer trust, sustained engagement, and strong emotional connections between brands and consumers.

In summary, this review highlights the need for an integrated strategy that aligns influencer attributes, content delivery, and platform affordances with evolving consumer motivations. By doing so, brands and advertisers can optimize their presence within TikTok's influencer ecosystem and achieve measurable marketing outcomes.

6. Limitations

This review has several limitations that may affect the generalizability and comprehensiveness of its findings. Most of the included studies were published after 2020 and are geographically concentrated in emerging markets, especially China and Southeast Asia. This geographic bias limits external validity, as consumer behavior on TikTok may vary considerably across cultures, economies, and digital ecosystems. Broader cross-cultural research is needed to develop more globally applicable conclusions. Moreover, the study was limited to English-language, peer-reviewed articles indexed in Scopus and Google Scholar. While this approach ensured methodological rigor, it excluded potentially valuable insights from non-English sources, grey literature, and industry reports, resulting in a partial rather than comprehensive synthesis.

In addition, we acknowledge the risk associated with aggregating samples from culturally and economically diverse populations without rigorous cross-cultural design and analytical differentiation. Such an approach, if not carefully executed, may lead to biased interpretations or spurious generalizations. To address this concern, future studies should adopt comparative frameworks grounded in robust theoretical justifications and culturally sensitive constructs, ensuring that findings are both contextually meaningful and globally relevant.

Furthermore, existing research tends to disproportionately focuses on industries such as tourism and food, with limited exploration of other expanding sectors like healthcare, education, and fintech. This narrow scope may limit the applicability of findings across diverse commercial contexts. Lastly, although the ADO framework offers a structured analytical lens, it may oversimplify the dynamic and nonlinear relationships among variables. Influencer effects on consumer behavior are often nonlinear, involving feedback loops and overlapping mechanisms. Further empirical validation and theoretical refinement, particularly in areas such as sustainability marketing and health communication targeting Generation Z, are needed to enhance the robustness and adaptability of the framework.

7. Conclusion

This systematic literature review synthesizes 32 empirical studies to clarify how TikTok influencers shape consumer behavior through a wide range of antecedents, decision mechanisms, and behavioral outcomes. By applying the ADO framework, the review constructs a structured pathway linking influencer attributes, content strategies, product and consumer-related factors to user engagement and purchase behavior. While prior research often focused on isolated variables or outcomes, the field has lacked a unified theoretical framework specifically tailored to the TikTok environment. This review addresses that gap by integrating diverse findings into a cohesive and platform-specific model, thereby filling a critical void in the influencer marketing literature.

In addition to advancing the theoretical understanding of social media persuasion, the review identifies several underexplored domains, including consumer empowerment, visual content cues, emotional bonding, and sustainable brand positioning. These insights offer a valuable foundation for future empirical investigations and provide actionable strategies for marketers aiming to optimize TikTok influencer campaigns in response to evolving consumer expectations.

References

Alcántara-Pilar, J. M., Rodriguez-López, M. E., Kalinić, Z., & Liébana-Cabanillas, F. (2024). From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok. *Journal of Retailing and Consumer Services*, *78*, 103709. https://doi.org/10.1016/j.jretconser.2024.103709

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, *48*(1), 79-95. https://doi.org/10.1007/s11747-019-00695-1

Azmi, N., Afriyani, T., & Kurniaty, D. (2025). The influence of TikTok affiliate digital marketing strategy on Generation Z purchase intentions in Jakarta, Indonesia. *Golden Ratio of Marketing and Applied Psychology of Business, 5*(1), 168-184. https://doi.org/10.52970/grmapb.v5i1.891

Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, *70*, 103149. https://doi.org/10.1016/j.jretconser.2022.103149

Bergman, E. M. L. (2012). Finding citations to social work literature: The relative benefits of using Web of Science, Scopus, or Google Scholar. *The Journal of Academic Librarianship, 38*(6), 370-379. https://doi.org/10.1016/j.acalib.2012.08.002

Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904. https://doi.org/10.1016/j.jretconser.2021.102904

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, *117*, 510-519. https://doi.org/10.1016/j.jbusres.2018.07.005

Çelik, F., Çam, M. S., & Koseoglu, M. A. (2023). Ad avoidance in the digital context: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 47(6), 2071-2105. https://doi.org/10.1111/ijcs.12882

Cervi, L. (2021). TikTok and Generation Z. *Theatre, Dance and Performance Training, 12*(2),198-204. https://doi.org/10.1080/19443927.2021.1915617

Chan, T. H., Hung, K., & Tse, D. K. (2023). Comparing e-commerce micro- and macroinfluencers in TikTok videos: Effects of strategies on audience likes, audience shares, and brand sales. *Journal of Interactive Advertising, 23*(4), 307-322. https://doi.org/10.1080/15252019.2023.2273253

Cynthia, R. (2024). Exploring the factors that impact impulse purchase intention in TikTok live streaming shopping in Indonesia. *International Journal of Electronic Commerce Studies, 15*(2), 21-62. https://doi.org/10.7903/ijecs.2279

Fong, S. F., Ong, Y. X., Ating, R., & Besa, M. S. (2024). Exploring the intermediary effects of TikTok on Generation Z's visit intention. *Journal of Vacation Marketing*, 13567667241229449. https://doi.org/10.1177/13567667241229449

Guo, R., Yang, Z., & Gao, H. (2024). From screen to table: How Douyin food bloggers stimulate and convert viewer interests. *Behavioral Sciences, 14*(7), 602. https://doi.org/10.3390/bs14070602

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co. *California Management Review, 63*(1), 5-25. https://doi.org/10.1177/0008125620958166

Halim, F., Augustinah, F., Vidyanata, D., Sherly, S., & Sudirman, A. (2022). Determinants of intention to use the TikTok application among Generation Z. *Ideas: Jurnal Pendidikan, Sosial, dan Budaya, 8*(3), 721-727. https://doi.org/10.32884/ideas.v8i3.977

Ho, H., & Ito, K. (2019). Consumption-oriented engagement in social network sites: Undesirable influence on personal well-being. *European Journal of Marketing*, *53*(7), 1355-1377. https://doi.org/10.1108/EJM-11-2017-0809

Hoang, S. D., Duy, D. T., & Minh, P. N. (2025). The examination of the correlation between product placement in short-form videos on TikTok and Vietnamese young consumer purchase intention. *Science and Technology Development Journal: Economics-Law and Management, 9*(1), 1-16. https://stdjelm.hcmute.edu.vn/index.php/stdjelm/article/view/1466

Indrawati, L., Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of cosmetic products. *Asia Pacific Management Review, 28*(2), 174-184. https://doi.org/10.1016/j.apmrv.2022.07.007

Jamil, R. A., Qayyum, U., Ul Hassan, S. R., & Khan, T. I. (2024). Impact of social media influencers on consumers' well-being and purchase intention: A TikTok perspective. *European Journal of Management and Business Economics, 33*(3), 366-385. https://doi.org/10.1108/EJMBE-08-2022-0270

Johnstone, L., & Lindh, C. (2022). Sustainably sustaining (online) fashion consumption: Using influencers to promote sustainable (un)planned behaviour in Europe's millennials. *Journal of Retailing and Consumer Services, 64*, 102775. https://doi.org/10.1016/j.jretconser.2021.102775

Khatri, P., & Duggal, H. K. (2022). Well-being of higher education consumers: A review and research agenda. *International Journal of Consumer Studies*, *46*(5), 1564-1593. https://doi.org/10.1111/ijcs.12783

Krippendorff, K. (2004). Content analysis: *An introduction to its methodology* (2nd ed.). Sage Publications.

Kurdi, B. A., Alshurideh, M., Akour, I., Tariq, E., AlHamad, A., & Alzoubi, H. M. (2022). The effect of social media influencers' characteristics on consumer intention and attitude toward Keto products purchase intention. *International Journal of Data and Network Science*, *6*(4), 1135-1146. https://doi.org/10.5267/j.ijdns.2022.7.006

Lawrence, C., & Meivitawanli, B. (2023). The role of parasocial relationships, congruence and source credibility in Indonesia: A study on TikTok live streaming commerce in the cosmetics industry. *Australasian Business, Accounting and Finance Journal, 17*(5), 39-51. https://doi.org/10.14453/aabfj.v17i5.05

Lee, Y. F., Chen, C. Y., Chou, Y. L., & Lin, Y. H. (2024). Green consumer behavior of sports enthusiasts on TikTok—An analysis of the moderating effect of green concern. *Behavioral Sciences, 14*(4), 285. https://doi.org/10.3390/bs14040285

Li, P., & Sun, Y. (2024). Impact of internet celebrities' short videos on audiences' visit intentions: Is beauty power? *Humanities and Social Sciences Communications*, *11*(1), 381. https://doi.org/10.1057/s41599-024-02895-9

Lim, K. Y., Yuen, S. T., Tan, O. K., Minh Trang, P. T., Lertatthakornkit, T., & Tee, P. K. (2024). The determinants of purchase decision towards among Generation Z via TikTok for health products of small and medium entrepreneurs. *Environment and Social Psychology, 9*(8). https://doi.org/10.59429/esp.v9i8.2688

Melumad, S., Inman, J. J., & Pham, M. T. (2019). Selectively Emotional: How Smartphone Use Changes User-Generated Content. *Journal of Marketing Research*, *56*(2), 259-275. https://doi.org/10.1177/0022243718815429

Mileva, G. (2022). *Everything you need to know about live shopping on TikTok. Influencer Marketing Hub*. https://influencermarketinghub.com/live-shopping-tiktok/

Moher, D., Liberati, A., Tetzlaff, J., & Altman, D. G. (2009). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *Bmj, 339*. https://www.bmj.com/content/339/bmj.b2535.short

Mohsin, M. (2021). *TikTok statistics that you need to know in 2021*. *Oberlo.* https://www.oberlo.com/blog/TikTok-statistics

Monesa, F., & Simanjuntak, E. R. (2024). The impact of soft-sell appeal in TikTok on the attitude towards the ads. *WSEAS Transactions on Business and Economics, 21*, 1890-1900. https://doi.org/10.37394/23207.2024.21.154

Mukherjee, B. (2009). Do open-access journals in library and information science have any scholarly impact? A bibliometric study of selected open-access journals using Google Scholar. *Journal of the American Society for Information Science and Technology*, *60*(3), 581-594. https://doi.org/10.1002/asi.21003

Nabilla, S., & Saputro, E. P. (2025). The influence of social media marketing, consumer reviews, and brand image on purchasing decisions. *Manajemen Dan Bisnis, 24*(1), 51. https://doi.org/10.24123/mabis.v24i1.878

Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Shamseer, L., Tetzlaff, J. M., Akl, E. A., & Brennan, S. E. (2021). The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ, 372*, n71. https://www.bmj.com/content/372/bmj.n71.short

Paul, J., & Benito, G. R. G. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, *24*(1), 90-115. https://doi.org/10.1080/13602381.2017.1357316

Phan, N. T. T., & Nguyen, T. M. (2024). *The influence of key opinion consumers on customers' purchase intention via TikTok: The case of Generation Z in Vietnam. Review of Integrative Business and Economics Research, 13*(1), 51-70. https://buscompress.com/uploads/3/4/9/8/34980536/riber_13-1_05_b23-029_51-70.pdf

Pradhan, D., Kumar, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why Gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing, 40*(1), 27-47. https://doi.org/10.1002/mar.21749

Pranata, J. A., Riyanto, M. R. P., Hendrawan, S., & Gunadi, W. (2024). The Effect of Hedonic Motivation and IT Affordance on Impulsive Buying Decision in Social Commerce TikTok. *International Journal of Electronic Commerce Studies*, *15*(2), 62-102. https://doi.org/10.7903/ijecs.2303

Rimkute, J., Moraes, C., & Ferreira, C. (2016). The effects of scent on consumer behaviour. *International Journal of Consumer Studies*, *40*(1), 24-34. https://doi.org/10.1111/ijcs.12206

Rizomyliotis, I., Lin, C. L., Konstantoulaki, K., & Phan, T. (2024). TikTok short video marketing and Gen Z's purchase intention: Evidence from the cosmetics industry in Singapore. *Journal of Asia Business Studies*, *18*(4), 930-945. https://doi.org/10.1108/JABS-04-2023-0138

Romero-Rodriguez, L. M., & Castillo-Abdul, B. (2023). Toward state-of-the-art on social marketing research in user-generated content (UGC) and influencers. *Journal of Management Development, 42*(6), 425-435. https://doi.org/10.1108/JMD-01-2023-0020

Shan, Y., Chen, K. J., & Lin, J. S. (Elaine). (2020). When social media influencers endorse brands: The effects of self-influencer congruence, parasocial identification, and perceived endorser motive. *International Journal of Advertising*, *39*(5), 590-610. https://doi.org/10.1080/02650487.2019.1678322

Siew Chein Teo, Wan Ying Tee, & Tze Wei Liew. (2023). Exploring the TikTok influences on consumer impulsive purchase behaviour. *International Journal of Business and Society, 24*(1), 39-55. https://doi.org/10.33736/ijbs.5600.2023

Sudadi Pranata, Fajrinoor Fanani, Dini Hidayati, Rosa Lesmana, & Zinhle Ndlovu. (2025). Implementation of smart contracts in TikTok influencer marketing. *Blockchain Frontier Technology, 4*(2). https://doi.org/10.34306/bfront.v4i2.688

Tartaraj, A., Avdyli, D., & Trebicka, B. (2024). Accessing the TikTok Influencer Marketing on Consumer Behavior: An Econometric Examination. *Journal of Educational and Social Research*, *14*(2), 346. https://doi.org/10.36941/jesr-2024-0048

Van Der Bend, D. L. M., Gijsman, N., Bucher, T., Shrewsbury, V. A., Van Trijp, H., & Van Kleef, E. (2023). Can I @handle it? The effects of sponsorship disclosure in TikTok influencer marketing videos with different product integration levels on adolescents' persuasion knowledge and brand outcomes. *Computers in Human Behavior*, *144*, 107723. https://doi.org/10.1016/j.chb.2023.107723

Walsh, D., Kliamenakis, A., Laroche, M., & Jabado, S. (2024). Authenticity in TikTok: How content creator popularity and brand size influence consumer engagement with sponsored user-generated content. *Psychology & Marketing*, *41*(11), 2645-2656. https://doi.org/10.1002/mar.22075

Wang, J., Kim, J. U., & Kim, H.-M. (2024). Purchase intention in TikTok streaming commerce: The role of recommendation accuracy, streamer's attractiveness, and consumer-to-consumer interactions. *Review of Managerial Science*. https://doi.org/10.1007/s11846-024-00810-9

Wang, X., Yu, Y., Zhu, Z., & Zheng, J. (2022). Visiting Intentions toward Theme Parks: Do Short Video Content and Tourists' Perceived Playfulness on TikTok Matter? *Sustainability*, *14*(19), 12206. https://doi.org/10.3390/su141912206

Yang, Q., Huo, J., Li, H., Xi, Y., & Liu, Y. (2023). Can social interaction-oriented content trigger viewers' purchasing and gift-giving behaviors? Evidence from live-streaming commerce. *Internet Research*, *33*(7), 46-71. https://doi.org/10.1108/INTR-11-2021-0861

Zhang, H., Zheng, S., & Zhu, P. (2024). Why are Indonesian consumers buying on live streaming platforms? Research on consumer perceived value theory. *Heliyon*, *10*(13), e33518. https://doi.org/10.1016/j.heliyon.2024.e33518

Zhao, H., & Wagner, C. (2024). Factors influencing TikTok-based user purchase intention: Comparison between potential customers and repeat customers. *Internet Research*, *34*(6), 1901-1931. https://doi.org/10.1108/INTR-07-2022-0542

Zhou, Q., Sotiriadis, M., & Shen, S. (2023). Using TikTok in tourism destination choice: A young Chinese tourists' perspective. *Tourism Management Perspectives*, *46*, 101101. https://doi.org/10.1016/j.tmp.2023.101101

Zhu, C., Hoc Nang Fong, L., Gao, H., Buhalis, D., & Shang, Z. (2022). How does celebrity involvement influence travel intention? The case of promoting Chengdu on TikTok. *Information Technology & Tourism*, *24*(3), 389–407. https://doi.org/10.1007/s40558-022-00233-w