

The Impact of Short Video Platform Characteristics on Marketing Effectiveness: A Bibliographic Review and Future Research Directions

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ABSTRACT

The new trends in short video apps like TikTok, Instagram Reels, and YouTube Shorts have significantly impacted marketing plans worldwide. This paper systematically reviews current research focusing on the distinct features of these platforms, including the architecture design of the algorithms, the dynamics of content creation, and user interaction patterns and their implications on the effectiveness of marketing. This literature review also examines the main themes, the limitations of current research, and potential research directions. The findings show that short video platforms offer new opportunities for relevant, engaging, and sharable marketing content. However, further studies are required to establish the level of efficiency of these platforms in the long run by country and concerning ethical issues as well as in comparison with other sharing platforms. It is now up to academics and practitioners to actively study these new areas to expunge the maximum possible value of the short video platforms in marketing.

KEYWORDS

Short video platforms; Marketing effectiveness; Algorithm design; User engagement; Content creation

1. INTRODUCTION

1.1. Background

Emerging platforms like TikTok, Reels of Instagram, and the newly launched YouTube shorts are the recent trends that have slightly changed the scenario of social media consumption in the last couple of years [1]. These platforms, built upon the principle of small, entertaining, easy-to-comprehend videos, have attracted much attention from global audiences and changed how people perceive and interact with content [2, 3]. As several firms and businesses accept that these platforms can assist in reaching out to the target market, it is crucial to understand the characteristics and implications of short video platforms on marketing results [4]. Included features are content recommendation algorithms, dynamics in content creation, and content user engagement, all of which constitute a future for marketers who seek to use these platforms in their marketing strategies.

1.2. Problem Statement

However, a minimal level of information has been discovered on specific characteristics of short video platforms, how they impact marketing communications, and the extent of their effectiveness [5]. Marketers are also faced with an overall perspective of these platforms, such as the role of

algorithms in content visibility, the requirement of adapting to certain content creation specifications, and the general issue of engaging with the consumer in an immensely engaging and ever-evolving manner [6]. A literature survey on short video platforms reveals that research has been carried out on various aspects of the platforms. These findings are considered to have been made through a systematic literature review to provide a systematic synthesis of such conclusions and to determine the existing knowledge deficit. This literature review also seeks to fill this gap by critically evaluating and integrating literature to provide an understanding of the characteristics of short video platforms and their impact on marketing impact.

1.3. Purpose and Scope

This literature review discusses the literature on short video platforms and their attributes that influence marketing efficiency. This is why, in this review, an attempt will be made to examine existing literature, evaluate its quality, and define the main themes, research gaps, and directions for further research. They have also decided on the review range to include platform attributes like algorithm, content generation, and user engagement metrics and their importance to marketing and its effect. In preparing this review, the hope is to add to the literature by outlining the current state of knowledge in this field to enhance the understanding of how marketers can harness short video platforms for their marketing campaigns and the associated opportunities and issues.

1.4. Structure of the Review

The review starts by presenting the theoretical and fundamental notions concerning marketing effectiveness and the characteristics of short video platforms. It then synthesizes the current literature, segmented according to themes such as the algorithm, content production, interaction and engagement, marketing, and consumer behavior on these platforms. The review raises questions and challenges in current studies and suggests future studies. Lastly, it summarizes the study and research implications that stress the need to explore further the dynamics of marketing effectiveness on short video platforms and how marketing gurus can help marketers develop effective strategies on this emerging platform.

2. THEORETICAL FRAMEWORK AND KEY CONCEPTS

2.1. Marketing Effectiveness

Marketing communication effectiveness, on the other hand, is the extent to which a marketing communication campaign achieves its intended goals, which could be brand recall, engagement, consumption or ROI [7]. According to the short video platform marketing goals, this kind of marketing is evaluated by reach, views, likes, shares, comments, and conversion [8]. It is, therefore, important for marketers to understand the factors relating to marketing effectiveness on these platforms to act as a guide for formulating marketing strategies and resource allocation. Due to the changing and rapidly developing nature of short video platforms, it is necessary to track and monitor key performance indicators frequently to determine the efficiency of exact approaches in the context of a constantly evolving digital marketing environment [9].

They also help measure the effectiveness of the marketing campaigns and give information on the target group and the content [10]. Thus, by analyzing all these indicators, marketers can refine their knowledge about viewers' preferences for their content, understand patterns and trends in consumption behavior, and make sound decisions for marketing strategies and tactics. Second, measuring marketing effectiveness helps the organizations to evaluate the outcomes of marketing investment and, thus, make the right decisions about future strategic development [11]. This way, businesses will be able to maximize the efficiency or effectiveness of their marketing spend tied to

the short video platforms and achieve the intended result of the marketing campaign, whether awareness, traffic or sales [12]. Finally, such knowledge helps marketers optimize the use of short video platforms for reaching the target audience and obtaining the greatest return on investment in their advertising initiatives [13].

2.2. Characteristics of Short Video Platforms

2.2.1. Algorithm-driven Recommendations

A hallmark feature of short video platforms is that they use highly advanced artificial intelligence technologies to recommend content to users [14]. Such recommendation algorithms evaluate user activities, preferences, and their further engagement with content in a window that provides them with the most interesting and appropriate content, thus improving user satisfaction and loyalty [15]. These platforms involve specific algorithmic architectures that capture content creators and distributors alongside marketing content visibility and effectiveness.

The recommendation systems used in short video platforms are very sophisticated artificial intelligent mechanisms that analyze and categorize users' data such as watch time, engagement data (likes, comments, shares) and content history [16]. These algorithms can promote content feeds relevant to the users' interactions, so by following how users engage and what they prefer, these algorithms will ensure high audience retention. The means of content delivery employed by the platforms posed a potential threat to marketers, meaning that marketing on these sites is a function of the algorithmic conditions of these platforms.

With these algorithms, content is delivered to interested audiences within the shortest time possible, making visibility and reaching extremely large if the right marketing campaigns are used. That is when marketing content is shared among users and widely popular, the recommendation system will present this content to other users who may be interested, and it becomes viral. Nevertheless, the algorithms that drive these platforms base their recommendations on user interests and activity, meaning that marketing content has to fight for the users' attention with millions of other user-generated content and must be carefully tailored for optimal synergy with the platform in question [17].

Thus, for algorithm-based recommendations to be helpful, marketers must design content that fits the media platform's organizational structure, visuals, and users' tastes. It may also require testing various video lengths, formats and topics to achieve the best results in the target niche. Also, marketers should utilize platform-relevant tools, including hashtags, challenges, and trends, to enhance the discoverability of content [18]. Given that short video platforms are primarily built and operate within an algorithmic system, marketers can achieve the most outstanding results from their campaigns to increase brand recognition, consumers' interactions with content, and, consequently, sales.

2.2.2. Content Characteristics

Short video platforms are defined by specific content attributes, including the short length of the videos (generally under one minute), the vertical video format, and the use of graphic elements and narratives that are primarily entertaining [19]. These outcomes define the creativity in the marketing content and content production on these platforms. The visuals and amount of attention that can attract to the content must also be considered, as marketers create content for short videos. This format requires the message to be clear, concise, and have a visual appeal that will keep the audience's attention as they deliver brand messages. The format used here is primarily vertical, suitable for viewing on mobile devices, as most people use these services through a smartphone. This vertical presentation has caused new visual arrangements, and narrative structure approaches so much that marketers need to reconsider conventional ways of video making.

2.2.3. User Engagement Features

Short video platforms have various interactive features that help encourage active participation from users. These are likes, comments, shares, and recently added duets and remixes, which make the viewing process to be very social and interactive [20]. The application of these platforms makes it possible for marketers to engage the users and encourage them to create and share content on social media.

The engagement features on short video platforms offer two-way communication between brand and consumer, feedback, and community. Through the use of these interaction features, the marketers would be able to get a sense of the customers' attitudes towards certain products, their sentiments, and behavior, hence being useful in developing subsequent marketing strategies and content production.

However, the knowledge that users are able to modify content and interact with it invites the discovery of new channels in marketing message distribution. Interestingly, users can participate in branding by sharing remixes or duets created with branded content, which strengthens the campaign, making users not only the audience but also the promoters of the brand [21]. This kind of content is also organic and originates from the users, which makes the messages more genuine or credible to the consumers. Through engagement features in short videos, brands and marketers can develop extremely effective and engaging campaigns that reach the target consumers and increase the engagement between brands and consumers.

2.3. Relevant Theories

Some of the theoretical concepts explain the influence of the characteristics of short video platforms on marketing outcomes. According to the uses and gratification theory, people consciously turn to media to fulfil specific needs and wants; they may seek information or entertainment [22]. This theory can explain why users participate in short video content and whether marketing messages can cater to these needs. According to the Theory, users attend short video platforms with specific gratification needs, which marketers should address by providing content that will meet these needs. Furthermore, the Diffusion of Innovations Theory explains how changes in ideas, products, or behavior happen in a social system across time [23]. This theory applies to the study of the factors that underpin the use of short video platforms concerning the diffusion of marketing messages among the target consumers to adopt products or services. The Theory of innovation adoption and social influence can assist in understanding how short video platforms can increase the rate of marketing messages and help spread new products or trends among highly connected and engaging users.

3. REVIEW OF EXISTING LITERATURE

3.1. Role of Algorithms

Some researchers have explored how the algorithms affect short video app content recommendation and presentation. Zhou also established that the TikTok algorithm concentrates on user interaction and content relevance, which impacts marketing content and its visibility and sharing [24]. Their study emphasized the need to know how algorithms work to enhance the approaches to reach audiences. Such mechanisms include complex recognition systems that recognize the patterns of the users, the characteristics of content, and their engagement in deciding content distribution. The researchers noted that marketing on these platforms has to consider the mechanism of recommendation functions and how to produce content compatible with these systems. Similarly, Casaca & Miguel focused on the effects of algorithmic recommendations on user behavior. They described that the personalization of recommendations can result in more use and retention of the platform [25]. They found that their audience enjoys relevant content, will spend more time on the

platform, and will be more innovative in engaging with the content. However, they also mentioned specific ethical issues, which include the formation of filter bubbles and the enhancement of existing preferences. These concerns put forward some questions about the future of algorithmic content distribution for marketers and users.

3.2. Content Creation Dynamics

Research has been done on content generation on short video platforms in recent years. Wang investigated UGC and BGC on TikTok and concluded that UGC garners more engagement than BGC since most users see more relatability in them [26]. Their extensive research observed that users prefer authentic, natural, and organic content to professionally produced advertisement material. They recommended that brands need to partner with influencers and advocate for UGC as a way of amplifying their marketing strategies. This approach enables brand owners to harness the power of their community and still achieve professional-looking content. Darryn researched trends and challenges associated with short video content generation using social media platforms [27]. His research showed that these viral phenomena allow brands to engage their audiences in cultural discourse. He discovered that brands can achieve enhanced visibility and awareness through trends and challenges but should also consider the need to be relevant to such trends. The researcher also noted that for a company to participate in a trend successfully, special attention should be placed on timing, relevance, and brand placement.

3.3. Engagement and Interaction

User engagement and interaction can be vital to marketing success, even in short video platforms. Analyzing the factors affecting user interactions on TikTok, Martinez et al. found that content-related factors, including humor, originality, and relevance, have the most significant potential to amass likes, comments, and shares [28]. This study found that content that elicits emotions or can be considered entertaining would attract more engagement. They also pointed at the role of hashtags and trending topics as to the boost of content and its visibility and engagement, seeing the main benefit of these features in the ability to expand the circle of content recipients. Ko focused on how interactive elements like duets and remixes help engage users and spread content [29]. His study also proved that these collaborative features offer new possibilities for brands to interact with their audience and appeal to them for creative interaction. They discovered that such attributes could foster a community feeling among its users and foster user-generated content, enhancing overall brand visibility. The researchers also found that these interaction elements are used in campaigns to integrate them in a natural and interest-catching manner.

3.4. Marketing Strategies

Influencer marketing has recently become popular, using content creators who have gained massive followership to market products or services [30]. These partnerships enable brands to leverage already existing audiences and enjoy the reliability and endorsement that come with creators. In their research, it has been discovered that engagement with the content created by influencers is likely to be much higher, as well as the overall brand attitude [31]. This can be explained by the fact that people trust the recommendations of other people they follow and by the better blending of the advertorial messages with the content of entertaining content.

Paid advertising on short video platforms has also been examined, with research focusing on the various ad types and targeting approaches. In-feed, native advertising on TikTok was preferred over banner advertising since it garnered higher click-through and conversion rates, according to Dong. According to their studies, it was noted that advertisements that resemble the platform's organic content experience are likely to be more effective relative to those that interrupt the user experience

[32]. However, The researchers also pointed out that paid advertising must address the peculiarities of the platform and user expectations to be efficient.

3.5. Consumer Behavior

Studying consumers' behaviors on short video apps is essential to building up marketing strategies more precisely. Stamenković & Mitrović examined the reasons for using the TikTok platform and the behavior of users and concluded that the main reasons are entertainment, interpersonal communication, and self-identification [33]. Their research identified intricate usage patterns that also differ with the user demographics and the use circumstances. It also stated that they found out that there are disparities in content consumption and interaction among different age groups and even cultures; however, it also emphasized the need to market to other segments in various ways.

In the same way, Liu, Y., & Wang examined the effect of short video platforms on purchasing behaviors and decisions [34]. Their broad survey looked at how various kinds of content and creator affiliations affected buying patterns. And they discovered that product recommendations and reviews from the people with whom the consumers are close can significantly impact their behaviors. The researchers found that the authenticity and credibility level significantly influence the content's impact on the product. However, they also stressed the necessity of authentic and transparent sponsored content to ensure consumer trust, saying that the disclosure of the commercial ties does not reduce the marketing impact as long as it is done correctly.

4. RESEARCH GAPS AND LIMITATIONS IN CURRENT STUDIES

Although more studies have been conducted on short video platforms and marketing efficiency, several limitations are evident in existing investigations. Second, there is a notable lack of research on the long-term effects of marketing tactics on brand image, consumer loyalty, and overall sales outcomes, even though most of the originally collected data tends to be short-term measures of brand activation and consumer engagement. This limitation poses serious problems for marketers, who cannot determine the value of short video platform marketing for business and their ROI.

Second, the preponderance of research has been undertaken in the Western world, particularly within the US and Europe, which restricts the transferability of conclusions to other international markets. Because the sample consists of users of the short video platform and the level of platform usage differs from country to country, more research is needed to identify and understand cross-cultural differences in the effectiveness of marketing strategies in the platform environment. The fact that previous studies are geographically biased has implications for multinational firms as they attempt to formulate appropriate techniques for marketing across different markets.

Third, the ethical issues of algorithmic marketing and targeted advertising in short video platforms are relatively underexplored in current studies. Since these platforms target to help advertisers deliver messages to the right audiences while offering users personalized content or relevant advertisements, questions about user privacy, data protection, and informed consent need answering. Accordingly, the researchers pointed out that more efforts must be directed to the general ethical aspects of data collection and application in short video marketing.

Last, there is a research gap in comparing the marketing effectiveness of the different types of short video platforms. Every platform is distinct in its properties, users, and content, which can impact the effectiveness of the marketing. Of course, there is a need to research how various marketing strategies work on different online platforms and the proper techniques that should be applied to each. This absence of comparative research becomes a problem when marketers try to devise the best strategies for different platforms to get the best returns on investments.

5. FUTURE RESEARCH DIRECTIONS

Based on the identified research gaps and limitations, several future research directions are proposed:

5.1. Cross-platform Comparative Studies

Subsequent research should engage cross-sectional studies to compare marketing outcomes on short-video platforms, including TikTok, Instagram Reels, and YouTube Shorts. By examining those distinct characteristics, user activity patterns, and content-sharing activities on such platforms, scholars could offer helpful recommendations to marketers about where to focus their cross-platform efforts and investments. These comparative analyses should also consider other factors apart from the technical distinction between the platforms, including the users, their activities, and the type of content that will determine marketing outcomes. It will help marketers propose appropriate strategies for each platform and simultaneously achieve more relevant and similar messages for users.

5.2. Global Perspectives

To generalize the results and consider the cultural diversity of the users of short video platforms, further research should be conducted from a global context. Research should be done on how culture affects content consumption, interaction, and marketing results in various countries and parts of the world. This will assist marketers in coming up with culturally targeted and localized marketing strategies for the target markets [35]. Future research should explore the cultural norms and regional trends whereby the users' behaviour and the content that they consume on short video platforms should be examined [36]. Understanding these cultural differences will be essential for organizations which seek to expand their operations to new consumers in different countries.

5.3. Ethical Implications

There should also be ethical questions on algorithmic marketing and targeted advertising on short-video platforms should also be proposed for future research. Research should compare end users' views regarding data privacy, informed consent and algorithm recommendation bias [37]. This research should tell us how users perceive this matter and what they think about information gathering, advertising, and customization. Other topics that scholars should investigate include filter bubbles, echo chambers, fake news, and recommendations for ad placements on the platforms. These studies will be necessary for developing the ethical standards for employing these technologies while maintaining marketing effectiveness, users' anonymity, and the purity of such platforms [38].

5.4. Innovative Metrics

Future research should develop new metrics that are more useful in determining the long-lasting impact of marketing strategies on short video platforms than the interactions with the audience for the short term. Further studies should be carried out to establish an association between specific activity indexes such as views, likes, and shares across the respective platforms and marketing objectives such as improved brand awareness, customer loyalty, and sales. This research should suggest specific ways and methods of capturing the total picture of the customer and his/her engagement with the firm when they get involved. Moreover, the research might be continued with the attempt to use other, perhaps more specific types of data that would provide a qualitative view on the behavior and attitude of the customers, such as active usage of social networks and sentiment analysis [39].

5.5. Integration with Emerging Technologies

Subsequently, future studies should consider exploring how short video platforms are interconnected with AI, AR, and VR to build upon the current research. Research should explore possible ways these technologies can complement user interaction, relevance, and engaging experiences on short video apps [40]. This research should examine how technologies can offer new ways to create content and engage users. Researchers should also consider opportunities to apply AI to generate content, recommend content, and analyze performance, which would help with marketing strategies and goals [41]. These studies will be highly valuable for identifying how new technologies can be harnessed to design better, more impactful marketing content in short video platforms [42].

6. CONCLUSION

This paper has, therefore, combined current literature on the effects of characteristics of the short video platform on the effectiveness of marketing. The review also included some of the major themes identified in the literature. These included using algorithms in content curation and recommendation, content production and consumption, and marketing techniques used in these platforms. Analyzing the existing literature, one must admit that these platforms are a new concept of branding and distribution of messages in the context of marketing communication in the Internet era. As weaknesses, the review pointed out limitations in longitudinal studies, international research, issues to do with ethics, and data comparisons across different media platforms. These gaps define essential areas that require further research to capture the subtleties of marketing in the context of short videos.

Several future research recommendations were outlined based on the limitations above to promote the knowledge of marketing effectiveness on short video platforms. These are cross-platform comparison studies, global approaches, ethical issues, new measures, and the incorporation of new technologies. All these research avenues provide different ways of enhancing the understanding of the operation of short video platforms as marketing media and how these platforms can be optimized for achieving various business goals.

Since short video platforms are still developing and already impacting the digital marketing environment, academic and practical research in these rapidly growing fields should be studied by academics and practitioners. Due to the unrelenting growth of new technologies and favorable shifting user trends in this field, more research must be conducted to capture the latest trends and practices [30]. In so doing, they can help build the body of knowledge and identify optimal practices for marketing on short video platforms. The combined academic and industry research will be crucial to systematically understand how these platforms are best utilized for marketing communication.

This review is a call to arms for researchers to engage with the possibilities and the problems within these platforms and to extend the theories and practices of marketing in this emergent and fast-growing area. The future of marketing on short video platforms is inconceivably vast and promising. While the academic and practitioner communities have made some headway in understanding this novel marketing landscape, they are just beginning to scratch the surface in terms of identifying and developing best practices for practical, ethical, and innovative digital marketing efforts in the context of short videos.

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