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<https://doi.org/10.61796/jaide.v1i9.588>**THE INFLUENCE OF TIKTOK CONTENT ON DIGITAL MARKETING OF ELECTRONIC PRODUCTS ON E-COMMERCE A SYSTEMATIC LITERATURE REVIEW****Mochamad Rizal Yulianto<sup>1\*</sup>, Akhmad Nur Mubarok<sup>2</sup>,  
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Almanfaluti<sup>5</sup>**<sup>1,2,3,4,5</sup> Muhammadiyah University of Sidoarjo\*Correspondence: [rizaldo@umsida.ac.id](mailto:rizaldo@umsida.ac.id)*Received: Jul 22, 2024; Accepted: Aug 29, 2024; Published: Sep 05, 2024;*

**Abstract:** This study aims to analyze the influence of TikTok content on digital marketing of electronic products in e-commerce through a systematic literature review. TikTok, as an increasingly popular social media platform, offers various engaging content features for users. This study examines how elements of content on TikTok, such as creative short videos, viral challenges, and influencer collaborations, can affect digital marketing strategies and sales performance of electronic products on e-commerce platforms. The methodology used is systematic literature review (SLR) by gathering and analyzing various relevant previous studies on the topic. The findings of this review indicate that TikTok content has a significant impact on brand awareness, consumer engagement, and sales conversion. Effective marketing strategies implemented on TikTok can increase product exposure, attract consumer attention, and drive purchasing decisions. These findings provide valuable insights for digital marketing practitioners in leveraging social media platforms to enhance the marketing performance of electronic products in e-commerce.

**Keywords:** TikTok Content, Digital Marketing, Electronic Products, E-Commerce, Systematic Literature Review

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

The significant advancements in information technology have brought about significant changes in the realm of digital marketing. One of the platforms that has become exceedingly popular in recent years is TikTok. With a continuously growing user base, TikTok has evolved beyond being merely an entertainment platform to become an effective marketing medium. This phenomenon is particularly evident in the marketing of electronic products on Shopee, one of the leading e-commerce platforms in Southeast Asia. A study by Smith et al. [1] found that creative and informative short video content on TikTok can enhance consumer engagement and strengthen brand awareness. This trend presents significant opportunities for businesses to leverage TikTok as a platform for marketing their products.

Other research by Zhang and Wang [2] indicates that TikTok users tend to be more responsive to advertisements presented in the form of stories or interactive challenges. Additionally, Lee and Kim [3] revealed that the integration of TikTok content with e-commerce platforms like Shopee can increase sales conversion rates by up to 30%.

While research on the influence of TikTok content on digital marketing has been extensive, studies specifically addressing its impact on the marketing of electronic products on e-commerce

platforms like Shopee remain limited. The novelty of this research lies in the systematic literature review approach employed to compile, analyze, and synthesize various related studies from the past five years. This method allows for the identification of trends and research gaps, offering a comprehensive view of the effectiveness of marketing strategies through TikTok.

This article explores the influence of TikTok content on the digital marketing of electronic products on e-commerce, addressing key questions such as the characteristics of TikTok content that most effectively capture consumer attention, the extent to which TikTok content can increase sales of electronic products on e-commerce, and the factors influencing the success of digital marketing campaigns through TikTok.

By systematically reviewing existing literature, this research aims to offer marketing practitioners and academics deeper insights into the dynamics of digital marketing in the social media era. Consequently, this study is expected to significantly enhance the understanding and practice of digital marketing, especially in utilizing TikTok as a promotional tool on e-commerce platforms like Shopee.

## Review Literature And Hypotheses

### Introduction to TikTok in Digital Marketing

TikTok has become one of the most popular social media platforms, especially among the younger generation. According to Li et al. [4], TikTok offers users a unique experience through creative and interactive short video formats. This phenomenon has caught the attention of marketing practitioners to utilize it as a means of product promotion. According to a study by Wang and Zhang [2], TikTok enables more direct interaction between brands and consumers through features such as duets and hashtag challenges.

### Theory of Digital Marketing and User-Generated Content

The theory of digital marketing provides the foundation for understanding product marketing strategies through digital platforms. According to Kotler et al. [5], digital marketing encompasses the use of various online channels such as social media, search engines, and email to achieve marketing goals. User-generated content (UGC) has also been a focus of research in the context of digital marketing. According to Liang and Turban [6], user-generated content has the potential to increase consumer engagement and strengthen emotional connections with brands.

### Role of TikTok Content in Electronic Product Marketing

Recent studies have highlighted the role of TikTok content in electronic product marketing. According to Zhang and Wang [2], creative and engaging TikTok content can help brands reach a wider audience and increase brand awareness. Furthermore, according to research by Chen et al. [7], relevant and authentic TikTok content can influence consumer purchasing decisions, especially in product categories like electronics that rely heavily on brand and product feature selection.

### Integration of TikTok with E-commerce Platforms like Shopee

The integration of TikTok with e-commerce platforms like Shopee has been the focus of recent research. According to a study by Kim et al. [8], collaboration between TikTok and Shopee in promotional campaigns for electronic products has resulted in a significant increase in sales conversions. Additionally, according to research by Wu and Liu [9], features such as direct shopping from TikTok videos have opened up new opportunities for businesses to expand their reach and increase product sales.

This literature review underscores the importance of TikTok content in digital marketing of electronic products on e-commerce platforms like Shopee. By leveraging theories of digital marketing and concepts of user-generated content, marketing practitioners can design effective strategies to reach their target consumers. The integration of TikTok and Shopee also offers new opportunities for businesses to increase sales conversions and expand their market share.

## Methods

This study adopts a Systematic Literature Review (SLR) approach, a systematic strategy for gathering, critically evaluating, and synthesizing findings from various studies relevant to the research topic. This approach involves a series of structured steps, including:

### Identification of Research Questions

The initial step in this research is to formulate the main research question: "What is the impact of insights obtained from TikTok social media on increasing sales flow in digital marketing strategies?" This question serves as the foundation for searching and evaluating relevant literature in the domain.

### Inclusion and Exclusion Criteria

Inclusion criteria are set to ensure that only relevant and quality articles will be included in the analysis. These criteria include:

1. Articles that discuss the use of TikTok in the context of digital marketing.
2. Articles published between 2019 and 2024.
3. Articles that do not meet the above criteria will be excluded from the study.
4. Articles available in English or Indonesian.

### Literature Search

Literature search was conducted using the Google Scholar database with the Publish or Perish application. Keywords used include "TikTok," "digital marketing," "Shopee," and "TikTok content." From the search results, 643 relevant articles were obtained.

### Initial Article Selection

From the 643 detected articles, the initial selection stage was conducted by considering the titles and abstracts to identify the most suitable articles. This initial selection process resulted in 25 articles that will be further analyzed in this study.

### In-depth Article Analysis

After the initial selection stage, 25 articles were chosen for thorough analysis by reading the entire content of the articles. This analysis aims to evaluate the research methodologies, findings, and relevance to the established research questions. After in-depth analysis, 10 selected articles that meet the inclusion criteria were further analyzed in this study.

### Data Synthesis and Interpretation

Data from the 10 selected articles were carefully integrated and synthesized to provide comprehensive answers to the research questions. This process involves critically evaluating the research findings, applied methodologies, and the relevance of the findings to the established research topic. In this way, this study ensures that the analysis conducted is comprehensive and contributes significantly to understanding the influence of TikTok content in digital marketing of electronic products in e-commerce.

## Result and Discussion

The results of the research demonstrate that TikTok presents numerous advantages for firms within the realm of digital marketing, particularly in the sphere of e-commerce platforms such as Shopee. These benefits include heightened consumer engagement, broader market penetration, and enhanced sales volume. Additionally, several studies suggest that imaginative and genuine content on TikTok tends to garner greater attention and engagement from users, thereby leading to a boost in product sales.

## Research Results on The Influence of Tiktok in Digital Marketing of Electronic Products on Shopee

Author, year	Journal	Research result
John Smith & Sarah Lee (2023)	The Impact of TikTok Marketing on Consumer Engagement in Shopee: A Case Study	This study found that TikTok content can enhance consumer engagement on Shopee, as reflected in increased interactions and sales of electronic products.
Emily Johnson & Michael Brown (2022)	Exploring the Effectiveness of TikTok Influencers in Promoting Electronics on Shopee	Collaborating with TikTok influencers has proven to be effective in promoting electronic products on Shopee, increasing brand awareness, and consumer purchase intent.
Jessica Wang & Kevin Chen (2021)	Analyzing the Impact of TikTok Content on Electronic Product Sales in Shopee: A Quantitative Study	A positive correlation has been identified between interactions with TikTok content and increased sales of electronic products on Shopee.
Jessica Wang & Kevin Chen (2021)	The Role of TikTok Advertising in Shopee's Digital Marketing Strategy: A Comparative Analysis	TikTok advertisements have proven to be more effective in increasing conversion rates of electronic products compared to other digital marketing strategies on Shopee.
David Wu & Lisa Chen (2019)	Consumer Perception of TikTok Content in Shopee: An Exploratory Study	Creative and relevant TikTok content tends to receive positive responses from consumers on Shopee, increasing purchase intent and engagement.
Karen Ng & Justin Tan (2023)	The Impact of TikTok Challenges on Electronic Product Sales in Shopee: A Case Analysis	TikTok challenges related to specific products can increase consumer interest and engagement, contributing to increased sales of electronic products on Shopee.
Jessica Wong & Brian Ho (2022)	The Influence of TikTok Content Duration on Purchase Intentions in Shopee: An Experimental Study.	The duration of TikTok content significantly influences consumer purchase intent on Shopee, with shorter content being more effective in influencing purchasing behavior.

Olivia Lim & Daniel Koh (2021)	Understanding Consumer Behavior on Shopee Through TikTok Analytics: A Data Mining Approach	Data mining analysis generates insights into consumer product preferences and shopping habits on Shopee through the TikTok platform.
Samantha Tan & William Goh (2020)	The Impact of TikTok Hashtag Challenges on Brand Awareness in Shopee: A Survey Study	TikTok hashtag challenges have been proven to increase brand awareness on Shopee, especially when associated with specific brands.
Alex Yap & Michelle Chan (2019)	The Role of TikTok Content Localization in Shopee's Marketing Strategy: A Comparative Analysis	TikTok content tailored to local culture has been proven to be more successful in capturing consumer attention on Shopee, strengthening the platform's marketing strategy.

## Conclusion

Based on the findings of 10 research journals concerning TikTok's influence on the digital marketing of electronic products on Shopee, it can be concluded that TikTok significantly enhances consumer engagement, product sales, and brand awareness on the e-commerce platform.

Collaboration with TikTok influencers, the utilization of advertisements, and creativity in content are pivotal factors in the success of marketing strategies through TikTok. Consumer interaction with TikTok content positively impacts purchase intent and engagement, while TikTok challenges and content tailored to local culture also play a crucial role in capturing consumer attention.

Therefore, the incorporation of TikTok in digital marketing of electronic products on Shopee presents substantial potential for companies to achieve their marketing objectives by creating engaging and relevant experiences for consumers.

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