



Short-Form Video Marketing Research Trends (A Systematic Literature Review and Bibliometric Analysis)

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Abstract. Short-form video platforms such as Douyin, TikTok, YouTube Shorts, and Instagram Reels have transformed digital marketing by combining audiovisual storytelling, algorithmic distribution, and interactive engagement. This study aims to map research trends, intellectual structures, dominant themes, and future research directions in short-form video marketing. A mixed-methods systematic literature review was conducted by integrating bibliometric analysis and qualitative content analysis. Data were obtained from Scopus, yielding 143 initial documents published between 2019 and 2026. After applying inclusion and exclusion criteria, 74 articles were included in the bibliometric analysis, and 35 articles were selected for detailed content analysis. VOSviewer was used to examine keyword co-occurrence, while thematic analysis was applied to identify substantive research streams. The findings indicate rapid publication growth, especially from 2024 to 2026, with China emerging as the most productive country. Three intellectual clusters were identified: consumer response mechanisms, platform-specific and tourism marketing strategies, and social commerce with purchase intention. The study contributes by consolidating fragmented evidence and identifying key gaps related to cross-platform comparison, cultural validation, algorithmic mechanisms, AI-generated content, and ethical issues.

Keywords: Bibliometric Analysis; Digital Marketing; Short-Form Video Marketing; Social Commerce; Tiktok Marketing.

1. BACKGROUND

The evolution of digital technology has transformed how companies communicate value, build brand identities, and foster relationships with consumers. Social media platforms have expanded rapidly, evolving from mere channels for interpersonal communication into crucial infrastructure for digital marketing, advertising, brand development, customer relationship management, and social commerce. Marketing literature indicates that social media has altered interaction patterns between companies and consumers through communication that is participatory, real-time, and data-driven, as well as through the dynamics of user-generated content (Appel et al., 2020; Dwivedi et al., 2021).

The rapid growth of short-form video content is a crucial aspect of social media marketing. The term "short-form video" primarily refers to brief audiovisual content typically lasting between 15 and 60 seconds featured on algorithm-driven platforms such as YouTube Shorts, Instagram Reels, and TikTok. These platforms combine audiovisual content, algorithmic recommendation systems, and interaction mechanisms into a single, integrated ecosystem. Key characteristics include short duration, fast-paced narratives, mobile-first design, and high viral potential driven by recommendation systems. In a marketing context, short-form videos enable concise, emotionally engaging brand communication that is highly shareable and capable of driving sales (Kaplan & Haenlein, 2010; Kietzmann et al., 2011).

The emergence of short-form marketing videos marks a new paradigm in brand communication. Unlike traditional advertisements that convey one-way messages, short-form videos facilitate interactive consumer participation through features such as comments, likes, and shares, as well as user-generated content. Previous research indicates that short-form video strategies significantly influence online consumer attention, engagement, and purchase intention (Veirman et al., 2017; Lou & Yuan, 2019). The ecosystem increasingly involves various parties such as influencers who act as agents of credibility and intermediaries of trust for brands where influencer credibility significantly influences the outcomes of consumer persuasion (Lou & Yuan, 2019).

Beyond consumer products, short-form video applications extend to destination and tourism marketing. Short videos centered on the journey of shaping destination image, travel inspiration, and the intention to visit, engaging both visually and emotionally. Empirical evidence shows that visual storytelling, narrative appeal, and authenticity strongly influence tourism-related behavioral intentions (Hudson & Thal, 2013; Xiang et al., 2015).

Despite rapid growth in research on short-form video marketing, existing literature remains fragmented across various platforms, theoretical frameworks, and marketing outcomes. Studies often focus separately on influencer marketing, social commerce, consumer engagement, tourism marketing, or content virality, limiting the integration of findings across domains. Therefore, a systematic literature review is crucial for consolidating fragmented knowledge within the rapidly evolving field of digital marketing (Tranfield et al., 2003). Bibliometric analysis enables the mapping of publication trends for this theme, its intellectual structure, and its thematic evolution using citation and keyword networks (Donthu et al., 2021; Zupic & Čater, 2015). Combining both approaches allows a more comprehensive understanding of emerging research domains such as short-form video marketing.

This article aims to map recent research trends, intellectual structure, dominant themes, and future research directions in short-form video marketing through a systematic literature review and bibliometric analysis. The study's novelty lies in the integration of bibliometric analysis and qualitative thematic synthesis to elucidate the growth of short-form video marketing research and the recommended direction for future studies.

2. LITERATURE REVIEW

Short-Form Video Platforms: Characteristics and Ecosystem

Platforms for short videos, like Douyin in China (which developed into the worldwide TikTok), YouTube Shorts, and Instagram Reels, facilitate the rapid creation, dissemination, consumption of, and interaction with brief audiovisual content. These platforms integrate algorithm-based recommendation systems that leverage user preferences, interaction history, content attributes, and network effects to determine content visibility (S. Fan et al., 2025). Key characteristics include brief duration, rapid pacing, music and sound integration, visual effects, editing tools, interactive features, and algorithm-driven virality (Dong et al., 2024; Rawangngam et al., 2025). Unlike traditional social media, these systems prioritize participation over follower networks, emphasize tailored recommendations, and incorporate social commerce methods (Robinson, 2023; B. Zhang et al., 2025).

Short-Form Video Marketing: Conceptualization and Strategic Applications

Brief videos are deliberately used in short-form video marketing to increase brand exposure, engagement, and conversion. (Potjanajaruwit et al., 2025). Applications span product promotion, influencer marketing, customer education, tourism promotion, community management, and social commerce (Dong et al., 2024; B. Zhang et al., 2025). Its effectiveness depends on content characteristics, influencer authenticity, algorithm optimization, and alignment between marketing messages and platform affordances (S. Fan et al., 2025; Y. Liu & Wang, 2025).

Theoretical Frameworks Informing Short-Form Video Marketing

A number of theoretical frameworks are employed to comprehend short video marketing strategies. Uses and Gratifications Theory explains the motivations for media consumption, including hedonic motivations such as entertainment, music, and emotional release, as well as utilitarian motivations such as information and product discovery (B. Zhang et al., 2025). The Stimulus-Organism-Response model explains how environmental stimuli, including video content, platform features, and social cues, trigger emotional and cognitive responses that subsequently influence engagement, purchasing, and sharing behaviors (Potjanajaruwit et al., 2025). Social Capital Theory suggests that relationships and trust developed through authentic influencer interactions can influence purchase decisions and consumer trust (Rawangngam et al., 2025). The Source Credibility Model emphasizes expertise, trustworthiness, and attractiveness in shaping message reception (Robinson, 2023), while Technology Affordance Theory highlights how interactivity, algorithmic visibility, and duration constraints shape content creation and consumption patterns (Slaton & Lee, 2025).

3. RESEARCH METHODS

Research Design and Protocol

This research employs a mixed-methods systematic literature review design that blends quantitative bibliometric analysis with qualitative content analysis. To guaranty transparency and rigor, the research methodology adhered to PRISMA 2020 principles (Page et al., 2021). Systematic review methodology enables transparent, reproducible, evidence-based synthesis of peer-reviewed research (Snyder, 2019; Tranfield et al., 2003). Bibliometric analysis quantifies publication patterns, identifies influential authors and journals, and maps keyword relationships through network visualization (Donthu et al., 2021; Zupic & Čater, 2015). Content analysis extracts substantive research themes, theoretical applications, methodological approaches, and identified gaps (Krippendorff, 2018; Neuendorf, 2017).

Information Sources and Search Strategy

Scopus was chosen as the major database due to its extensive coverage of peer-reviewed journals, conference proceedings, and transdisciplinary material in business, management, and marketing (Falagas et al., 2008; Mongeon & Hus, 2016). The search was conducted on 10 April 2026 using Boolean operators combining platform-related keywords with marketing-related keywords. The platform terms included short-form video, short video, short video platform, TikTok, Douyin, Instagram Reels, and YouTube Shorts. The marketing terms included marketing, advertising, digital marketing, social media marketing, influencer marketing, branding, purchase intention, consumer engagement, and social commerce. The search strategy was developed iteratively and documented for reproducibility.

143 papers published between 2019 and 2026 were found in the first search. Bibliographic data, including author names, publication year, journal title, article title, volume, issue, pages, DOI, author keywords, and abstracts, were extracted from the search results in BibTeX format.

Inclusion and Exclusion Criteria

Peer-reviewed journal publications or conference proceedings published between 2019 and 2026, with a primary focus on short-form video marketing, TikTok marketing, Instagram Reels, YouTube Shorts, or related platforms, met the inclusion requirements; content domain including marketing, business, management, or consumer behavior; published in English; and full-text availability. The exclusion criteria were: opinion pieces, editorials, or commentary without empirical data; non-English publications; theoretical or conceptual papers lacking empirical evidence; book chapters or dissertations; duplicate publications; and articles

addressing video content outside marketing contexts, such as purely educational or entertainment applications.

Study Selection Process

There were two steps in the selection process. In order to find publications that were obviously relevant, two coders examined the titles and abstracts of all 143 documents against the inclusion criteria in the first stage. Disagreements were settled by discussion or consulting with a third party. In the second stage, potentially relevant articles totaling 89 documents underwent comprehensive full-text assessment to confirm eligibility. Screening employed a standardized eligibility form documenting the inclusion or exclusion rationale for each article. This two-stage process yielded 74 articles meeting all criteria for bibliometric analysis and 35 articles purposefully selected for content analysis.

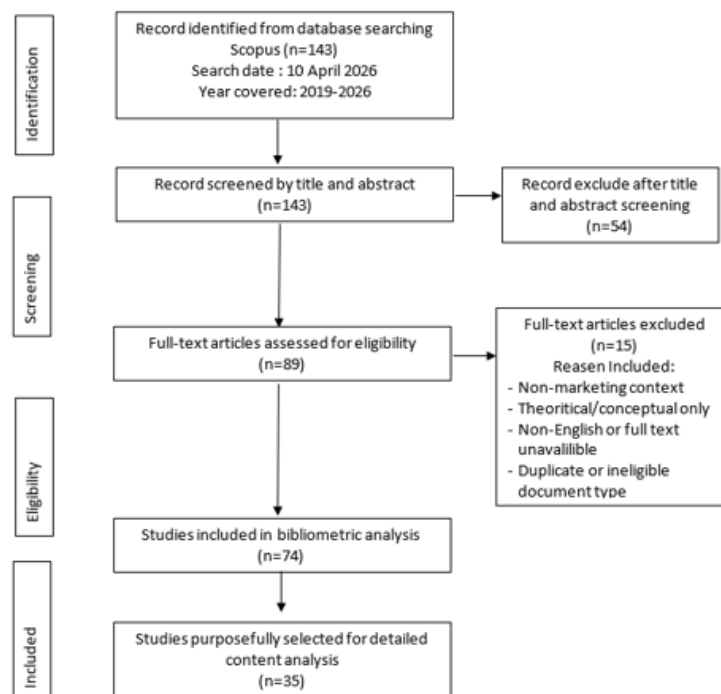


Figure 1. PRISMA Flow Diagram of Study Selection.

Source: Scopus database search and author analysis, 2026.

Bibliometric Analysis

Bibliometric data extracted from the 74 articles included author names and affiliations, publication year, journal name and metrics, article title, keywords, abstract, research methodology, sample characteristics, and Scopus citation counts extracted in June 2026. Publication trends were analyzed by calendar year to identify growth patterns and inflection points. Highly cited articles and productive authors were identified and ranked by citation count. Journal distribution analysis identified the most productive journals and their impact

factor distribution across quartiles. Country analysis mapped the geographic distribution of research output and patterns of international collaboration.

VOSviewer software version 1.6.19 was employed to visualize keyword co-occurrence networks. A minimum occurrence threshold of three was applied to focus on substantive themes while filtering noise. Network visualization reveals keyword relationships, cluster themes, and intellectual structure. Co-occurrence frequency indicates keyword strength, while proximity indicates relationship strength. The analysis identified thematic clusters through visual inspection of the network structure and clustering algorithms.

Content Analysis and Quality Assessment

From the 74 articles, 35 were purposefully selected for detailed content analysis based on thematic diversity, methodological variation, citation impact, and publication recency to ensure representation of the field's intellectual landscape. A qualitative codebook was developed iteratively through initial reading of five randomly selected articles. Codes were organized into hierarchical themes reflecting social commerce and purchase behavior, tourism and destination marketing, advertising effectiveness, content characteristics and consumer engagement, and live-streaming commerce. Each article was independently coded by two researchers using a standardized form.

Inter-rater reliability was assessed using Cohen's Kappa, producing a value of 0.82 and indicating strong agreement (Landis & Koch, 1977). Disagreements were resolved through discussion with reference to code definitions, and codes were refined iteratively. The 35 articles selected for content analysis also underwent quality assessment using adapted criteria based on the Mixed Methods Appraisal Tool and Downs and Black quality checklist. The assessment covered research question clarity, methodology appropriateness, sampling adequacy, data collection rigor, analysis transparency, result interpretation, and contribution clarity. Overall, 18 articles achieved high quality, 12 achieved moderate quality, and 5 were categorized as lower quality.

4. RESULTS AND DISCUSSION

Publication Trends

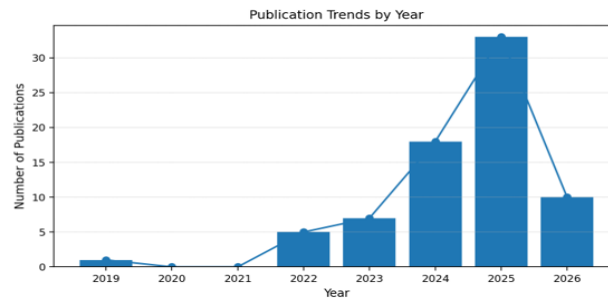


Figure 2. Publication Trends by Year.

Source: Data processed in this study, 2026

Analysis of the 74 included articles revealed distinct publication patterns. Research on short video marketing began in 2019 with one article (L. Liu & Chen, 2019). There were no publications in 2020 and 2021, followed by five publications in 2022 (Addo et al., 2022; F. Chen et al., 2022; Li et al., 2022). A marked acceleration occurred in 2023 with seven articles (H. Chen et al., 2023; Fang et al., 2023; Gan et al., 2023). This trend increased substantially in 2024 with 18 articles, reached 33 articles in 2025, and included 10 articles by the beginning of 2026. The increase from 7 articles in 2023 to 33 articles in 2025 represents approximately a 371% increase, indicating rapid acceleration in this field. This trajectory aligns with the industry's growing attention to short-form video platforms and their commercial significance.

Geographic Distribution

Based on the collection of 74 articles, the most prominent publications originate from China. China appears in approximately 45 articles, or around 60.8% of the dataset (Chi et al., 2024; X. Fan et al., 2025; Gan et al., 2023; Ran et al., 2026; Shen & Wang, 2024). After China, the United States is the most prominent country with approximately nine articles, followed by Thailand, Hong Kong, and Malaysia, each appearing in approximately six articles (Ma et al., 2025; Sheng & Basha, 2022; B. Zhang et al., 2025). Other contributing countries include Macau, Indonesia, Finland, Jordan, South Korea, the United Kingdom, Vietnam, Taiwan, Canada, and Australia.

Overall, publication patterns by country indicate that this research remains heavily concentrated in Asia, particularly China and Southeast Asia. This concentration is understandable given the rapid growth of short video platforms, social commerce, live-streaming commerce, and TikTok or Douyin marketing in the region. However, the distribution also demonstrates emerging international collaboration, including articles involving authors from China-Finland, China-United States, Indonesia-Malaysia-Jordan, Thailand-United

Kingdom, and Macau-United Kingdom. Thus, while China is dominant, the field is beginning to move toward cross-national and cross-cultural studies.

Highly Cited Articles

Citation analysis was used to identify articles that have had a significant influence on the development of short-form video marketing research. Articles with a high number of citations generally serve as important references because they address key themes, offer conceptual models, or provide empirical findings that are widely used by subsequent research.

Table 1. Top 5 Most-Cited Articles as of June 2026.

No.	Author/Year	Article Title	Journal	Citations
1	Gan et al. (2023)	Short video marketing and travel intentions: The interplay between visual perspective, visual content, and narration appeal	Tourism Management	150
2	Fang et al. (2023)	How do short-form travel videos trigger travel inspiration? Identifying and validating the driving factors	Tourism Management Perspectives	81
3	Dong et al. (2024)	Short video marketing: What, when and how short-branded videos facilitate consumer engagement	Internet Research	80
4	Alcantara-Pilar et al. (2024)	From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok	Journal of Retailing and Consumer Services	71
5	Shi et al. (2023)	The influence of short video platform characteristics on users willingness to share marketing information: Based on the SOR model	Sustainability	50

Source: Data processed in this study, 2026.

Gan et al. (2023), which explores the connection between short-form video marketing and travel intentions through visual viewpoint, visual content, and narrative appeal, is the most often cited article. Dong et al. (2024) discuss short-branded videos and consumer engagement; Fang et al. (2023) explain the driving factors of travel inspiration through short-form travel videos; and Pilar et al. (2024) emphasize TikTok influencer credibility and purchase intention. Travel intention, consumer engagement, influencer credibility, advertising strategy, live commerce, social sharing, and purchase intention are all major themes in short-form video marketing research, according to the most referenced publications.

Keyword Co-occurrence and Thematic Clusters

Keyword co-occurrence analysis was conducted using VOSviewer to identify relationships between keywords in short-form video marketing research. Co-occurrence analysis is useful for examining the proximity between concepts and identifying thematic structures within a research field (Zupic & Čater, 2015). The visualization results show that keywords in this field are divided into three main clusters.

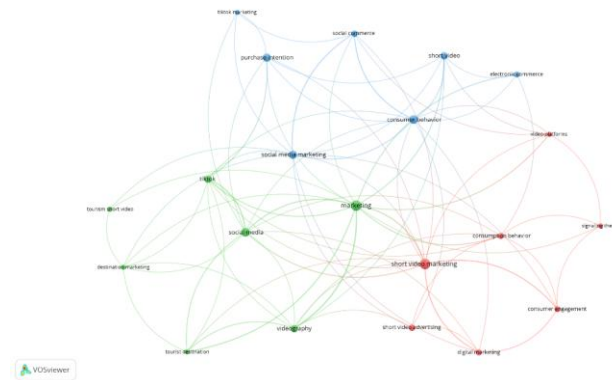


Figure 3. Network Visualization of Keyword Co-occure.

Source: VOSviewer output based on Scopus data, 2026

Cluster 1: Short-Form Video Marketing, Digital Marketing, and Consumer Engagement

Consumer engagement, digital marketing, short video marketing, and consumption patterns dominate the red cluster. This cluster shows an emphasis on how video content affects customer reactions. This cluster's research focuses on how user engagement and consuming behavior on digital platforms are influenced by visual stimuli, content design, and persuasion techniques (Dong et al., 2024; Shi et al., 2023; Yuan et al., 2025). The relationship between content exposure and consumer behavioral reactions is also frequently explained by theory-based methods like signaling theory and the Stimulus-Organism-Response model (J. Wang et al., 2025).

Cluster 2: Consumer Behavior, Purchase Intention, and Social Commerce

The blue cluster focuses on consumer behavior, purchase intention, social commerce, and electronic commerce. This theme demonstrates that short-form video functions not only as an entertainment medium but also as a commercial instrument that influences purchasing decisions. Studies in this cluster highlight the role of influencers, source credibility, and social mechanisms in shaping consumer purchase intentions (Fang et al., 2023; Gan et al., 2023; M. Zhang et al., 2026). Social commerce serves as a key bridge between social interactions and economic transactions in the short-form video platform ecosystem.

Cluster 3: Social Media Marketing, TikTok, and Tourism or Destination Marketing

The green cluster covers social media marketing, TikTok, videography, destination marketing, and tourism short videos. This cluster highlights the use of short-form videos in tourism destination marketing and visual storytelling. Research shows that visual experience-based content, such as travel videos, can increase travel intention and enhance destination image (Chi et al., 2024; Z. Zhang et al., 2025). Furthermore, TikTok and similar platforms have become key media for experiential marketing strategies and creative content (Rawangngam et al., 2025).

Dominant Research Themes

Content analysis of 35 articles identified five dominant research themes reflecting the substantive focus areas of the field. These themes are summarized in Table 3 and elaborated in the following discussion.

Table 2. Dominant Research Themes in Short-Form Video Marketing.

Theme	Frequency	Percentage	Main Focus
Social commerce and purchase behavior	12	34.3%	Purchase intention, influencer credibility, social proof, transaction mechanisms, and platform interactivity.
Tourism and destination marketing	8	22.9%	Destination image, travel inspiration, visual storytelling, and visit intention.
Advertising effectiveness	7	20.0%	Advertising appeal, creativity, brand recall, influencer involvement, and purchase intent.
Content characteristics and consumer engagement	6	17.1%	Aesthetic, temporal, narrative, emotional, interactive, and audio-visual content attributes.
Live-streaming commerce and hybrid formats	2	5.7%	Real-time interaction, host effects, social proof, urgency, and conversion mechanisms.

Source: Data processed in this study, 2026.

Social Commerce and Purchase Behavior

This theme encompasses research examining how short-form video platforms facilitate consumer purchasing through integrated commerce features (Rawangngam et al., 2025; Shen & Wang, 2024; Suhud et al., 2025). Studies investigate purchase intention antecedents such as content appeal, influencer credibility, social proof, perceived value, transaction mechanisms, consumer decision processes, and purchase behavior outcomes (Handranata et al., 2024; Jiang & Chen, 2025; Ngo et al., 2023; Wu & Su, 2025). Common theoretical frameworks include the Stimulus-Organism-Response model, Technology Acceptance Model, and Social Capital Theory. Key findings indicate that influencer authenticity, content quality, and platform interactivity significantly enhance purchase intentions.

Tourism and Destination Marketing

Research in this theme examines short-form video applications in destination promotion and travel behavior influence (H. Chen et al., 2023; Fang et al., 2023; Gan et al., 2023; Tham et al., 2024). Studies investigate how travel-related short videos shape destination image perceptions, travel inspiration, and visit intentions through visual storytelling, emotional appeal, and authentic representation. Variables examined include visual perspective, composition, pacing, narrator credibility, narrative framing, and user-generated content effects. Research demonstrates that emotionally compelling, visually distinctive, and authentically presented destination content effectively influences travel intention, particularly among young consumers.

Advertising Effectiveness

This theme addresses short-form video advertising effectiveness compared with traditional advertising formats and the mechanisms through which content characteristics drive awareness, recall, attitude change, and purchase intention (Li et al., 2022; L. Liu & Chen, 2019; Sheng & Basha, 2022). Studies examine message appeal, creativity, visual intensity, product visibility, influencer involvement, and parasocial relationships. Findings indicate that authentic, entertainment-focused advertising containing subtle product integration tends to outperform explicit promotional messaging.

Content Characteristics and Consumer Engagement

Research in this theme investigates relationships between specific content attributes and consumer engagement metrics such as views, likes, comments, and shares (Alghizzawi et al., 2024; Yang et al., 2025). Content variables examined include aesthetics, temporal characteristics, narrative structure, emotional appeal, interactivity features, and music or sound integration. Findings establish that emotional content, particularly humorous and inspiring content, generates high engagement, while video length optimization improves completion rates and sharing behavior.

Live-Streaming Commerce and Hybrid Formats

An emerging research area examines live-streaming commerce integrating live video content with real-time purchasing mechanisms (L. He et al., 2026; Suhud et al., 2025). This domain investigates influencer-host effects, interactive question-and-answer features, real-time social proof mechanisms, viewer counts, purchase notifications, limited-time offers, and urgency creation. Preliminary findings suggest that live-streaming formats can achieve higher conversion potential than pre-recorded short-form video through the combination of real-time interaction, trust-building through live feedback, and temporal urgency.

Intellectual Structure and Field Maturation

This systematic review reveals short-form video marketing as a rapidly emerging, multifaceted research domain characterized by recent establishment and accelerating publication velocity. Publication patterns demonstrate field maturation through initial exploration, growth, and acceleration phases. The exponential trajectory suggests that the field has reached critical mass and generated increased scholarly attention, funding mechanisms, and institutional support.

Thematic analysis reveals three parallel research streams addressing distinct aspects of short-form video marketing: fundamental marketing mechanism research examining content-consumer relationships and psychological processes (Dong et al., 2024; Shi et al., 2023), platform-specific research leveraging TikTok and related platform affordances (Fang et al., 2023; Rawangngam et al., 2025); and domain applications in tourism, commerce, healthcare, and education (Gan et al., 2023; Tham et al., 2024). Integration across these streams remains limited, suggesting opportunities for cross-pollination among theoretical, platform-specific, and sectoral studies.

Platform Algorithm Effects and Mechanism Understanding

Despite the centrality of algorithms to short-form video platforms, minimal research explicitly examines algorithmic mechanisms related to content visibility, consumer exposure, and marketing effectiveness (X. Fan et al., 2025; P. He et al., 2024; Shi et al., 2023). Future research should investigate how algorithms filter, rank, and distribute marketing content; how algorithms optimize engagement, diversity, and revenue generation; how marketers strategically leverage algorithmic preferences; and how algorithm changes affect marketing performance. Cross-platform comparative studies are also needed because TikTok, Instagram Reels, YouTube Shorts, and emerging platforms use different algorithmic approaches, user demographics, moderation policies, and monetization models.

Cultural Context and Cross-Cultural Validation

The geographic concentration of research in China and East Asia raises questions regarding cultural generalizability (L. Liu & Chen, 2019; Shen & Wang, 2024; Shi et al., 2023; Yuan et al., 2022). Consumer behavior models derived from collectivist contexts may not transfer directly to individualist cultural contexts. Concepts such as parasocial relationships, perceived authenticity, influencer trustworthiness, and social proof effects may manifest differently across cultural settings. Future studies should employ cross-cultural methodologies, cultural dimensions frameworks, and replication designs across diverse geographic regions.

Long-Term Effects and Temporal Dynamics

Influencer credibility and authenticity consistently emerged as critical drivers of purchase intention and brand loyalty (Pilar et al., 2024; Min & Kim, 2025; Potjanajaruwit et al., 2025). However, the majority of research focuses on short-term purchase intention rather than lifetime value, sustained engagement, or repeat purchases. Future studies should compare customer lifetime value between short-form video marketing and traditional marketing channels, use longitudinal designs to track consumer behavior over months or years after exposure, and investigate the relationship between short-term engagement and long-term loyalty.

AI-Generated Content and Emerging Technologies

As AI-generated content creation capabilities advance, marketing increasingly employs AI tools for content generation. However, research on AI-generated short-form video marketing remains limited (Shen & Wang, 2024; Wen et al., 2025). Future research should compare consumer responses to AI-generated and human-created short-form video content, investigate consumer disclosure expectations, and examine ethical implications of AI-enabled marketing. Emerging technologies such as deepfakes, virtual influencers, and augmented reality also require systematic investigation.

Ethical Considerations and Regulatory Compliance

Ethical considerations in short-form video marketing remain largely underexamined, including influencer disclosure of sponsored content, authenticity misrepresentation, algorithm-enabled manipulation of engagement metrics, consumer privacy, data collection, and vulnerable population targeting (Li et al., 2022; Ran et al., 2026; X. Wang et al., 2024). Future research should establish ethical marketing guidelines for short-form video contexts, investigate disclosure compliance, examine privacy preferences, and develop frameworks that protect vulnerable populations from manipulative practices.

5. CONCLUSION AND SUGGESTIONS

This systematic literature review with bibliometric analysis provides a comprehensive evidence map of short-form video marketing research spanning 2019 to 2026. The findings reveal an emerging research domain experiencing rapid growth, with publication numbers increasing from seven articles in 2023 to 33 articles in 2025. Bibliometric analysis identified 74 peer-reviewed articles from multiple journals, with research output dominated by China and broader Asian contexts. This concentration confirms the strategic importance of short-form

video platforms in regions where social commerce, live-streaming, and platform-based consumer interaction are highly developed.

Content analysis identified five dominant research themes: social commerce and purchase behavior, tourism and destination marketing, advertising effectiveness, content characteristics and consumer engagement, and live-streaming commerce. Keyword co-occurrence analysis further revealed three intellectual clusters related to consumer response mechanisms, platform-specific and tourism marketing strategies, and social commerce with purchase intention. These findings indicate that short-form video marketing research has moved beyond general social media marketing and developed into a distinct research area with its own theoretical and empirical agenda.

This study also identifies several important limitations and future research directions. The restriction to English-language Scopus-indexed publications may exclude relevant research from other databases and non-English contexts. The content analysis examined 35 of the 74 included articles, meaning that larger samples may reveal additional nuances. Future research should conduct cross-platform comparative studies, employ longitudinal designs, examine algorithmic mechanisms, expand cross-cultural validation, investigate AI-generated content, develop meta-analytical synthesis, and establish ethical marketing guidelines for short-form video contexts. These directions are necessary to strengthen theoretical integration and practical relevance in this fast-evolving field.

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