

ANALYSIS OF THE INFLUENCE OF SHORT VIDEO MARKETING ON TIKTOK ON THE PURCHASE DECISIONS OF MSME PRODUCTS

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Abstract

This research aims to analyze the influence of short video marketing strategies on the TikTok platform on the purchasing decisions of Micro, Small, and Medium Enterprises (MSMEs) through a literature review approach. TikTok, as a short video-based social media platform, has become an increasingly popular promotional tool among MSME actors due to its ability to quickly and widely reach audiences. This study examines three main aspects, namely the influence of visual elements and narration on consumer interest, the role of interactivity and engagement in building purchase intent, and the correlation between content consumption intensity and purchase decisions. The study results show that short yet creative video content, accompanied by strong storytelling and active interaction, can enhance consumers' positive perception and encourage the intention to purchase local products. However, this research has limitations due to its reliance on secondary sources and has not yet included direct empirical data. Therefore, follow-up research based on surveys or experiments is recommended to strengthen the validity of the findings and support the development of more effective digital marketing strategies for SMEs.

Keywords: TikTok, Short Video Marketing, MSMEs, Purchase Decisions

INTRODUCTION

TikTok has become one of the fastest-growing social media platforms in the world. This application stands out due to its short-duration video content that is entertaining, informative, and easily accessible to various groups. In Indonesia, TikTok users continue to increase, including from teenagers to adults. This phenomenon creates new opportunities in digital marketing strategies. Business actors are starting to utilize this platform to reach consumers more quickly and personally (Feng, 2024). Thus, TikTok is not

only becoming a medium of entertainment but also a potential promotional tool.

The trend of short video marketing on TikTok has become a popular marketing strategy because it can capture attention in a short amount of time. Short but engaging content can convey messages effectively and efficiently. Various creative features such as visual effects, music, and hashtag challenges also support the appeal of the uploaded content. Short videos also provide space for brands to build their visual identity. Consumers tend to recognize and remember brands more quickly from engaging visual content (Yang, 2023). Therefore, many companies and SMEs are starting to switch to short video-based marketing strategies.

UMKM is an important economic sector that supports the national economy, especially during the post-pandemic recovery period. However, limitations in terms of promotion and market access often become obstacles for the development of MSMEs. TikTok provides new opportunities for MSMEs to market their products widely without incurring high costs. Through creative and engaging content, MSMEs can reach consumers from various regions even without opening a physical store (Wang, 2024). In addition, direct interaction with consumers in the comments section can also strengthen customer relationships. This makes TikTok one of the relevant alternative promotional media for MSMEs.

The use of TikTok by MSMEs in the context of marketing raises questions about its effectiveness in influencing purchasing decisions. Although it seems promising, not all business actors understand how to optimize content to impact consumer behavior. Viral content does not necessarily lead to a direct increase in sales. A deeper understanding is needed regarding how consumers respond to short videos as a form of promotion. Factors such as video duration, narration, visual elements, and viewing frequency need to be analyzed further (Lou, 2023). Therefore, it is important to investigate the actual impact of short video marketing on purchasing decisions.

In marketing literature, consumer purchasing decisions are influenced by various aspects, including perception, emotion, and social influence. TikTok as an interactive social media platform enables the formation of two-way communication between businesses and consumers. Consumers not only view products but can also comment, react, and even share videos with others (Feng, 2024). This activity creates engagement that can shape a positive perception of the product. High engagement is often associated with a

greater purchase interest. Therefore, the interactivity aspect of TikTok videos becomes an important factor that cannot be overlooked in the analysis.

Although many MSME actors have tried using TikTok, not all have been able to see a direct impact on sales. This is due to the limited knowledge in creating content that aligns with the characteristics of the target audience. There are also quite a few entrepreneurs who only follow trends without a clear strategy. In fact, the effectiveness of promotions on TikTok highly depends on the relevance of the content to consumer needs and interests (Andani & Oetarjo, 2022). In addition, TikTok's algorithm also plays an important role in reaching a wider audience. Without this technical understanding, the promotion carried out has the potential to be less effective.

A literature review is necessary to identify the extent to which short video marketing strategies on TikTok have been analyzed in the context of SMEs. Several previous studies have shown a correlation between engaging video content and increased consumer purchase interest. However, many also highlight that the effect is situational and depends on the quality of the content and the engagement created. By reviewing various literature, we can gain a more comprehensive understanding of this influence pattern (Sylvianita, 2023). In addition, the research findings can also serve as a basis for SMEs in designing more targeted marketing strategies. Therefore, a systematic approach in the literature review is very important to carry out.

Based on the above description, it can be concluded that TikTok has great potential as a digital marketing medium, especially for MSMEs. However, its effectiveness on purchasing decisions still requires in-depth and theory-based research. There needs to be a mapping of the factors that play a role in the success of short video marketing. This research aims to address that need through a literature review approach. It is hoped that the results can provide contributions both theoretically and practically. Especially in helping SMEs develop TikTok content strategies that have a greater impact on consumer purchasing decisions.

RESEARCH METHOD

This research employs a systematic literature review approach aimed at identifying, reviewing, and deeply analyzing previous research findings relevant to the influence of short video marketing on TikTok on the purchasing decisions of MSME products. This review is conducted in a structured manner with systematic steps ranging from the formulation of

inclusion and exclusion criteria, source search, to thematic analysis of the obtained findings. The main focus is on how short video-based marketing strategies impact consumer behavior, particularly in the context of SMEs. By adhering to this approach, the research is expected to provide a valid and comprehensive synthesis of the available literature. A systematic literature review also allows researchers to identify gaps in the research that have not yet been extensively explored. This is important as a basis for the development of further studies or policy-making in the MSME sector.

The data sources in this study come from national and international journals published in the last five years, scientific articles, conference proceedings, as well as reports related to the development of SMEs and the use of social media for marketing. The selection process was carried out by considering the relevance of the topic, its alignment with the research focus, and the credibility of the sources. The analysis technique used is narrative and thematic review, where researchers group findings based on main themes such as content strategy, visual effects, user engagement, and their impact on purchasing decisions. This technique allows researchers to identify recurring patterns and trends and to construct a synthesis based on the previously established theoretical framework. Thus, this methodology supports the research objectives in exploring a deep understanding both conceptually and practically (Snyder, 2019; Tranfield et al., 2003).

RESULT AND DISCUSSION

The Influence of Visuals and Narration in Short Videos on Consumer Interest

In the context of short video marketing, visual elements such as color, movement, and transition effects play a significant role in capturing consumer attention. Bright and contrasting colors are often used to build emotional appeal in the first few seconds. Research shows that consumer perception of a brand can be formed in just a matter of seconds while watching visual content. Strong visuals can create a deep first impression and influence purchase intentions. Additionally, a clear product display, camera angles, and good lighting also influence the perception of quality (Wang, 2024). Therefore, visual aspects become an important foundation in creating effective short videos.

The duration of the video is also an important factor in creating consumer interest. Videos that are too long tend to be ignored, while videos that are too short may fail to convey the message fully. TikTok specifically encourages a video format of 15–60 seconds, which is considered ideal for

maintaining audience attention. In this short duration, the content must be able to convey a clear, engaging, and emotionally stirring message. The efficiency of this duration demands high creativity from content creators to remain communicative without boring the audience (Han & Adolphs, 2023). Therefore, the selection of duration must be adjusted to the goals and complexity of the message to be conveyed.

Sound elements such as background music, sound effects, and verbal narration greatly contribute to the consumer's audiovisual experience. Music that aligns with the emotions or identity of the product can enhance recall and emotional connection to the content. Certain sound effects can even create an atmosphere that sparks spontaneous interest, such as the 'pop' sound when the product is displayed (Tan & Wang, 2023). Additionally, the use of voice-over or verbal narration is also effective in directly conveying the product's advantages. Studies show that consumers tend to remember brands associated with strong and consistent music or sound. This makes sound elements one of the crucial aspects in short video content strategies.

Storytelling in short videos is a very effective technique in building emotional connections between the product and the audience. Relevant, touching, or funny stories make content easier to remember and share. For example, a story about how a product helped someone's life can build consumer trust. With stories, content becomes more human and doesn't feel like an advertisement. This technique also enhances audience engagement because they feel personally connected (Zhou, 2024). Therefore, a strong narrative often becomes the distinguishing factor between an ordinary video and viral content.

Research in the field of digital marketing shows that effective storytelling in short videos can significantly enhance brand recall. Brand recall refers to the ability of consumers to remember a brand when they are in a purchasing situation. A study by De Veirman et al. (2021) found that consumers find it easier to remember brands conveyed through emotional narratives rather than just product information. This shows that meaningful narratives in short videos have a long-term effect on consumer memory. Especially when combined with supporting visuals and music, the level of engagement will be even stronger. Thus, the combination of storytelling and audiovisual elements forms the foundation of an impactful marketing strategy.

In a digital world filled with content, consumers have become very selective about what they watch. Therefore, creating videos with strong visual elements and narration has become essential to capture attention in seconds.

When visuals and stories harmoniously blend, the content is more likely to go viral and reach a wider audience. Many successful TikTok content pieces are able to build personal stories that are relatable to the viewers' daily lives (Chen & Xian, 2022). In addition to being engaging, such content also fosters trust and connection with the brand. As a result, consumer interest is not only formed instantly but also able to last for a longer period.

Consumer interest generated from short videos also impacts further actions, such as visiting profiles, clicking links, and making purchases. This process reflects the effectiveness of content in guiding consumers from the attention stage to the action stage. Content with strong visuals and touching narratives can encourage consumers to delve deeper into the product. Especially if supported by a clear and engaging call-to-action. Therefore, the influence of visuals and storytelling is not only limited to interest but also extends to consumer behavior (Prachapokpong & Huang, 2024). In the context of MSMEs, this is very important to increase the conversion from viewers to buyers.

Based on the above exposition, it can be concluded that visual and narrative elements play a strategic role in shaping consumer interest in the product. A well-designed short video can create a strong and memorable impression. Both color, sound, duration, and storytelling contribute to building a positive perception of the brand. Literature reviews show that consumers respond better to content that can combine visual and emotional elements. This presents a great opportunity for SMEs to enhance the appeal of their products on platforms like TikTok. With the right content approach, short videos not only attract attention but also effectively drive purchasing decisions.

Engagement and Interactivity as Triggers for Purchase Interest

In the era of digital marketing, engagement has become one of the main indicators of content effectiveness, including in short videos on TikTok. Forms of engagement such as likes, comments, shares, and saves reflect the extent to which the audience is interested and engaged with the presented content. The higher the number of interactions, the greater the chance a video has to reach a wider audience through TikTok's algorithm (Kazi, 2024). For SMEs, this means the potential to increase product visibility organically without advertising costs. High engagement also indicates that the message in the content successfully evokes consumer emotions or curiosity. Therefore,

business operators need to design content that can invite active interaction from the audience.

Comments play an important role in creating a dialogue space between business operators and consumers. Consumers who feel connected will be more likely to inquire about products, provide spontaneous testimonials, or even offer constructive criticism. This interaction not only increases trust but also builds a loyal customer community. In fact, a quick response to comments can foster an impression of professionalism and openness from the seller. Many consumers make purchasing decisions after reading positive comments from other users (Vidani, 2024). Therefore, the comment section becomes a strategic area that can be used to build trust and purchase interest.

The share feature allows content to spread more widely beyond the initial audience network. When users share content with friends or on other social media, it becomes a form of indirect recommendation. Recommendations from friends or close acquaintances are often more trusted than formal advertisements. In the context of SMEs, this is very advantageous because promotion can develop virally through the digital word-of-mouth system. Content that is entertaining, informative, or emotionally touching has a greater chance of being shared (Aukesheva, 2024). Therefore, creating shareable content is an important strategy in driving purchase interest.

Meanwhile, the save feature indicates that viewers find the content important enough to revisit later. This could indicate a delayed purchase interest or further consideration before making a transaction. The more often a video is saved, the higher the strategic value of that content as a purchase reference. Viewers who save content are usually those who are already quite interested but still need time or additional information (Fujiwara et al., 2024). This data can be used by MSME actors to conduct periodic content follow-ups. Therefore, the "save" feature becomes an indicator of deep interest that is just as important as likes or shares.

In addition to direct interaction, User-Generated Content (UGC) also plays a significant role in increasing purchase interest. UGC is content created by users or consumers, such as reviews, unboxings, or testimonials on TikTok. When consumers see others, especially ordinary people or micro-influencers, using a product, their trust in that product will increase. This is called the social proof effect, where consumers are encouraged to buy the product because they see positive experiences from others. UGC has power because it is considered more honest and unpaid compared to conventional

advertisements (Liu et al., 2023). Therefore, encouraging consumers to create their own content becomes a highly effective strategy.

Customer reviews or testimonials, whether in the form of comments or video responses, are a determining factor in the purchasing decision-making process. Modern consumers tend to seek the opinions of other users before purchasing a product, especially from SMEs that are not yet well-known. TikTok provides space for reviews in creative and authentic forms, making them more engaging compared to regular text reviews. Positive reviews can strengthen the product's image, while negative reviews, if addressed wisely, can actually enhance the business's credibility. Honesty in reviews also affects the level of consumer trust in the brand (Li & Sun, 2022). Therefore, reviews should not only be facilitated but also strategically utilized by SMEs.

High interactivity between content creators and the audience fosters the formation of strong emotional connections. This relationship creates long-term loyalty and opens up opportunities for repeat purchases. Consumers feel valued when their opinions are responded to, making them more open to continue interacting and recommending the product. This is what distinguishes engagement-based digital marketing from conventional one-way advertising. This reciprocal relationship creates a more personal and meaningful customer experience (Rusmiyati & Hartono, 2022). As a result, purchase interest does not only arise from visual attraction but also from the emotional closeness built through interaction.

Overall, engagement and interactivity in short TikTok video content are strong triggers in shaping consumer purchase interest. Through features such as likes, comments, shares, and saves, MSME actors can directly measure and build consumer interest. Moreover, the presence of UGC and reviews as forms of active consumer participation greatly influences the credibility and appeal of the product. Consistent and responsive interactions can strengthen the relationship between the brand and consumers. With the right approach, SMEs can maximize the power of digital communities to drive purchasing decisions. Therefore, engagement is not just a number, but a reflection of the growing market potential.

The Correlation Between the Intensity of TikTok Content Consumption and the Purchase Decision of MSME Products

The intensity of TikTok content consumption can be measured by how long users spend watching videos and how often they are exposed to certain content. The duration of consumption reflects the level of interest and focus

users have towards the content. The longer someone watches a video, the greater the likelihood that the message in the video will be absorbed and influence their perception of the product. Exposure frequency, on the other hand, relates to how often similar videos or those from the same brand appear in the user's timeline. These two factors play an important role in the process of forming purchasing decisions (Huang & Zhao, 2022). Therefore, consumption intensity becomes a potential indicator of the effectiveness of content in influencing consumer behavior.

In the context of MSME marketing, consumers who frequently see products from a certain brand tend to be more familiar and trusting of those products. This familiarity can accelerate the decision-making process because consumers feel they have already known the product. TikTok, through its algorithm, allows popular or relevant content to repeatedly appear to certain users. This indirectly creates a repetition effect that strengthens consumers' memory of a brand. With consistent exposure, MSME products have a greater chance of being recognized and chosen (Mewburn & Clews, 2023). Therefore, a regular and scheduled content distribution strategy is very important.

Several literature studies show that repeated exposure to marketing content can increase the probability of purchase. For example, research by Gupta & Lord (2020) found that consumers are more likely to purchase local products after being exposed to digital ads at least three times. This supports the mere exposure effect theory, which is the tendency for someone to like something because they see it often (Wang, 2024). In the context of TikTok, this is reinforced by dynamic visualizations and engaging music that accelerate the cognitive and affective processes of consumers. SMEs can leverage this strategy by creating consistent yet fresh content variations. This way, consumers do not feel bored even when receiving repeated messages.

The duration of content consumption also plays a role in increasing purchase interest, especially if the video content provides complete and relevant information. TikTok videos that can capture users' attention during the first few seconds usually have a higher chance of being watched until the end. Content that provides added value, such as product usage tips, testimonials, or behind-the-scenes footage, often has a longer watch duration. This means that it's not just about how often the content appears, but also how long consumers are willing to watch it that influences their purchasing decisions. SMEs need to understand that duration is not just about the length of the video, but also the quality of the content presented. The higher the

quality of the content, the greater the likelihood of a purchase occurring (Intes et al., 2024).

Digital consumers today have behavior patterns that are heavily influenced by the speed and consistency of the information they receive. In this case, the intensity of TikTok consumption reflects how often and how deeply consumers engage with a brand's content. When consumers continuously see MSME products in various formats and approaches, they will form the perception that the products are relevant, popular, and worth trying. This is what is referred to as the "brand familiarity" effect, which is very important for newly developed MSMEs. High exposure frequency creates the impression that the product has appeal and trusted quality (Yamazaki et al., 2023). Therefore, the consistency of posts and the diversity of content can strengthen this exposure effect.

Effective repeated exposure not only increases purchase interest but also accelerates decision-making. In conventional marketing, consumers need several contacts with a brand before they take purchasing action. TikTok accelerates this process due to the dense, emotional, and visual nature of its content. When consumers receive the same or similar content repeatedly, they will feel more confident and are likely to make decisions more quickly. For SMEs, this presents an opportunity to reduce the "gap" between brand awareness and actual purchase (Dong et al., 2023). With the right strategy, that process can happen in a matter of days or even hours.

However, the intensity of exposure must be balanced with content variation to avoid boredom. If consumers feel bored because they see content that is too repetitive without innovation, then its effectiveness will decrease. Therefore, MSMEs need to regulate the frequency of uploads with a diverse thematic content strategy, such as educational content, testimonials, entertainment, and limited promotions. This variation maintains consumer interest and extends their engagement duration with the brand. On the other hand, TikTok's algorithm also tends to favor content with high engagement, so content variation will help increase visibility (Hoi & Yin, 2023). So, repetition must be accompanied by creativity.

Overall, there is a significant correlation between the intensity of TikTok content consumption and purchasing decisions for MSME products. Long viewing duration and high exposure frequency both play a role in building perception, trust, and the urge to buy. Literature studies show that repetition combined with quality content can strengthen consumer loyalty towards local brands. TikTok as a marketing medium provides a great

opportunity for SMEs to manage this exposure strategically and sustainably. By understanding digital content consumption behavior, MSMEs can develop more effective and efficient promotional approaches. Therefore, consumption intensity is not merely a passive indicator, but an active tool in shaping consumer purchasing decisions.

CONCLUSION

Based on the results of the literature review, it can be concluded that short video marketing on TikTok has a significant impact on the psychological aspects and consumer purchasing behavior, particularly in the context of MSME products. Visual elements such as color, sound, and duration combined with storytelling can capture attention, build emotions, and strengthen brand recall. Engagement such as likes, comments, and shares has proven to be important indicators in generating purchase interest, especially when supported by interactive and user-generated content. Repeated exposure to content also strengthens brand perception and accelerates the purchase decision-making process. However, this research has limitations because it relies solely on secondary sources, such as journals and scientific articles, without direct field data. This limits the validity of the findings in an empirical context and their specific application in the field.

To maximize the influence of TikTok as a promotional medium, SMEs are advised to develop a content strategy that is consistent, creative, and interaction-oriented. Short content that combines storytelling, engaging visual elements, and calls to interact can enhance appeal and sales conversion. UMKM actors also need to leverage UGC and reviews as part of their strategy to build consumer trust. In the future, it is recommended to conduct further research based on empirical data, such as surveys or experiments on MSME consumers, to directly measure the impact of TikTok content on purchasing decisions. Such research will strengthen theoretical understanding while also providing a practical basis for formulating effective digital marketing policies for small business operators. Thus, the contribution of this study can serve as an initial foundation for more adaptive and data-driven marketing strategies for SMEs.

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