

# Impact of the TikTok Algorithm on the Effectiveness of Marketing Strategies: A Study of Consumer Behavior and Content Preferences

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**Abstract**—TikTok has become one of the most widely used platforms, its innovative video format has allowed companies and users to increase their visibility, transforming the way brands communicate their strategies. This systematic literature review (SLR) explored how the TikTok algorithm influences marketing strategies during the period 2021 to 2024. For this purpose, research was conducted based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method. Also, reliable and relevant research databases were consulted, specifically Springer, Science Direct and EBSCO, from which 64 studies aligned with the inclusion and exclusion criteria were extracted, all corresponding to academic articles. After compilation, it was determined that 2024 was the year with the highest number of publications, representing 50% of the total number of articles. Likewise, the country that stood out was China with 28.13% of the related documents. Regarding the research approach, quantitative research predominated, followed by qualitative and mixed research. Finally, the study helped to understand the positive impact of TikTok on marketing, showing how it improves the visibility of brands, as well as identifying trends in consumer preferences, which allows the creation of more accurate strategies that are closer to the public.

**Keywords**—*TikTok; algorithm; consumer behavior; marketing*

## I. INTRODUCTION

In recent years, social media has significantly transformed the way brands engage with consumers and promote their products or services [1]. Globally, platforms such as Facebook, Instagram, Twitter and Tiktok have redefined the marketing landscape, providing companies with new tools to connect with their audiences in a more direct and personalized way [2].

Among all platforms, TikTok has stood out as one of the most influential apps, amassing over 272 million followers [3]. Its focus on short, engaging videos allows users to easily record, edit and share content, making it an attractive space for the digitally connected Generation Z audience [4]. This generation, born between 1997 and 2012, spends a considerable amount of time on social media, preferring to search for products on platforms such as TikTok rather than traditional search engines such as Google [5]. Recent data indicates that 43% of Generation Z members prefer to browse products on TikTok, revealing a significant shift in the purchasing patterns of young consumers [6].

New digital habits have exposed the platform's users to constant content, a key factor in the emergence of a new market, where content creators become essential allies for the

presentation and promotion of products or services [7]. This trend, together with the rapid evolution of the platform, has consolidated TikTok as an indispensable tool for the market. The same platform has introduced innovative features such as integrated e-commerce and affiliate programmers, allowing companies to promote and sell products directly [8].

TikTok has positioned itself as one of the preferred entertainments platforms and has become a massive sales channel designed to create a buying environment [9]. Constant exposure to content has made consumers more susceptible to marketing strategies [10], and brands and content creators play an important role in the user experience [11]. Platforms such as TikTok leverage artificial intelligence (AI) to display relevant content that captures user interest, keeping them on the platform for longer [12]. Algorithms store knowledge of interactions, browsing behavior and content preference. This information is useful for businesses because it allows them to make decisions based on the behavior of their consumers [13].

TikTok has an advanced algorithm system, which stands out for its ability to encourage engagement and deliver relevant content [14]. Changes in the technological landscape have raised new adaptive scenarios for the business environment, brands have seen TikTok as a tool to generate business opportunities, interact with customers and generate personalized experiences [15].

The present research is justified by the need to comprehensively examine the impact of these strategies on consumer behavior. This research article focuses on analyzing how TikTok marketing, and the algorithm, influences brand awareness, purchase intentions and actual consumer behavior. This research aims to provide a greater understanding of the mechanisms behind the effectiveness of TikTok marketing and provide insight into applied trends to optimize advertising campaigns.

## II. LITERATURE REVIEW

Several studies have looked at the impact of social media and consumer behavior on digital marketing strategies. An analysis by [16] noted that short-form platforms such as TikTok have rethought the interaction between brands and consumers in order to improve the connection and personalization of content, taking an approach based on big data analysis and applying the quantitative method, they concluded that TikTok has managed to transform marketing strategies by facilitating a level of personalization and

connection between brand and audience. Furthermore, the study [17] analyzed the importance of TikTok marketing on SKINTIC's brand image to determine its impact on user perception. Through a simple linear regression analysis, the study concludes that TikTok marketing has a 53% influence on SKINTIC's brand visibility.

The paper in [18] studied the marketing strategies employed in TikTok's e-commerce platform, using SWOT analysis to understand consumer motivation to improve the interaction between consumers and brands. Similarly, in [19] they investigated the implementation of the algorithm in promotion and marketing, with the aim of analyzing how AI has impacted technological and advertising interaction, using a descriptive approach, the study highlights AI as a fundamental tool to improve the user experience in the advertising field.

The study in [20] conducted an advertising analysis with the aim of understanding how creators, users and the recommendation algorithm influence responses and decisions to make purchases. Using a quantitative approach 2,000 posts on TikTok were analyzed, the results expressed the importance of generating valuable and relevant content to user interests, to

increase the reliability and interaction of the brand. In this regard, [21] focused on examining TikTok's short-form video ads to determine their influence on purchase intentions by using the SOR (Stimulus-Organism-Response) model, the study posits that marketers can gradually drive consumers' purchase intentions through the interactivity of video advertising.

The research in [22] studied consumer behavior to understand how TikTok influences Semitic's purchase intent by conducting a survey of 403 people, the results of which underline the importance of observing variations in attitudes towards the product, pointing out how trends, along with reviews and recommendations, are key factors in Semitic's business success. Similarly, in study [23] they focused on identifying the key characteristics of short-form video ad content and how these attributes affect consumer purchase behavior, the study analyzed 2578 videos from which they concluded in identifying three key characteristics that influence the purchase process, trustworthiness, experience and appeal.

Table I shows the conclusions and gaps found in the reviewed works.

TABLE I. CONCLUSIONS AND GAPS FOUND IN THE REVIEWED WORKS

Reference	Key findings	Gaps/deficiencies
[16]	TikTok transforms marketing strategies through personalization and audience connection.	Specific conversion and ROI metrics are not explored.
[17]	TikTok marketing influences brand visibility by 53%.	Lack of data on impact on different consumer segments.
[18]	Marketing strategies on TikTok motivate interaction between consumers and brands.	Does not analyze the impact of competition on consumer motivation.
[19]	AI on TikTok enhances the advertising experience and facilitates technological interaction.	Limited to a descriptive view, with no quantitative measurement of impact.
[20]	Quality content aligned with user interests improves interaction and brand trust.	Does not address how strategies can be optimized for different consumer profiles.
[21]	Short-form ads can drive purchase intent if they have interactivity.	This work does not consider the impact of content saturation on ad effectiveness.
[22]	Trends, reviews and recommendations are key to consumer purchase intent.	Does not study the role of creator authenticity on consumer perception.
[23]	Content characteristics influence purchase behavior: trustworthiness, experience and appeal.	Lack of analysis on how the combination of these factors affects customer loyalty.

### III. METHODOLOGY

This research initiative aimed to study the impact of the TikTok platform algorithm on digital marketing strategies by employing a comprehensive qualitative approach, coupled with the PRISMA systematization method [24].

This method was designed to help authors of systematic reviews to transparently document each research process. The recent update in 2020 has facilitated study selection, evaluation and systematization, thus ensuring a more efficient and structured approach to research [25].

To carry out the literature review, we systematized studies related to consumer behavior and content preferences on TikTok, considering the PRISMA method guidelines, which allowed for a detailed analysis of the TikTok platform algorithm and its impact on the interaction and effectiveness of marketing campaigns between 2021 and 2024. During the process, specific parameters determined by PRISMA were used, consisting of data collection and filtering. For this, identification, correlation and acceptance criteria were

examined. These criteria aided in the understanding and analysis of the research. The inclusion criteria under consideration for the research process had to meet the following parameters:

- Studies must be from scientific databases, which guarantee reliability and quality, to deliver a solid and well-founded systematic review.
- Research should be conducted from 2021 to 2024, as this is the most relevant range for data collection.
- Studies should use terminology related to the research topic, such as marketing, TikTok algorithm and consumer behavior, to ensure the focus of the research.
- Research papers should be written in English, as this broadens the possibilities of finding relevant information.

For the exclusion criterion, the following requirements were determined:

- Any research outside the publication range date of 2021 to 2024 was excluded from the systematic review.
- Studies whose content was not fully aligned with the research objective, as it would not contribute to answering the questions of the review paper.
- When the information in the papers is far from the research topic, it will not be useful for the construction of the study.

In the research process, multiple databases recognized for their contribution to the scientific literature were used, such as Springer, Science Direct, IEEE Xplore and EBSCO.

In the first phase of the research, a search was conducted using key terms for the study, carried out in the English language, such as "Marketing", "TikTok AND Algorithm" and "Consumer Behavior". Subsequently, and to collect current and relevant information, criteria filters were applied to delimit the results obtained during the year 2021 to 2024. After this process, 64 articles with valuable content on the functioning of the TikTok platform and the effectiveness of the algorithm in

the strategies used to impact consumers were obtained, thus aligning with the objective of the research.

Fig. 1 shows the process of extracting the documents and their relationship with the databases. This process was divided into three phases, to finally obtain the total number of documents relevant to the research.

From the beginning of the data collection, we proceeded to identify the selected documents considering their origin, which allowed us to carry out a more efficient and systematic analysis of the scientific literature. To identify duplicates, we took advantage of the organizational functionality of the software, Mendeley. We also sought the incorporation of another tool, which facilitated the efficient management of the information, as well as allowing export functions in XML format of the documents stored in Mendeley. Subsequently, the data collected was imported into Microsoft Excel. This process facilitated the identification of 24 duplicates and allowed the improvement in the structuring of the studies, for the improvement process aspects such as the year of publication, the type of publication, the country of origin and the methodological approach used have been considered.

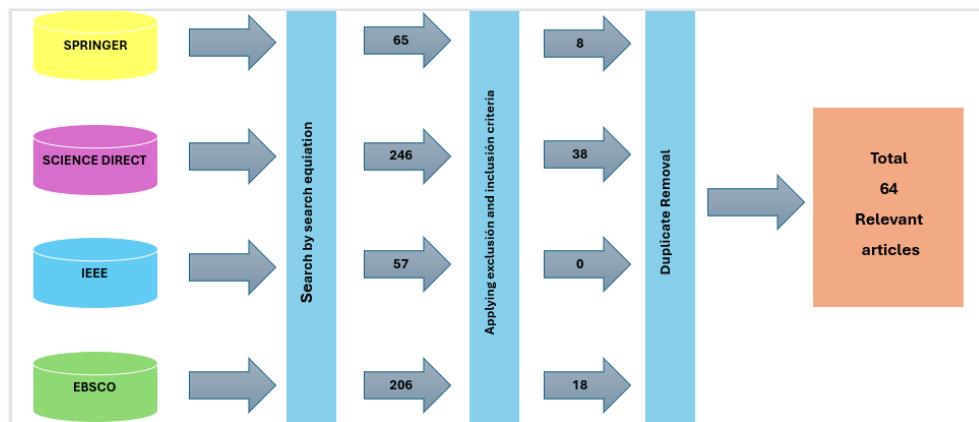


Fig. 1. Database distribution.

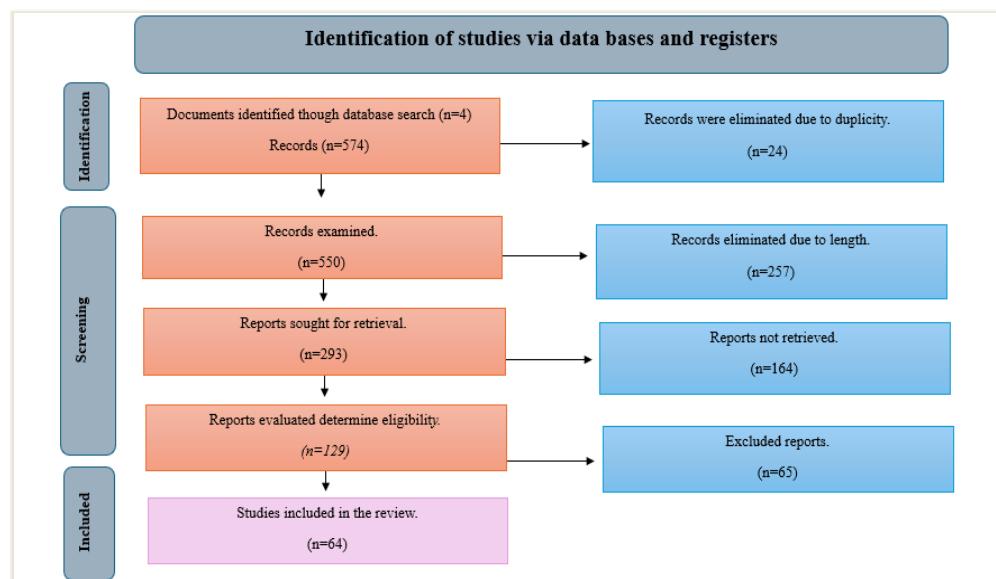


Fig. 2. PRISMA method.

In addition, Fig. 2 shows the total number of documents used during the search for information in all the databases used. This procedure was carried out following the framework of parameters established by the PRISMA method, thus ensuring the transparency and integrity of the literature review process.

#### IV. RESULTS

For the analysis of the results of the systematic review, the initial database containing 574 records had to be structured and organized. After a rigorous analysis and based on inclusion and exclusion criteria and the application of various filters, a final selection of 64 studies was made. In the initial stage, 574 papers were recognized associated with keywords such as "Marketing", "TikTok AND Algorithm" AND consumer Behavior. As a result, the number of studies found per database was as follows: Springer contributed 11.32%, Science Direct 42.85%, IEEE Xplore 9.93% and EBSCO 35.88%.

For the second stage, 293 records were examined considering the research year range 2021-2024, this process was called "screen viewing". As a result of this phase, it was determined that 13.93% of the documents came from Springer, 39.59% from ScienceDirect, 9.55% from IEEE Xplore and 36.86% from EBSCO.

In the third phase, the titles of the available documents were evaluated, prioritizing those that included keywords related to the focus of the study. As a result, 164 records were discarded, leaving 129 valid documents. These documents were distributed as follows: 11.62% from Springer, 34.88% from Science Direct, 0% from IEEE Xplore and 53.48% from EBSCO. This step was essential to ensure the relevance and quality of the selected studies, aligning them with the research objective.

For the final stage of the analysis, all studies were selected from the scientific literature, which were related to the research objectives. This process involved reviewing the abstracts to verify the validity and functionality of the access links to the documents, ensuring that the studies were available in their entirety and avoiding access problems. As a result, 64 scientific papers were included, while 65 studies were discarded during the final review as they did not meet the assessment criteria.

During the research, 64 articles were analyzed, and it was determined that from 2021 to 2024, several publications were made in recognized databases such as Springer, Science Direct and EBSCO, of which 8 articles belong to Springer, 38 to Science Direct and 18 to EBSCO. Fig. 3 shows the final distribution of the studies in their respective databases used for systematic review.

For the analysis of articles by year, it was considered that the publication period complies with the established range between 2021 and 2024. After this analysis it was determined that 7 (10.94%) publications were from the year 2021, 9 (14.06%) were made in the year 2022, while in 2023 16 (25.00%) articles were published and during 2024 32 (50.00%) articles related to the research topic were published. Fig. 4 shows the number of articles found according to their year of publication.

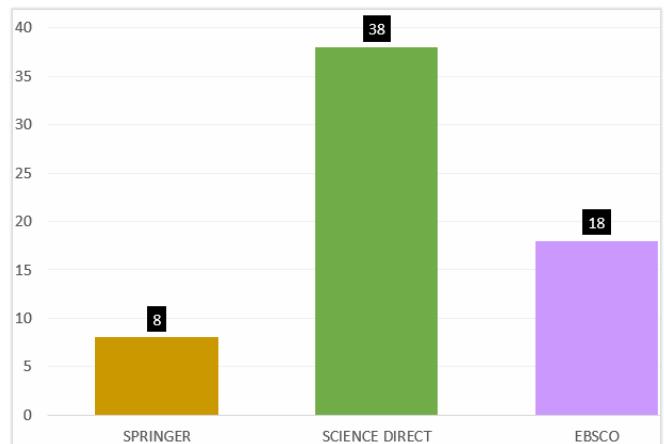


Fig. 3. Distribution of studies by database.

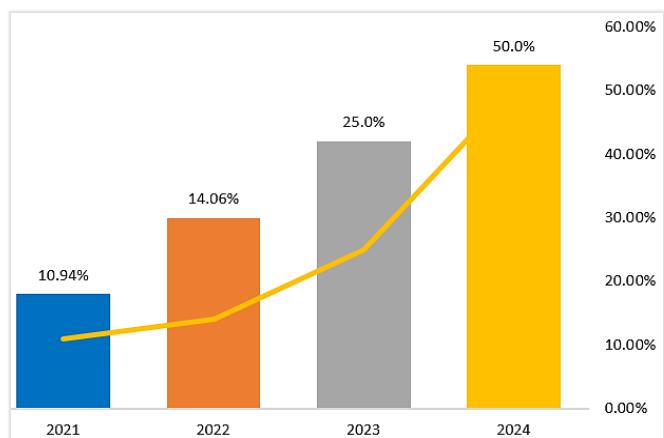


Fig. 4. Distribution of studies by year of publication.

Fig. 5 shows the number of articles published per year in the Springer, Science Direct and EBSCO databases. In 2021, a total of 7 articles were published: 1 from Springer accounting for 14.3% of documents, 4 from Science Direct accounting for 57.1% and 2 from EBSCO accounting for 28.6%. In 2022, 9 articles were registered: 1 from Springer with 11.1%, 7 from Science Direct equivalent to 77.8% and 1 from EBSCO 11.1%. During 2023, the total was 16 articles: 4 from Springer with 25%, 9 from Science Direct with 56.3% and 3 from EBSCO with 18.8%. Finally, in 2024, 32 articles were published: 2 from Springer representing 6.3%, 18 from Science Direct representing 56.3% and 12 from EBSCO equivalent to 37.5%. The following graph shows the visual representation of the studies by year and their origin in the database.

To study the origin of the research papers, the following graph was made. In it, it was identified that the largest number of studies come from China, the result represents 28.13%, followed by the United States with 15.63%, Spain represents 7.81% and the United Kingdom 6.25% of the collection. In addition, it should be noted that most of the documents were written in English. Fig. 6 shows the origin of research at country level.

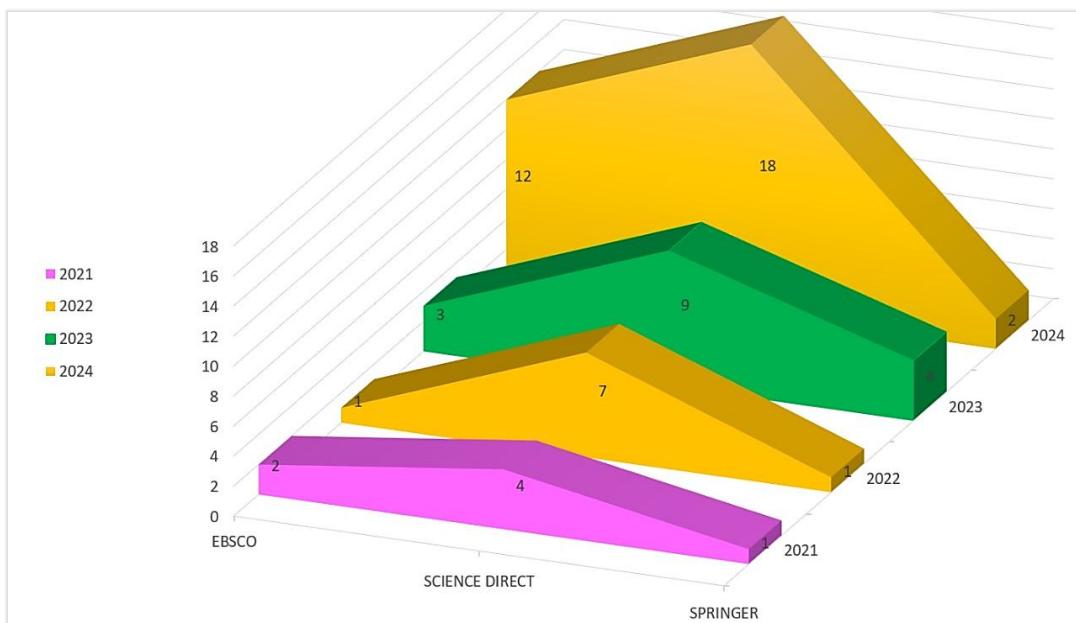


Fig. 5. Number of studies per year and databases.

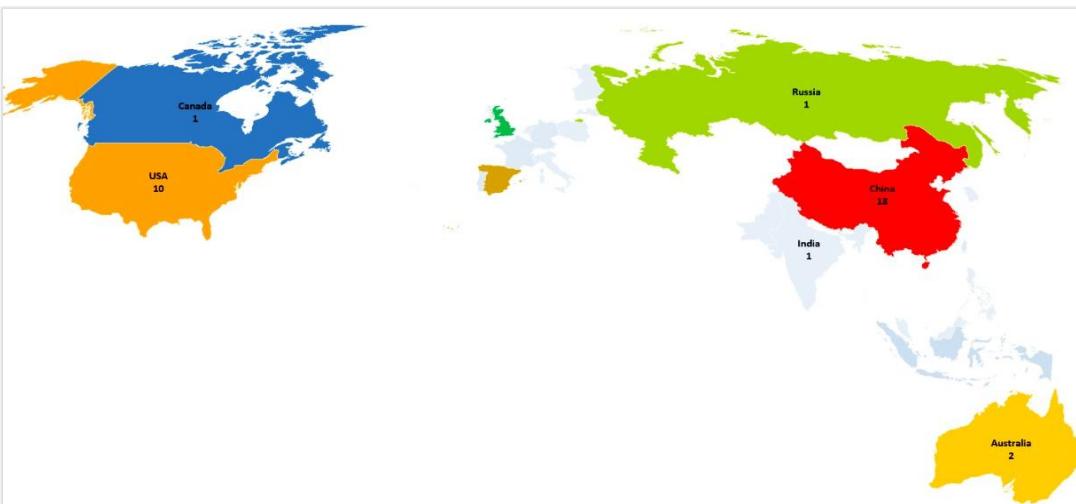


Fig. 6. Scientific literature reviews by country.

Similarly, it is important to note the classification of the bibliography according to the type of research. To determine the type of research, an exhaustive analysis of the documents had to be carried out, for which purpose they were classified and counted; it was determined that 100% of the scientific publications collected correspond to journal articles, which is equivalent to a total of 64 documents.

On the other hand, Fig. 7 reflects the classification of three types of methodological research. The quantitative approach for Science Direct represented the largest amount with 23 documents, while EBSCO obtained 5 and Springer obtained 1. As for the qualitative approach, the EBSCO database addressed 9 documents, Science Direct contributed 6 and Springer 4 documents. Likewise, the largest amount contributed for the mixed approach was from Science Direct with 9 papers, EBSCO 4 and Springer accounted for 3 papers. Fig. 7 provides the distribution of previously mentioned studies.

For the final analysis, VosViewer was used, a tool recognized for its visualization and bibliometric analysis capacity. This tool made it possible to identify the most recurrent terms in the selected studies, providing a comprehensive perspective on the main trends in digital marketing. Essential terms such as "Social media" have enabled the development of "influencer marketing" on platforms known as "TikTok". Similarly, the analysis evidenced the relevance of the term "Digital content" and showed a strong preference for "short form video" content, this format is highly engaging because of its "persuasion knowledge", the algorithm of these platforms personalizes the content which makes users prone to "purchase intention" within the platform. All terms align significantly with the theoretical framework of the studies analyzed, reaffirming the centrality of social media and short form video in contemporary digital marketing strategies.

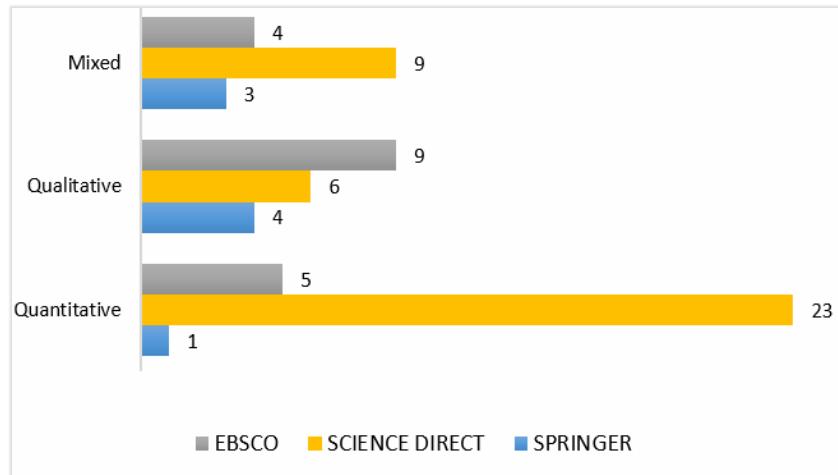


Fig. 7. Scientific literature incorporated in research by methodological approach.

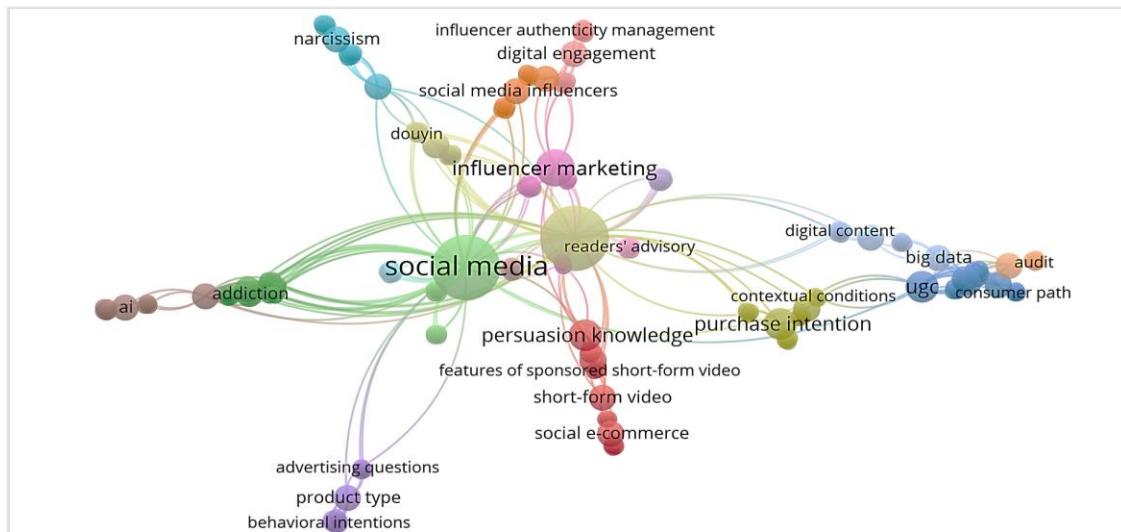


Fig. 8. Bibliometric exploration of the analyzed literature.

The analysis carried out provides an overview of the most relevant terms of the research and is visually represented in Fig. 8.

## V. DISCUSSION

### A. RQ1: What Patterns of Consumer Behavior can be Identified from Interaction with TikTok Content?

Ongoing interaction has led to the identification of behavioral patterns of TikTok consumers. Users tend to show a greater preference for short, visually appealing content. Product presentation and quality is also a factor that users look for. These features are critical and have reflected increased consumer engagement with their preferred brands. The power of consumers has increased with the advent of TikTok, the available video information and brand recommendations abound within the platform, so the virality factor becomes a predominant pattern. In contrast, after an analysis of interactions, the study [16] supports that engaging content is a fundamental part of improving the connection between brands and consumers. On the other hand, for the study [18]

interaction is the predominant pattern of consumer behavior on TikTok, the development of e-commerce and live streaming is some evidence of the relevance of today's consumer to create, recommend and comment on videos. It also relates to research [22] that recognizes the importance of interaction to Semitic's success, with the brand highlighting that creating short, quality videos help to enhance its brand image. These studies indicate part of the patterns found, however, to go deeper into the topic, a larger number of related documents were considered, as shown in Table II.

TABLE II. PATTERNS OF BEHAVIORS FOUND IN THE RESEARCH

#	Patterns	Quantity	Reference
1	Quality	5	[26], [27], [28], [29], [30]
2	Attractive	4	[31], [32], [33], [34]
3	Trends	8	[35], [36], [37], [38], [39], [40], [41], [42]
4	Participation	9	[40], [43], [44], [45], [46], [47], [48], [49], [50]
5	Brevity	3	[51], [52], [53]

The data collection highlights key consumption patterns to understand how companies can effectively connect with consumers. Among the most relevant findings, interactive content and current trends, followed by quality, visual appeal and brevity of content are identified as recurring consumption elements within the platform.

#### B. RQ2: Are there Differences in Users' Emotional Responses to Ads Targeted by TikTok's Algorithm?

There are a variety of emotional responses to ads targeted by the TikTok algorithm. It is shown that ads aligned with the user's personal interests tend to generate positive emotional responses, which results in greater consumer engagement and willingness to interact with the ad. In contrast, ads perceived as intrusive tend to result in negative user experiences, thus highlighting the importance of generating positive consumer experiences to ensure the success of ads. The various responses have been supported by [19] in their research on the implementation of the algorithm in promotion and marketing, the study has highlighted that AI helps to generate positive user experiences. It is also related to the study [20] that after its analysis of 2,000 publications in TikTok has highlighted that users have had a positive experience, against the content presented, in addition, it highlighted a greater participation of users against content of their interest. Whereas, for [21] interactivity is one of the frequent responses generated by TikTok's short-form video ads, the study highlights the algorithm as a tool that marketers can use to get favorable purchase responses from consumers through the interactivity of video advertising. To further explore the response, several studies have been considered that will broaden the picture and provide insight into the various responses generated by the algorithm-driven ad, as evidenced in Table III.

TABLE III. EMOTIONAL DIFFERENCES OF USERS

#	Differences	Quantity	References
1	Participation	9	[26], [31], [47], [51], [54], [55], [56], [57], [58], [59]
2	Trust	4	[27], [60], [61], [62]
3	Relevance	9	[45], [63], [64], [65], [66], [67], [68], [69], [70]
4	Experience	4	[71], [72], [73], [74]

After analysis of the collected findings, it can be noted that users' emotional responses are diverse. However, a significant difference is observed in algorithm-driven ads, as these generate higher audience engagement by displaying content relevant to users' interests. It is also considered that another key factor influencing positive or negative responses is the experience and trust that users may have with the advertisement shown.

#### C. RQ3: What Roles Do Consumer Content Preferences Play in the Effectiveness of Advertising Campaigns on TikTok?

Consumer content preferences play a crucial role in the effectiveness of advertising campaigns on TikTok, as they allow personalizing ads, improving viewability and optimizing campaigns according to consumer interests. In that line, the answers found are supported by [16], which highlights the importance of adapting content with consumer preferences.

The study emphasizes that personalization plays a significant role in the reach of advertising campaigns. It is also linked to [17], which analyzed consumer trends, in order to optimize SKINTIC's visibility; it concludes that the marketing employed in TikTok campaigns helped improve brand visibility by 53%. While [23] has also endorsed the importance of content preference, after analyzing 2578 videos, 3 key characteristics for campaign optimization were revealed: trustworthiness, experience and attractiveness are key elements that consumers prefer when consuming content. To further detail the responses, a wider range of sources have been consulted to better understand the role of consumer preferences in advertising campaigns. The relationship between consumer preferences and the effectiveness of advertising campaigns is presented in Table IV.

TABLE IV. RELATIONSHIP BETWEEN CONSUMER PREFERENCES AND ADVERTISING CAMPAIGN EFFECTIVENESS

#	Role of the consumer	Quantity	References
1	Customization	8	[30], [52], [75], [76], [77], [78], [79], [80]
2	Optimization	4	[70], [81], [82], [83]
3	Visibility	4	[84], [85], [86], [87]
4	Targeting	3	[87], [88], [89]

Regarding the third question, there is a clear incidence of research that agrees that personalization of content allows brands to adapt their message to the preferences of consumers, which increases the effectiveness of campaigns. On the other hand, optimization is also shown to be a key factor, followed by visibility and targeting.

## VI. CONCLUSION

To conduct this research, an exhaustive review of the scientific literature was carried out to analyze the impact of the TikTok algorithm on the effectiveness of marketing strategies during the period 2021 to 2024. At this stage, studies that were not aligned with the research topic were discarded and a total of 64 original articles were selected as the basis for the work.

To support the research, studies were used that not only supported the topic but also established significant precedents around scientific research, which provided relevant background for the development of the analysis. The selected articles were obtained from three recognized databases: Springer, where 8 documents representing 12.5% of the total were identified, Science Direct, which provided 38 documents equivalent to 59.38% and 18 documents from EBSCO, which represented 28.13% of the collection. All the studies analyzed provided a great contribution to the understanding and analysis of the TikTok platform and its impact on marketing strategies.

This RSL provides a detailed analysis of the studies related to TikTok, to understand the relevance that this platform is acquiring in the field of business marketing. The research seeks to understand how the platform's algorithm works and how this tool becomes a key ally in understanding the consumer and developing effective advertising strategies. The study presented is positioned as a valuable source for future scientific research in the field related to marketing.

It is important to note that the research faced a limitation related to the number of studies related to specific terminology, so it was necessary to carefully determine the keywords related to the research article; after correctly combining the terminology, it was possible to find documents that support the work.

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