

Short-Form Video in Digital Marketing: A Bibliometric Analysis of Research Trends, Consumer Engagement, and Brand Strategies

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Abstract

The rapid proliferation of platforms built around Short-Form Video (SFV) such as TikTok, Instagram Reels, and YouTube Shorts has fundamentally transformed digital marketing dynamics and consumer behavior. Defined by fast-paced, vertical formats under 60 seconds, SFV has emerged as a primary driver of attention, particularly among Generation Z. Although practitioner interest in short-form video marketing has expanded rapidly, academic research on the topic remains relatively young, multidisciplinary, and conceptually fragmented.

To address this gap, this study presents a systematic bibliometric analysis of scientific literature on Short-Form Video in digital marketing, utilizing records extracted from the Scopus database. Following PRISMA protocols, this paper maps publication dynamics, key contributors, and institutional networks. Furthermore, through network analysis in VOSviewer, the study identifies core keyword co-occurrence patterns and outlines six primary research clusters.

The synthesis highlights a structural paradigm shift in digital advertising transitioning from traditional interruption-based models toward hyper-personalized, immersive, and co-created storytelling strategies like User-Generated Content (UGC). By integrating key theoretical frameworks, including Uses and Gratifications Theory and Parasocial Interaction Theory, this article consolidates the current state of knowledge. Ultimately, this research provides marketers with actionable insights for optimizing content strategies in the attention economy, while establishing a comprehensive agenda for future scholarly inquiries into algorithmic impact, AI integration, and brand performance metrics.

Keywords: Short-Form Video, Digital Marketing, Consumer Engagement, Social Commerce, Generation Z, Brand Strategy

Introduction

The rapid evolution of social media platforms and mobile technologies has fundamentally transformed digital marketing dynamics and information consumption behaviors. Central to this transformation is the exponential rise of Short-Form Video (SFV) marketing, a format predominantly characterized by brief, snackable, and vertically oriented content lasting typically under 60 seconds (Liu et al., 2023; Manic, 2024). First popularized globally by ByteDance's TikTok (and its Chinese counterpart Douyin), the format was rapidly mirrored across major digital ecosystems through Meta's Instagram Reels and Google's YouTube Shorts (Apasrawirote et al., 2022; Liu et al., 2023). By aligning with the shrinking attention spans of digital audiences, SFV has emerged as the principal medium for content discovery, brand exposure, and consumer interaction in the contemporary attention economy (Manic, 2024; Zhang & Landicho, 2024).

From a consumer psychology perspective, short-form video content operates at the intersection of high information richness, visual vividness, and emotional resonance (Manic, 2024). Literature suggests that SFV is strongly associated with varying levels of consumer engagement conceptualized through cognitive, emotional, behavioral, and social dimensions (Brodie et al., 2013; Dessart et al., 2015) by fostering immediate narrative transportation and reduced psychological distance (Dong et al., 2024). Recent research highlights that engagement in SFV environments is driven by distinct content attributes, notably content matching, information relevance, storytelling, and emotionality (Dong et al., 2024; Manic, 2024). Furthermore, the integration of hyper-personalized, AI-driven recommendation algorithms creates an immersive scrolling experience, triggering a flow state that heightens user retention and organic reach (Farivar et al., 2022; Yin et al., 2024).

For brand strategists, the dominance of SFV represents a paradigm shift away from traditional, interruption-based display advertising toward authentic, creator-led, and co-created storytelling (Brzezicki, 2023; Manic, 2024). Rather than relying solely on high-production polished commercials, brands increasingly leverage User-Generated Content (UGC) and influencer collaborations (Apasrawirote et al., 2022; Li & Tu, 2025). Influencer authenticity, perceived expertise, and source credibility establish strong parasocial relationships with followers, thereby lowering cognitive resistance to promotional messages and accelerating conversion paths within social commerce ecosystems (Yin et al., 2024). Consequently, SFV marketing

bridges the gap between top-of-funnel brand awareness and bottom-of-funnel purchase intention (Yin et al., 2024).

Despite the overwhelming adoption of SFV by practitioners and the mounting interest among academics, the scholarly body of work remains geographically, methodologically, and conceptually fragmented (Judijanto, 2025). Extant literature spans diverse fields including consumer behavior, information systems, media psychology, and communication studies yet few studies provide a holistic, quantitative synthesis of the field's intellectual structure and thematic evolution (Dong et al., 2024; Judijanto, 2025). Individual studies often investigate isolated variables such as algorithmic dependencies, specific demographic cohorts (e.g., Generation Z), or platform-specific mechanisms without systematically mapping how these research streams connect (Manic, 2024).

To bridge this literature gap, this study conducts a comprehensive bibliometric analysis of short-form video marketing research indexed in major academic databases (Scopus/Web of Science) (van Eck & Waltman, 2014). By utilizing scientometric techniques and science mapping through software such as VOSviewer, this paper aims to answer the following core research questions:

RQ1: What is the trajectory and global distribution of scientific production on short-form video in digital marketing?

RQ2: RQ2: What is the geographic distribution of research output shaping this academic domain?

RQ3: What are the dominant keyword co-occurrence clusters and underlying theoretical frameworks used to explain consumer engagement and brand performance?

RQ4: What are the critical theoretical gaps, and what agenda should guide future research at the intersection of AI, algorithm transparency, and marketing strategy?

The remainder of this article is structured as follows: Section 2 establishes the theoretical framework, defining the structural attributes of SFV and key consumer engagement theories. Section 3 details the PRISMA-guided bibliometric methodology and data retrieval parameters. Section 4 presents the empirical findings and network mapping results. Section 5 synthesizes the theoretical and managerial implications, and Section 6 concludes with limitations and directions for future research.

2. Theoretical Framework

To systematically evaluate the intellectual domain of short-form video (SFV) in digital marketing, it is essential to delineate its defining attributes and examine the foundational theoretical perspectives that explain consumer interactions, psychological states, and brand equity outcomes. This section conceptualizes the structural characteristics of SFV and outlines the primary theoretical lenses mobilized across the marketing, information systems, and psychology disciplines.

2.1 Defining Attributes and Structural Dynamics of Short-Form Video

Short-form video refers to vertical, short-duration (typically under 60 seconds) multimedia content a content optimized for mobile devices and delivered via continuous algorithmic feeds (Liu et al., 2023; Manic, 2024). Unlike traditional long-form video platforms or static social media feeds, SFV ecosystems possess three unique structural dynamics:

1. **Algorithmic Curation and Infinite Scroll:** Platforms such as TikTok, Instagram Reels, and YouTube Shorts employ AI-driven recommendation engines that prioritize user engagement metrics (watch time, completion rate, re-watches) over explicit social graph connections (Farivar et al., 2022; Yin et al., 2024). The integration of an "infinite scroll" interface eliminates navigation friction, generating high cognitive immersion and spontaneous content consumption.
2. **High Visual Vividness and Audio Integration:** SFV relies heavily on rich visual stimuli, popular audio tracks, voiceover trends, and rapid editing techniques (Dong et al., 2024). This multimodal richness enhances narrative transportation and reduces perceptual resistance to promotional messages.
3. **Co-Creation and Native Storytelling:** SFV democratizes content production by providing integrated editing tools, filters, and interactive features (e.g., Stitch, Duet, remixing) (Apasrawirote et al., 2022). Consequently, brand messaging on SFV frequently shifts from high-budget corporate production to creator-led and User-Generated Content (UGC), blending seamlessly into organic entertainment feeds (Brzezicki, 2023; Li & Tu, 2025).

2.2 Core Theoretical Frameworks in SFV Literature

While these frameworks provide distinct theoretical lenses, they function cohesively as an integrated architectural model for understanding SFV engagement. The Stimulus-Organism-Response (S-O-R) paradigm offers the overarching structure linking these concepts. The

structural features of SFV platforms act as environmental stimuli (Stimulus). Uses and Gratifications Theory explains the motivations driving users to expose themselves to these stimuli, while Flow Theory and Narrative Transportation capture the resulting psychological state of immersion (Organism). Concurrently, Parasocial Interaction Theory explains the relational bonds formed with creators during this absorbed state. Ultimately, these integrated internal states drive the behavioral responses (Response), manifesting as consumer engagement and social commerce conversion.

2.2.1. Uses and Gratifications Theory (UGT)

Originally developed in media studies, Uses and Gratifications Theory posits that individuals actively seek out specific media platforms and formats to satisfy cognitive, affective, personal integrative, social integrative, and tension-release needs (Katz et al., 1973; Whiting & Williams, 2013). In the context of SFV, empirical studies demonstrate that users are primarily motivated by entertainment (hedonic gratification), information seeking (functional gratification), and social interaction/trend participation (relational gratification) (Dong et al., 2024; Manic, 2024). When short videos fulfill these psychological needs, consumer satisfaction increases, directly enhancing platform stickiness and receptivity to embedded brand communications.

2.2.2. Flow Theory and Narrative Transportation

Flow Theory describes a psychological state of deep absorption and optimal experience characterized by intense focus, altered perception of time, and seamless interaction with the environment (Csikszentmihalyi, 1990; Novak et al., 2000). The fast-paced, personalized feed of SFV platforms actively induces a *flow state* in consumers (Farivar et al., 2022). Parallely, Narrative Transportation Theory (Green & Brock, 2000) explains how short storytelling formats absorb consumers emotionally and cognitively into the narrative world. In this state of heightened immersion, consumers experience reduced analytical scrutiny, lowering ad avoidance and increasing emotional connection with the featured brand or creator (Dong et al., 2024).

2.2.3. Parasocial Interaction Theory (PSI)

Parasocial Interaction Theory refers to the one-sided, illusionary social relationships that media consumers develop with media personae, influencers, or content creators (Horton & Wohl, 1956; Rubin et al., 1985). Because SFV content emphasizes informal, "behind-the-scenes," and raw video styles, content creators build heightened perceptions of authenticity, similarity, and trustworthiness (Apasrawirote et al., 2022; Yin et al., 2024). Consumers perceive influencers

not as distant endorsers, but as relatable peers. This strong parasocial link acts as a powerful persuasive mechanism, enhancing source credibility and accelerating purchase intentions within social commerce settings (Apasrawirote et al., 2022; Judijanto, 2025).

2.3 Consumer Engagement and Strategic Brand Outcomes

Within digital marketing literature, consumer engagement is conceptualized as a multi-dimensional construct comprising cognitive, emotional, behavioral, and social dimensions (Brodie et al., 2013; Dessart et al., 2015).

- Cognitive & Emotional Dimensions: Refers to attention allocation, brand interest, affective attachment, and entertainment value derived from watching SFVs.
- Behavioral & Social Dimensions: Encompasses active actions such as liking, commenting, sharing, saving, creating user-generated responses, and clicking embedded product links ("Shoppable Videos") (Judijanto, 2025; Yin et al., 2024).

By bridging top-of-funnel emotional attachment with bottom-of-funnel social commerce features, SFV shortens the conversion funnel. Understanding how these theoretical mechanisms intersect provides the foundation for evaluating the bibliometric mapping and thematic clusters analyzed in subsequent sections of this study.

3. Methodology

To ensure methodological transparency, rigor, and replicability, this study employs a quantitative bibliometric approach structured according to the PRISMA 2020 framework (Page et al., 2021). Bibliometric analysis combines performance evaluation (scientometrics) with science mapping to visualize the structural and conceptual development of a research field without subjective bias (Donthu et al., 2021; Zupic & Čater, 2015).

3.1 Data Source and Search Strategy

Data extraction was conducted using the **Scopus** database, widely recognized in business and marketing literature for its comprehensive coverage of peer-reviewed journals, rigorous indexing standards, and high citation accuracy relative to other scientific repositories (Mongeon & Paul-Hus, 2016; Pranckutė, 2021).

To capture all relevant academic contributions at the intersection of short-form video, consumer engagement, and digital marketing strategies, a targeted Boolean search string was constructed. The search was applied to the Title, Abstract, and Keywords fields (TITLE-ABS-KEY):

TITLE-ABS-KEY (("short-form video*" OR "short video*" OR "TikTok" OR "Instagram Reels" OR "YouTube Shorts") AND ("digital marketing" OR "consumer engagement" OR "brand strategy" OR "purchase intention" OR "social commerce"))

3.2 Inclusion and Exclusion Criteria (PRISMA Protocol)

To ensure high methodological quality, the data refinement process followed the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines (Page et al., 2021). The selection process was structured across four sequential phases:

1. **Identification:** The initial Boolean search query executed on the Scopus database on August 4, 2026, retrieved a raw total of 521 records published between 2020 and 2026. Any records indexed in advance for 2027 (Online First / Articles in Press) were excluded to maintain annual consistency.
2. **Automated Screening (Technical Filters):** The corpus was filtered by document type to retain only peer-reviewed original research articles and review papers. Non-peer-reviewed literature such as conference proceedings, book chapters, editorials, note papers, and trade reports was excluded to maintain scientific rigor (Donthu et al., 2021). Subject areas were restricted to *Business, Management and Accounting, Social Sciences, Decision Sciences*, and *Economics, Econometrics and Finance*. Language was strictly limited to English to align with the automated filtering criteria applied during the database extraction.
3. **Eligibility Screening (Qualitative Content Assessment):** Titles, abstracts, and keywords of the remaining records were screened to ensure direct thematic alignment with the study's core research scope. However, because the preliminary automated filters applied to Scopus subject areas (restricting strictly to Business, Management, and Social Sciences) were highly effective in isolating relevant literature, all 241 remaining records were found to be thematically aligned during the manual abstract screening. Consequently, zero additional records required exclusion at this qualitative eligibility stage.
4. **Final Inclusion:** Following the exclusion of off-topic and non-conforming records, a final refined sample of 241 articles was selected for full scientometric evaluation and VOSviewer network mapping.

Table 1: PRISMA 2020 Flow Summary

PRISMA Stage	Action / Criteria Applied	Document Count
Identification	Raw search query on Scopus (TITLE-ABS-KEY)	521
Document Type Exclusion	Excluded conference paper, book chapters, editorials, and notes	196
Subject Area & Language	Retained Business, Social Sciences, Management; English	84
Content Eligibility	Screened titles & abstracts; removed non-marketing/technical papers	0
Final Dataset Included	Refined sample ready for scientometric & VOSviewer analysis	241

3.3 Data Processing and Analysis Tools

The final dataset was exported in .csv and .bib formats, containing complete bibliographic metadata, including authors, affiliations, titles, publication years, source titles, abstracts, cited references, and keywords.

The analysis follows two main analytical axes (Donthu et al., 2021; Zupic & Čater, 2015):

- **Performance Analysis (Scientometrics):** Conducted to examine macro-level research activity, including annual publication trajectory, top contributing authors, key journals (ranked by impact and citation count), prominent academic institutions, and geographic distribution.
- **Science Mapping (Network Analysis via VOSviewer):** Science mapping was executed using **VOSviewer** (version 1.6.20), a software tool specifically designed for constructing and visualizing bibliometric networks (van Eck & Waltman, 2010). VOSviewer utilizes the Visualization of Similarities (VOS) layout technique to display items in a low-dimensional space where the distance between nodes reflects their strength of association (van Eck & Waltman, 2010).

Specifically, the bibliometric mapping in Section 4 evaluates:

- **Co-occurrence of Author Keywords:** To identify the intellectual pillars and thematic clusters driving the short-form video marketing literature.
- **Co-citation and Bibliographic Coupling:** To reveal foundational theories and inter-institutional research networks shaping the domain.

4. Results

4.1 Descriptive Analysis & Publication Dynamics

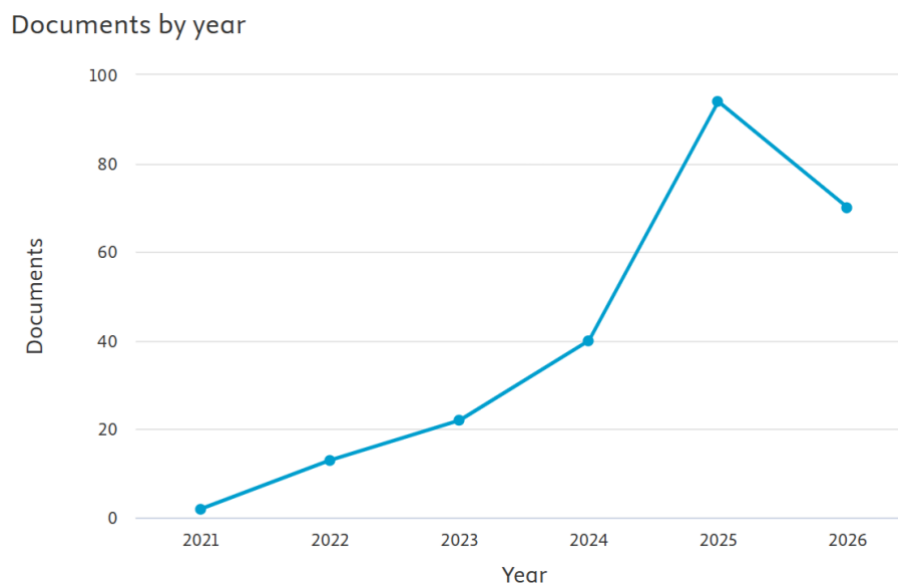


Figure 1: Annual Publication Trajectory of Refined Corpus on Short-Form Video Marketing

Following the systematic screening protocol outlined in Section 3, the final refined dataset comprises $N = 241$ peer-reviewed articles published between 2021 and 2026. As shown in Figure 1, the scholarly output investigating Short-Form Video (SFV) in digital marketing demonstrates a rapid, exponential expansion over the six-year period.

During the initial exploratory phase (2021-2022), publication volume remained low, representing a combined total of only 15 articles (~6.2% of the total dataset). Early studies primarily focused on baseline user adoption and initial observations of TikTok's emerging role in social media marketing.

The domain experienced a steady growth phase in 2023–2024 ($N = 62$ articles combined), coinciding with the strategic expansion of competing short-video formats such as Meta's Instagram Reels and Google's YouTube Shorts. This period marked a transition toward understanding core engagement drivers and creator authenticity.

The field reached its peak volume in 2025, yielding 94 publications in a single year (~39.0% of the corpus). This dramatic surge underscores the institutionalization of short-form video as a primary research stream within digital marketing, consumer behavior, and social commerce. The trajectory remains strong in 2026, with 70 articles indexed up to the extraction date of

August 4, 2026. It is important to note that the figure for 2026 represents a partial year, which accounts for the apparent drop in publication volume compared to the complete year of 2025.

4.2 Geographic Distribution of Research Output

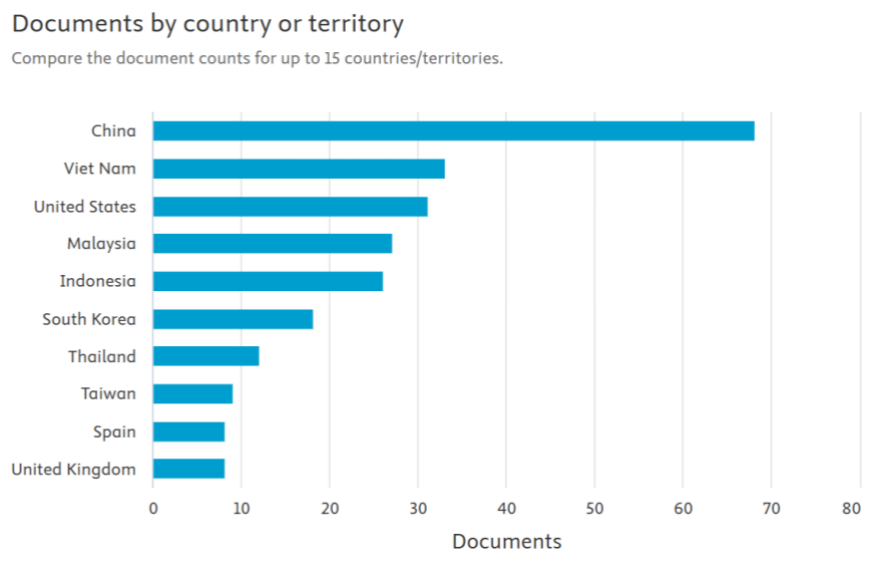
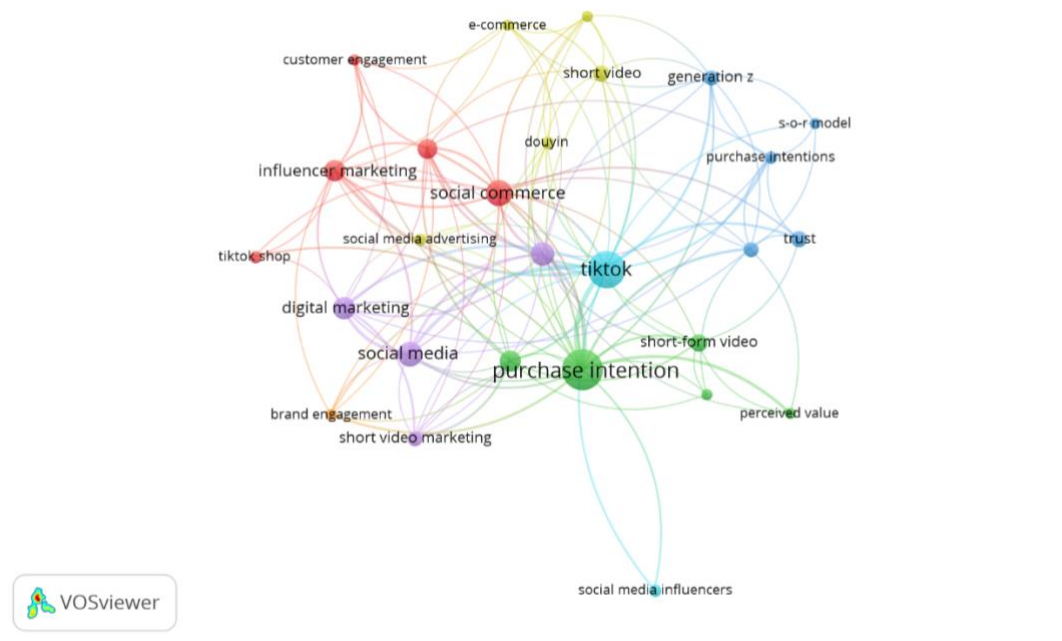


Figure 2: Top Contributing Countries and Territories to Short-Form Video Research

Geographically, scientific production on short-form video in digital marketing is concentrated heavily in Asian digital economies, accompanied by significant contributions from North America and Europe.

China overwhelmingly leads global research output with 68 publications (~28.2% of the corpus). This dominance is tied to China's early adoption and mature commercialization of short-video ecosystems (such as Douyin and Kuaishou) and live-stream social commerce. Vietnam ranks second with 33 publications (~13.7%), followed closely by the United States with 31 publications (~12.9%), representing the primary Western research hub focused on algorithmic feed dynamics, platform governance, and brand engagement strategies on Instagram Reels and YouTube Shorts. Southeast Asian economies show high overall representation, with Malaysia (27 publications) and Indonesia (26 publications) occupying the fourth and fifth positions, respectively. This regional concentration reflects the rapid growth of TikTok Shop and social-commerce-driven micro-entrepreneurship in the ASEAN region. Additional key contributors include South Korea (18 publications), Thailand (12 publications), Taiwan (9 publications), Spain (8 publications), and the United Kingdom (8 publications).

4.3 Keyword Co-occurrence Network and Thematic Clusters (VOSviewer)



Author Keyword Co-occurrence Network and Thematic Clusters

To map the intellectual structure and thematic core of short-form video (SFV) marketing research, a keyword co-occurrence analysis was executed using VOSviewer (v1.6.20) on the refined corpus (N = 241). The resulting network visualization reveals six distinct thematic clusters, illustrating the interdisciplinary mechanisms connecting content formats, consumer psychology, and commercial conversion.

Cluster 1 (Red) Influencer Marketing and Social Commerce Ecosystems: *social commerce, influencer marketing, customer engagement, tiktok shop.*

This cluster represents the relational and conversational engine of short-form video. It explores how content creators and influencers act as key intermediaries within social commerce platforms (e.g., TikTok Shop). Research in this stream emphasizes that influencer-led content enhances customer engagement by humanizing brand communications and streamlining the conversion funnel directly within the social media ecosystem.

Cluster 2 (Green) Decision-Making Mechanisms and Value Perception: *purchase intention, short-form video, perceived value.*

Anchored by purchase intention as a central node in the network, this cluster focuses on consumer cognitive processing. Scholars in this stream examine how the structural features of

short-form videos (e.g., visual vividness, brevity, emotional resonance) shape consumers' perceived value, ultimately driving behavioral intentions and reducing purchase hesitation.

Cluster 3 (Blue) Demographics and Stimulus-Response Frameworks: *generation z, purchase intentions, trust, s-o-r model.*

This cluster addresses specific consumer demographics and psychological modeling, particularly targeting Generation Z. The frequent mobilization of the Stimulus-Organism-Response (S-O-R) framework highlights how environmental stimuli (short video design and platform features) influence cognitive and affective internal states (e.g., brand trust), which subsequently lead to response behaviors (purchase intentions).

Cluster 4 (Purple) Digital Strategy and Integrated Social Media Marketing: *social media, digital marketing, short video marketing, brand engagement.*

Positioned at the structural center of the network, this cluster captures broad digital marketing strategies. It investigates how brands integrate short-video formats into their overarching social media marketing portfolios to cultivate long-term brand engagement and maintain organic visibility in competitive digital markets.

Cluster 5 (Yellow) Platform Ecosystems and E-Commerce Dynamics: *short video, douyin, e-commerce, social media advertising.*

Focusing on platform-specific environments, this cluster examines platform dynamics, with particular emphasis on Douyin and broader e-commerce integration. Research here highlights how algorithmic advertising and short-form video formats merge with traditional e-commerce models to create seamless, content-driven shopping experiences.

Cluster 6 (Cyan) Platform Specificity and Creator Dynamics: *tiktok, social media influencers.*

Anchored by two highly prominent nodes (tiktok and social media influencers), this stream evaluates platform-level dynamics and parasocial relationships, focusing on how creator credibility on TikTok fosters rapid virality and audience alignment.

4.4 Overlay Visualization and Temporal Evolution of Research Themes

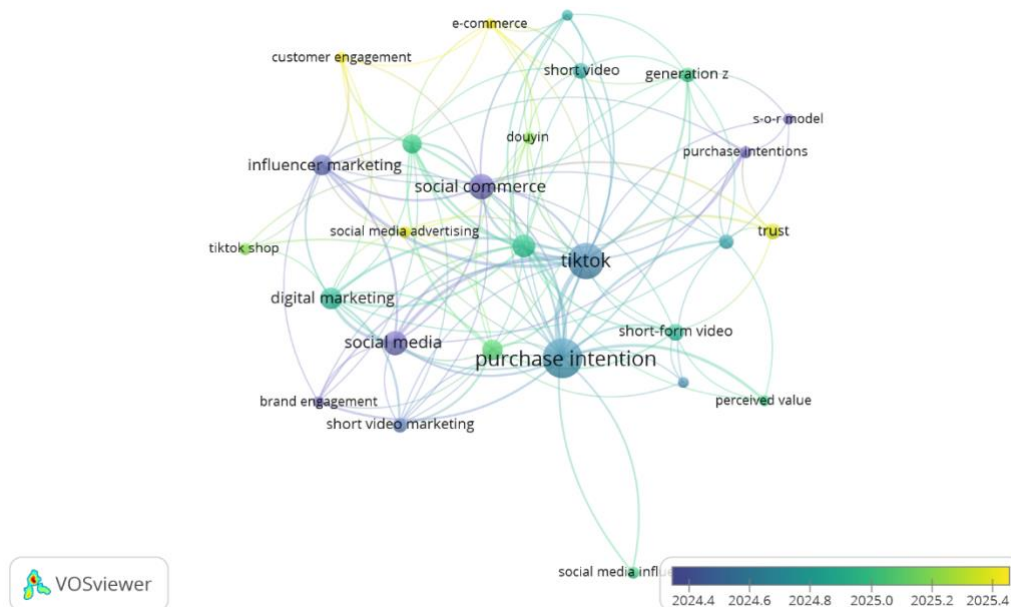


Figure 4: Overlay Visualization Showing the Temporal Evolution of Research Keywords

In addition to the cluster-based co-occurrence structure, an Overlay Visualization was performed in VOSviewer to capture the temporal progression of keyword adoption across the corpus ($N = 241$). As illustrated in Figure 4, keywords are color-coded based on their average publication year, spanning from early 2024 (blue/purple nodes) to mid-2025 and beyond (yellow/bright green nodes).

The temporal mapping reveals three distinct evolutionary phases within the literature:

- 1. Foundational and Structural Foundations (2024.4 - Purple/Blue Nodes):** Early research concentrated primarily on baseline platform mechanisms, foundational consumer behavior models, and general engagement constructs. Key nodes such as *tiktok*, *social media*, *social commerce*, *purchase intentions*, and theoretical frameworks like the *s-o-r model* anchor this initial wave. Scholars during this phase sought to establish whether short-form platforms could drive purchase intentions compared to static social networks.
- 2. Refinement and Demographic Targeting (Mid-2024 to Early 2025 - Teal/Green Nodes):** As the field matured, focus shifted toward specific consumer cohorts and value perception mechanisms. Keywords such as *generation z*, *perceived value*, *short-form video*, and *digital marketing* mark this transition phase. Studies in this period moved

beyond generic platform studies to examine how Gen Z consumers process brief multimedia stimuli and evaluate content value.

- 3. Emerging Commercial Frontiers and Direct Monetization (2025.2+ - Yellow Nodes):** The most recent research frontier (represented by bright yellow nodes) reflects a pivot toward integrated commercialization, direct platform conversion, and trust building. Emerging keywords include e-commerce, customer engagement, tiktok shop, trust, and social media advertising. This trend demonstrates that scholarly inquiry has evolved from studying passive video viewing toward investigating full-funnel social commerce conversion pathways, in-app checkout mechanisms, and long-term brand relationship management.

5. Discussion

The bibliometric mapping and temporal visualization of the 241 analyzed articles reveal that research on Short-Form Video (SFV) in digital marketing has transitioned from an exploratory focus on platform novelty to a sophisticated, multi-layered academic domain. By synthesizing the core clusters and temporal shifts identified in the results, this section examines the broader theoretical shifts, articulates strategic managerial implications, and identifies critical directions for future scholarly inquiry.

5.1 Theoretical Synthesis and Conceptual Evolution

The intellectual trajectory of short-form video literature reflects three fundamental conceptual shifts within digital marketing and consumer psychology. First, the field demonstrates a clear evolution in advertising paradigms, moving away from traditional, interruption-based display advertising toward continuous, immersive storytelling. Traditional advertising strategies rely on interrupting user viewing experiences, which frequently triggers cognitive ad avoidance and psychological reactance. In contrast, short-form video platforms leverage AI-driven recommendation algorithms and seamless scrolling interfaces to induce a continuous flow state and heightened narrative transportation. By integrating promotional content directly within organic entertainment feeds, brands lower perceptual friction and engage consumers without disrupting their cognitive absorption.

Second, the structural dominance of influencer marketing, user-generated content, and social commerce features across the co-occurrence network highlights a profound reconceptualization of source credibility through the lens of Parasocial Interaction Theory. Modern consumers, particularly Generation Z, demonstrate heightened skepticism toward polished corporate

advertising, favoring instead creator-led content characterized by raw aesthetics, immediacy, and perceived authenticity. Influencers and content creators function as relatable peers rather than distant brand endorsers. This relational proximity fosters strong parasocial links that reduce consumer defense mechanisms, enhance brand trust, and accelerate purchase decisions directly within social media ecosystems.

Third, the persistent reliance on the Stimulus-Organism-Response framework across multiple thematic clusters underscores its robustness in explaining short-form video consumption. Platform-specific design elements such as visual vividness, rapid pacing, trending audio, and algorithmic content matching operate as environmental stimuli that significantly alter internal cognitive and affective states. These internal states, which encompass perceived value, emotional immersion, and trust, systematically drive behavioral outcomes ranging from active engagement metrics to spontaneous impulse purchases in social commerce environments.

5.2 Strategic Implications for Brand Management

The empirical findings yield substantial practical guidance for brand strategists and digital marketing managers operating in the attention economy. A primary operational takeaway is the necessity of adopting native storytelling styles and leveraging user-generated content. Bibliometric trends indicate a growing scholarly consensus that high-budget, overly polished commercial ads may face challenges on short-video platforms if they disrupt the native user experience, potentially leading to ad-avoidance behaviors. Marketers are often encouraged to structure content to capture user attention in the initial seconds of the video, a practice widely discussed in practitioner literature as beneficial for optimizing watch time. Collaborating with micro- and nano-influencers who hold genuine parasocial trust within niche communities yields significantly higher engagement and conversion rates than traditional high-cost celebrity endorsements.

Furthermore, brand managers must capitalize on the rapid convergence of content and commerce by removing friction from the conversion funnel. As highlighted by the temporal overlay analysis, the current research frontier centers on direct e-commerce integration, such as TikTok Shop and shoppable short videos. Marketers should optimize the customer journey by embedding seamless, in-app purchase links directly within engaging short video narratives. This approach captures impulse buying motivation at the exact moment of emotional absorption and narrative transportation, effectively merging top-of-funnel brand awareness with bottom-of-funnel transaction execution.

Finally, brand strategy must adapt to the mechanics of algorithmic distribution. On short-form video platforms, content distribution is governed primarily by algorithmic engagement signals rather than static follower counts. Marketers must structure content to capture user attention within the first three seconds to optimize watch time and completion rates, which serve as the primary metrics utilized by AI recommendation systems to amplify organic reach and brand visibility.

5.3 Limitations and Agenda for Future Research

Despite the rapid expansion of short-form video research, several theoretical and empirical gaps remain to be addressed in future studies. First, the recent integration of generative artificial intelligence in content creation presents a critical avenue for inquiry. Researchers should examine how AI-generated short videos influence consumer perceptions of brand authenticity, source credibility, and trust compared to human creator-led content. Understanding whether consumers detect or penalize synthetic short-form content is essential as automated production tools become widespread.

Second, scholarly literature must move beyond short-term transactional metrics to evaluate long-term brand equity outcomes. While current studies heavily emphasize immediate behavioral responses such as likes, shares, and impulse buying, limited empirical attention has been devoted to assessing how continuous short-form video exposure shapes customer lifetime value, brand loyalty, and sustained brand equity over extended periods. Longitudinal methodologies will be necessary to capture these long-term relational dynamics.

Third, future research must address the psychological and ethical dimensions of continuous short-form video consumption. Investigating the unintended consequences of algorithmic curation including digital fatigue, compulsive scrolling behaviors, cognitive overload, and consumer well-being is crucial for establishing ethical marketing frameworks. Finally, comparative cross-platform research remains necessary to determine how identical video content performs across differing platform architectures, algorithmic structures, and demographic user bases on TikTok, Instagram Reels, and YouTube Shorts.

Conclusion

This study provides a comprehensive systematic and bibliometric mapping of the intellectual structure, thematic developments, and temporal evolution of short-form video (SFV) research within digital marketing. Analyzing a refined corpus of 241 peer-reviewed articles published

between 2021 and 2026, the investigation highlights an exponential growth trajectory that reflects the rapid transition of short-form video from an emerging social media trend to an institutionalized digital marketing domain. By combining publication dynamics, geographic distributions, co-occurrence network clustering, and temporal overlay visualization via VOSviewer, this research offers a holistic synthesis of how short video content shapes modern consumer engagement and brand strategies.

The bibliometric analysis reveals a pronounced concentration of research production in dynamic Asian digital economies (led overwhelmingly by China, Vietnam, Malaysia, and Indonesia) alongside key contributions from North America and Europe. Thematic network clustering mapped six core conceptual streams, highlighting that short-form video marketing operates at the intersection of influencer credibility, immersive storytelling, demographic targeting (particularly GenZ), and frictionless e-commerce conversion. Furthermore, the temporal overlay analysis demonstrates a clear paradigm shift in scholarly inquiry, progressing from early foundational studies on platform adoption toward advanced investigations into direct social commerce integration, in-app checkout mechanisms, and algorithmic trust building.

Despite its methodological rigor, this study presents certain inherent limitations that offer context for its interpretations. First, the search scope was restricted exclusively to the Scopus database. Although Scopus is recognized for its broad coverage of peer-reviewed business and social science journals, future research could integrate complementary databases such as Web of Science or IEEE Xplore to capture additional interdisciplinary contributions. Second, the reliance on quantitative bibliometric mapping focuses primarily on metadata patterns and keyword co-occurrences; combining these scientometric techniques with qualitative content analysis or systematic meta-analyses would yield deeper insights into specific empirical effect sizes across different commercial contexts.

In conclusion, short-form video marketing has permanently altered the landscape of consumer engagement by redefining how brand narratives are delivered and consumed in the attention economy. As social platforms continue to merge immersive multimedia feeds with algorithmic recommendations and embedded e-commerce tools, this bibliometric synthesis serves as a foundational baseline for both academic scholars and industry practitioners seeking to navigate the evolving frontiers of social commerce and digital communication.

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