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# Influencer Marketing on TikTok: A Literature Review Analysis

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## INFO ARTICLE

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## ABSTRACT

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The purpose of this article is to conduct a systematic literature review with the following objectives: identify significant trends in influencer marketing on TikTok; compare the efficacy of influencer marketing on TikTok to that of other platforms; examine the factors that impact the success of influencer marketing campaigns on TikTok; and investigate the obstacles and prospects that brands and influencers encounter on this platform. This article provides all-encompassing analyses and practical suggestions for brands and influencers seeking to exploit TikTok's capabilities in the realm of digital marketing strategies by employing a systematic literature review approach. This research, which exclusively examines articles published from 2018 to 2023, establishes a solid groundwork for a comprehensive comprehension of influencer marketing on TikTok and provides practical recommendations for enhancing marketing endeavors on this particular platform.

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## INTRODUCTION

The rapid evolution of social media platforms has brought about substantial changes in the marketing landscape. In this context, influencer marketing has emerged as an essential element within digital advertising strategies (Vrontis et al., 2021). TikTok has stood out among these platforms for its distinctive structure, which resembles captivating short videos, as well as its ability to connect with a wide-ranging international audience. TikTok, boasting a global user base exceeding one billion, offers a favorable environment for brands to engage in influencer marketing with prospective consumers (Tartaraj et al., 2024).

Social media, including platforms such as TikTok, has grown in popularity among marketers as a means to effectively increase brand awareness, communicate with target audiences, generate high-quality leads, and launch new products (Binti Jumali & Mustaffa, 2023). In order to maintain and increase their market share, this transition has obligated organizations to give precedence to social media as their principal marketing approach (Andon & Annuar, 2023). Notwithstanding the growing prominence of TikTok, there remains a knowledge deficit regarding the precise intricacies of influencer marketing on this particular platform. The distinctive characteristics of TikTok, including its content distribution algorithm and the predominance of Generation Z users, distinguish it from alternative social media platforms such as Instagram or YouTube (Wang, 2020).

By enabling influencers to publish concise, distinctive, and innovative content on TikTok, brands can distinguish themselves from the din of social media (Wright & Cherry, 2023). Influencers on TikTok are capable of producing entertaining and thought-provoking content, which can positively affect brand image and increase brand awareness (Haenlein et al., 2020a). Through strategic partnerships with highly skilled influencers, organizations can develop impactful influencer marketing campaigns capable of achieving viral status. Furthermore, with more than one billion active users globally, influencer marketing on TikTok enables brands to reach a more extensive audience (Lim et al., 2017). TikTok's propensity for easily shareable and viral content allows for the development of attractive campaigns using creative and audience-engaging influencer marketing strategies (Vancottem & Steins, 2021).

Furthermore, TikTok facilitates the dissemination of personal anecdotes and relatable narratives by influencers, thereby potentially strengthening bonds with their audience. This enables influencers to shape consumer behaviors, including online shopping behavior, and become trendsetters. Additionally, TikTok is distinct from other platforms in certain respects. TikTok, for example, allows users to publish concise and distinctive content and has an algorithm capable of amplifying viral material. As a result, TikTok serves as a highly efficient medium for the promotion of brands and products (Lim et al., 2017).

Omar and Dequan's (2020) study illuminates how user personality traits and motivations influence mobile video usage on TikTok. The research elucidates the reasons why individuals engage in content creation or consumption on the platform. Gaining insight into these fundamental incentives can assist brands in customizing their influencer marketing tactics to elicit a positive response from TikTok users. Furthermore, Bhandari and Bimo (2022) examine the notion of the "algorithmized self" in relation to TikTok, emphasizing the platform's distinctive algorithmic content distribution and its impact on user engagement and self-expression. By utilizing this understanding, brands can optimize their influencer marketing strategies by aligning content with the preferences of the TikTok algorithm, thereby expanding its reach and visibility.

The issue of inadequate knowledge regarding the intricacies and efficacy of influencer marketing on TikTok motivates the research. Although numerous studies have investigated influencer marketing across different social media platforms, in-depth analysis is necessary to determine how the distinctive attributes of TikTok affect marketing strategies and results. This study aims to fill this void by presenting significant findings that can guide scholarly investigations as well as real-world implementations in the field of digital marketing. The present study organizes itself based on fundamental research inquiries to methodically pursue these objectives. Which trends and patterns are most prevalent in the literature regarding influencer marketing on TikTok? In comparison to other platforms, to what extent does influencer marketing on TikTok prove to be effective? What elements contribute to the success of TikTok influencer marketing campaigns? In the realm of TikTok, what obstacles and prospects do brands and influencers encounter?



The primary goal of this article is to address the existing knowledge gap regarding influencer marketing on TikTok through an exhaustive meta-analysis. This research endeavors to offer actionable recommendations and insights for brands and influencers seeking to optimize their marketing endeavors on TikTok through an examination of prior studies. The results of this research will not only contribute to the scholarly understanding of influencer marketing on this rapidly expanding platform, but they will also provide pragmatic recommendations for capitalizing on TikTok's distinctive possibilities in the realm of digital marketing strategies.

## METHOD

An approach that is methodical, reproducible, and transparent, a Systematic Literature Review (SLR) identifies, assesses, and synthesizes prior research on a specific subject. The purpose of this SLR is to assess the effectiveness and impact of influencer marketing on TikTok through a review of case studies, peer-reviewed articles, and industry reports published between 2018 and 2023. This methodology guarantees an all-encompassing comprehension of the present condition of research and discerns deficiencies as well as prospective avenues for research. The SLR operates under the direction of the subsequent research inquiries:

- a. Which trends and patterns are most prevalent in the literature regarding influencer marketing on TikTok?

The objective of this inquiry is to discern the primary trends and patterns that have been uncovered in scholarly investigations pertaining to influencer marketing on the TikTok platform. Instances of trends and patterns may encompass marketing tactics, prevalent forms of content, and the intricacies of influencer-follower interactions.

- b. In comparison to other platforms, to what extent does influencer marketing on TikTok prove to be effective?

The effectiveness of influencer marketing on TikTok is assessed in relation to consumer engagement, sales conversion, and brand awareness. This evaluation is conducted in comparison to influencer marketing on alternative social media platforms, including YouTube and Instagram.

- c. Which determinants impact the efficacy of influencer marketing initiatives on the TikTok platform?

This inquiry delineates critical determinants that impact the efficacy of influencer marketing campaigns on TikTok, encompassing content categories, influencer attributes, audience participation, and the sway of TikTok's algorithm.

- d. On TikTok, what opportunities and challenges do brands and influencers encounter?

This inquiry delves into the distinct obstacles that brands and influencers encounter when utilizing TikTok for promotional intentions, in addition to the prospects that this platform presents for inventive and imaginative marketing approaches.

## Search Strategy

The academic and industry databases used in this study were selected based on their extensive coverage of relevant literature. We initially selected Google Scholar because it offers access to a wide range of scholarly publications across multiple disciplines. Furthermore, we selected Scopus for its comprehensive inclusion of industry reports, conference papers, and peer-reviewed journals. Third, we selected Web of Science as the repository for high-impact research articles across multiple disciplines.

We employed an amalgamation of search terms and keywords to achieve thorough coverage. In addition to advertising and promotion, these keywords and terms encompassed the following: communication studies, the media and entertainment industry, economic and business perspectives, cross-cultural marketing, youth culture and social trends, influencer marketing, and marketing technology and innovation. By utilizing these search strings, the objective was to locate articles that were pertinent to influencer marketing on TikTok, with a specific focus on those that contained literature reviews and analyses. The initial search string, "TITLE-ABS-KEY," directed the search to utilize the title, abstract, and keywords of published works. We would specifically



identify articles that contain the terms "influencer marketing," "TikTok," "literature review," and "analysis" in their titles, abstracts, or keywords. The second search string incorporated the acronym "TS," representing "topic search," to enable a more comprehensive exploration of various aspects such as the article's title, abstract, keywords, and full text. This methodology encompassed an extensive array of pertinent scholarly works, providing an in-depth repository for subsequent scrutiny of influencer marketing on TikTok. You may use the following search strings:

- a. For databases supporting TITLE-ABS-KEY (such as Scopus): TITLE-ABS-KEY("Influencer Marketing" AND "TikTok" AND "Literature Review" AND "Analysis").
- b. For databases supporting TS (such as Web of Science): TS=("Influencer Marketing" AND "TikTok" AND "Literature Review" AND "Analysis").

### Inclusion and Exclusion Criteria

This study implemented the following criteria for inclusion. To incorporate the most recent and relevant research, we restrict the temporal scope to articles published between 2018 and 2023 at the outset. Furthermore, in order to establish trustworthiness and credibility, the publication portfolio ought to comprise case studies, industry reports, peer-reviewed journal articles, and industry reports. The research specifically focuses on investigations related to influencer marketing on the TikTok platform. Fourthly, we incorporate English-language articles to improve their readability and accessibility. Fifth, it is important to scrutinize research methodologies that integrate mixed methods, qualitative, and quantitative approaches to offer a diverse range of perspectives. The exclusion criteria apply to articles published before 2018, as they may not provide an accurate representation of current trends and practices. Furthermore, without peer review, editorials, comments, and opinions could potentially harbor biases due to inadequate scrutiny. Thirdly, we conduct scholarly investigations that extend beyond the realm of TikTok influencer marketing. Moreover, we conduct duplicate research to prevent redundancy.

### Study Selection

This research procedure consisted of multiple phases. We conducted an initial screening using titles and abstracts to evaluate each identified article for relevance. At this point, we excluded studies that did not meet the inclusion criteria. After this, we conducted a full-text review to ascertain the eligibility of the remaining articles. The articles underwent evaluation according to predetermined criteria for inclusion and exclusion in order to ascertain their pertinence and appropriateness for comprehensive analysis. We subsequently extracted the information from each study using a standardized data extraction form. The information that was gathered included the following: authorship and publication year to find out where the research came from and when it happened; research objectives to understand the study's purpose and main point; research design and methods to judge the research's methodological rigor and suitability; key findings to quickly summarize the results and main conclusions; theoretical framework used to explain the study's conceptual foundations; and implications for practice and future research to stress how the research can be used in the real world.

### Quality Assessment

We performed methodological quality assessments on each of the included studies, using modified criteria derived from established quality assessment instruments. The criteria that comprise this set of standards are as follows: the clarity of research objectives, the appropriateness of research design and methods, the rigor of data collection and analysis, the validity and dependability of findings, and the relevance of the research to the inquiries of this literature review. This study adhered to ethical considerations by sourcing all data from publicly available literature. Ethical undertakings involve maintaining complete transparency when disclosing research results and appropriately attributing the primary authors through appropriate citations. We adhere to the principles of transparency and integrity in the review process. Publication bias, an effect that disproportionately represents successful influencer marketing campaigns in favor of favorable findings, is a

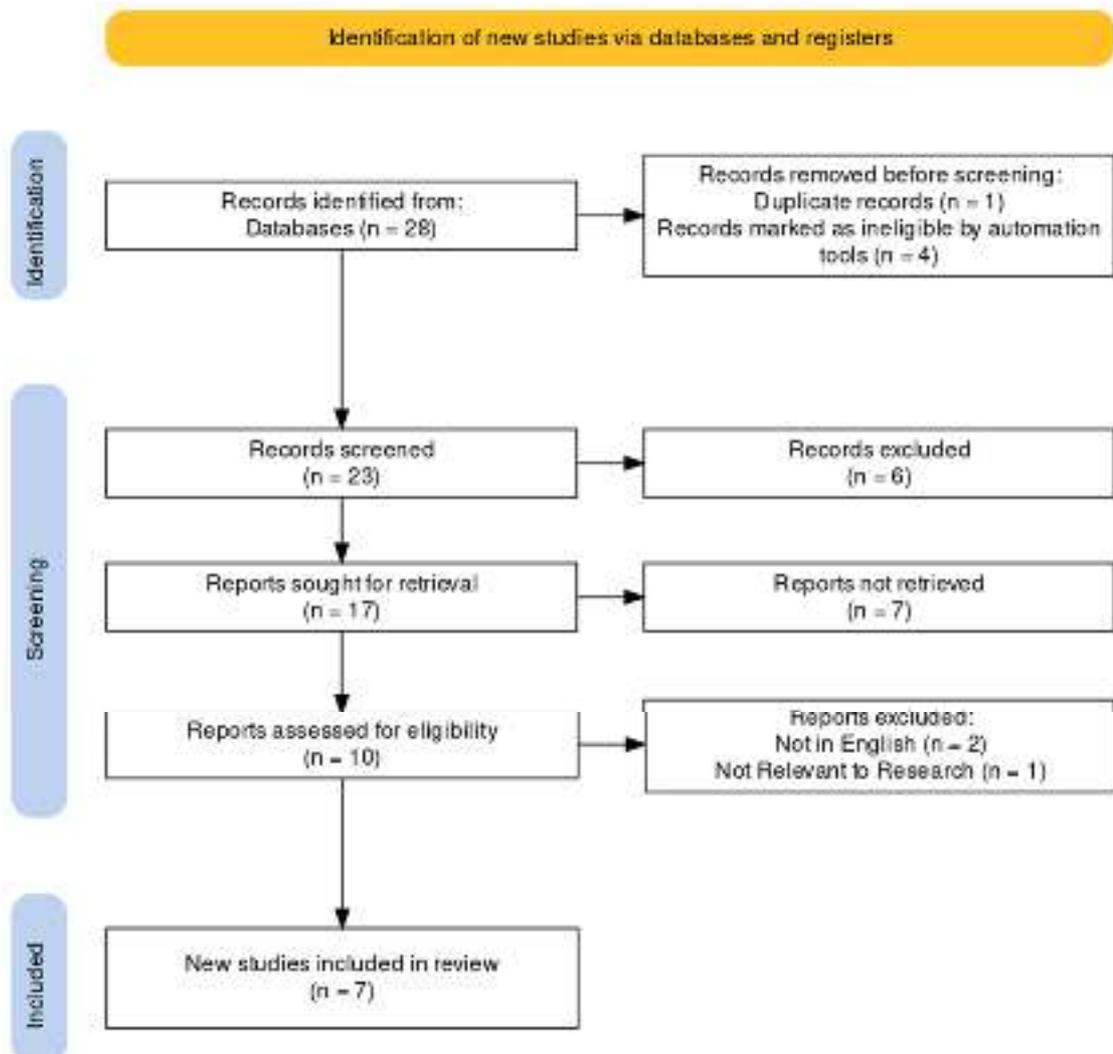


plausible limitation of this literature review. Furthermore, the inclusion criteria are language-specific, considering only English-language articles, potentially leading to the exclusion of pertinent studies published in other languages. Finally, the rapid evolution of social media trends may eventually have an effect on the applicability of the findings.

### Data Coding

We proceeded to read the complete texts of each article in order to obtain pertinent information for our topic, subsequent to completing the reading of each article (Danese et al., 2018). Critical information from each article was recorded and summarized using a data extraction form (Tranfield et al., 2003). The articles were classified according to the following criteria: (1) authorship, (2) citation count, (3) publication year, (4) journal title, (5) field of research, (6) type of article (theoretical, empirical, or review), (7) methodology (quantitative, qualitative, or mixed methods), (8) sample attributes, (9) social media platform, (10) unit of analysis, (11) significant discoveries, and (12) author-supplied research schedule.

Figure 1. Search Strategy





## RESULT AND DISCUSSION

This study will investigate, in addition to the extant literature on influencer marketing on TikTok, the opportunities and challenges encountered by brands and influencers, trends, efficacy, and determinants of success. We extracted the information from seven relevant articles published in esteemed academic journals. Several sections provide a summary of this analysis's results, addressing the key findings associated with each research question.

The analysis's primary focus is on the partnership between OneFootball and several TikTok influencers in an effort to increase the number of users of the OneFootball application. This article details the campaign's utilization of various organic and paid formats, while also examining the relationship between influencer marketing and paid user acquisition. The results suggest that the concurrent use of both organic and paid formats can significantly increase app installations. The findings presented in this study provide significant contributions to the understanding of how to establish collaborative partnerships with content creators on TikTok that are mutually beneficial (Allegrini, 2023).

In their second study, Wright and Cherry (2023) investigate the effect of influencer marketing on TikTok on brand trust among Generation Z consumers in Ireland. The present study utilized a quantitative research approach and administered an online questionnaire-based survey in order to determine whether the SMI credibility dimensions of attractiveness, trustworthiness, and expertise have a significant positive impact on brand trust. These findings emphasize the importance of selecting trustworthy influencers to instill brand confidence among consumers in Generation Z.

Shen et al. (2022) investigate the impact of participation-based contracts (PBC) and sales-based contracts (SBC) on the sales of new products promoted by social media influencers using game theory. According to the study's results, influencers and businesses can benefit from SBC if the product quality is low and PBC if it is high. On the other hand, alignment issues arise when products of average quality are sold, indicating that the establishment of effective influencer marketing contracts is fraught with challenges. Kim and Chan-Olmsted's (2022) study investigates the factors that shape individuals' inclination to utilize social commerce features on platforms such as TikTok. A survey revealed that significant predictors of intention to use included perceptions of enjoyment, interactivity, social support, identification, and usefulness.

We discovered that influencer identification, community, and interactivity significantly influenced intention to use, with commitment to the influencer mediating this relationship. The findings presented here provide valuable insights into the strategies that brands can employ to leverage the functionalities of social commerce in order to increase their sales. Barta et al. (2023) undertake an inquiry into the determinants that contribute to the efficacy of influencer marketing on the TikTok platform. The research centers on the attributes of influencer accounts, encompassing novelty, excellence, volume, and wit. A survey of followers of notable TikTok influencers in Spain revealed that originality and opinion leadership are critical components. Furthermore, humor improves communication efficacy by providing a hedonic experience. This discovery suggests that it is easier to maintain and attract followers on TikTok by employing comedic and unique content.

Winzer et al. (2022) conducted a study that examines the placement and frequency of food and beverage (F&B) cues in influencer-generated content on social media platforms such as Instagram, TikTok, and YouTube. According to the analysis's findings, 24% of the analyzed content contained F&B cues, and the majority of promoted products did not meet WHO criteria for child-directed advertising. Positive descriptions, branding, and a higher number of "likes" were more common for these products. The regulatory implications of influencer marketing on children's well-being warrant further discussion. In their comprehensive analysis, Haenlein et al. (2020b) identify the most crucial platforms that are essential for influencer marketing, focusing specifically on TikTok.

This article underscores the importance of marketing managers having a thorough understanding of this platform to ensure the successful execution of marketing campaigns. This article helps businesses optimize the potential of influencer marketing on TikTok by identifying the most suitable influencers and developing effective marketing strategies. After conducting a more thorough analysis, the main patterns observed in



influencer marketing on TikTok consist of the proficient application of comedic and unique material to engross users' attention.

According to research, as an interactive platform, TikTok provides significant opportunities for brands to broaden their reach through influencers. Furthermore, empirical evidence has shown that the credibility of influencers plays a pivotal role in fostering brand confidence, specifically among the Generation Z demographic. According to research, TikTok is also more effective than platforms such as Instagram and YouTube at increasing brand awareness and consumer engagement. Interactivity and social support significantly impact user loyalty to influencers, and TikTok's compelling content and interactive features effectively capture users' attention.

On the contrary, brands and influencers face a multitude of challenges when employing TikTok. One of the most substantial challenges is that participation-based and sales-based contracts are incapable of achieving interest harmony. Furthermore, there are rigorous regulations governing the promotion of unhealthy food items, which pose significant challenges for influencers aiming to lend their support to particular products on this platform. TikTok offers significant potential for innovative and creative marketing strategies, especially due to its social commerce capabilities. By leveraging these functionalities, brands can improve consumer engagement, generate direct sales through the application, and establish brand credibility. This research provides practical insights for brand managers concerning the importance of selecting trustworthy influencers and creating engaging content for the TikTok platform.

Additionally, this research acknowledges preexisting limitations, such as the restricted number of articles and the exclusive focus on English-language literature, which may result in the omission of relevant studies conducted in other languages. Furthermore, the rapid progression of social media trends could compromise the continued applicability of the findings. Consequently, further investigation may expand the range of findings by integrating scholarly articles composed in diverse languages. Furthermore, there is an opportunity to investigate the long-term impacts of influencer marketing on TikTok in terms of consumer engagement and brand recognition through longitudinal research. Further examination of the effects of social commerce features and TikTok algorithms could lead to a better understanding of effective marketing strategies implemented on this specific platform. When examined from a worldwide perspective, influencer marketing on TikTok possesses the potential to substantially broaden and engross brand audiences. By augmenting their understanding of trends, patterns, success determinants, and challenges faced, brands can create marketing campaigns that are not only more effective but also innovative on this platform.

## CONCLUSION

TikTok influencer marketing provides substantial prospects for brands to expand their reach to a more extensive and actively involved demographic. By attaining an extensive comprehension of trends, patterns, determinants of success, and obstacles encountered, brands are capable of crafting inventive and efficacious marketing campaigns on this platform. In the context of children's health, the study by Winzer et al. (2022) emphasizes the need for stricter regulations regarding influencer marketing, whereas the article by Haenlein et al. (2020b) stresses the significance of marketing managers having a comprehensive understanding of the TikTok platform in order to maximize its potential. TikTok is a notable platform that demonstrates efficacy in augmenting brand recognition and consumer involvement, owing to its interactive functionalities and captivating content that successfully captivates users. Developing trust in a brand is heavily reliant on the credibility of influencers, particularly among Generation Z. Although there are certain obstacles to overcome, such as the complexity of coordinating interests via marketing contracts and stringent advertising regulations, TikTok also presents substantial prospects for inventive marketing approaches, particularly by leveraging its social commerce functionalities. App installations can be increased by integrating organic and paid formats, according to the findings of the Allegrini study (2023). Similarly, the research conducted by Wright and Cherry (2023) emphasizes the favorable influence of influencer credibility on brand trust within the Generation Z



consumer demographic. To conclude, to maximize the potential of influencer marketing, it is critical to develop innovative marketing strategies, select credible influencers, and have a comprehensive understanding of the TikTok platform.

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