

A Bibliometric Analysis of Short Form Video Marketing

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ABSTRACT

This study aims to map and synthesize the intellectual structure, thematic evolution, and collaboration patterns in short-form video marketing research through a bibliometric analysis. Using data retrieved from the Scopus database covering publications from 2010 to 2025, this study applies bibliometric and network visualization techniques with the aid of VOSviewer. The analysis examines keyword co-occurrence, citation impact, co-authorship networks, institutional affiliations, and country-level collaborations to identify dominant research themes and emerging trends. The results reveal that short-form video marketing research is strongly centered on social media platforms—particularly TikTok and Douyin—with a growing emphasis on consumer behavior, purchase intention, and digital engagement. Recent studies increasingly focus on platform-specific strategies, advertising embedding, and the role of short-form videos in sectors such as tourism and education. China emerges as the most influential country in terms of research collaboration, while several regional clusters of authors and institutions indicate concentrated but fragmented scholarly networks. Overall, this study provides a comprehensive overview of the development of short-form video marketing literature, offering theoretical insights and practical guidance for researchers and practitioners, while highlighting avenues for future research in this rapidly evolving digital marketing domain.

Keywords: *Short-Form Video Marketing, Social Media Marketing, Tiktok, Consumer Behavior, Bibliometric Analysis*

1. INTRODUCTION

In the contemporary digital landscape, the proliferation of social media platforms has transformed the dynamics of marketing communications, providing brands with unprecedented opportunities to reach and engage audiences. Among these developments, short form video content has emerged as a particularly influential medium. Characterized by videos typically ranging from a few seconds to under a minute, short form videos leverage concise storytelling, dynamic visuals, and sound elements to capture audience attention in an era dominated by decreasing attention spans [1], [2]. Platforms such as TikTok, Instagram Reels, and YouTube Shorts have popularized this format, enabling both individual creators and businesses to disseminate messages rapidly and creatively [3]. The rise of short form video marketing reflects broader shifts in consumer behavior, particularly the preference for visually rich, easily consumable content that can be shared and engaged with across digital networks [4].

Short form video marketing is not merely a trend but represents a strategic evolution in digital advertising. The brevity of the format compels marketers to distill messages into highly targeted, engaging content, often relying on humor, music, or storytelling to foster brand recall [5]. Research has demonstrated that short form videos can significantly enhance consumer engagement compared to traditional static advertisements, with higher metrics of likes, shares, and comments on social media platforms [6]. Moreover, the algorithm-driven nature of these platforms facilitates viral dissemination, amplifying the potential reach of marketing campaigns and contributing to rapid brand awareness. This underscores the need for businesses to understand both the production and strategic deployment of short form video content in order to remain competitive in an increasingly crowded digital space [7].

The growing popularity of short form video marketing also raises questions regarding its impact on consumer decision-making and purchasing behavior. Studies in consumer psychology suggest that emotionally engaging content, which is often the hallmark of short form videos, can influence attitudes toward brands and enhance purchase intentions [8]. The integration of features such as interactive polls, clickable links, and direct purchase options within short form videos further bridges the gap between engagement and conversion, allowing brands to achieve measurable marketing outcomes [9]. These developments reflect a broader shift in marketing paradigms, where engagement metrics, virality, and content interactivity play a central role in campaign effectiveness, often surpassing traditional quantitative metrics such as impressions or reach [10].

Despite the rapid adoption of short form video marketing, scholarly understanding of this phenomenon remains fragmented. While individual studies have examined the impact of social media videos on consumer engagement, few have systematically mapped the evolution, trends, and thematic foci within the field [11]. Bibliometric analysis, which uses quantitative methods to explore the development of research topics, offers a rigorous approach to identify influential studies, key authors, research clusters, and thematic evolution over time [12]. By applying bibliometric techniques to short form video marketing literature, researchers can gain a comprehensive overview of the academic landscape, highlighting both established knowledge and emerging trends, which in turn can inform future research and marketing strategies.

Moreover, short form video marketing embodies broader societal and technological shifts. The increasing integration of artificial intelligence in content recommendation algorithms, the proliferation of mobile devices, and the rise of creator-driven content ecosystems have collectively shaped the trajectory of digital marketing practices [13]. Understanding these intersections is critical, as they not only influence content creation and dissemination but also affect consumer perceptions, engagement patterns, and ethical considerations such as privacy and data security. As such, a bibliometric analysis serves not only as a tool for mapping scholarly output but also as a lens through which the complex interplay of technological innovation, consumer behavior, and marketing strategy can be examined.

Despite the explosive growth of short form video marketing and its demonstrated effectiveness in engaging audiences, the academic literature on this subject remains dispersed and underdeveloped. Existing studies tend to focus on isolated aspects such as consumer engagement, platform algorithms, or content strategies, without providing a holistic overview of research trends, influential authors, or thematic developments. This fragmentation creates challenges for scholars and practitioners seeking to synthesize knowledge, identify research gaps, and develop evidence-based marketing strategies. Furthermore, as short form video marketing continues to evolve rapidly, there is an urgent need for a structured analysis that can map the trajectory of scholarly work and inform future directions. This study aims to conduct a bibliometric analysis of research on short form video marketing to systematically map the development of the field, identify key authors and publications, uncover thematic trends, and highlight research gaps.

2. METHODS

This study employs a bibliometric research approach to systematically analyze the academic literature on short form video marketing. Bibliometric analysis is a quantitative method that examines patterns, trends, and structures within a body of literature, enabling researchers to identify influential publications, authors, journals, and research themes over time [14]. The purpose of this

approach is to map the intellectual landscape of the field, providing a comprehensive overview of research development and highlighting areas that require further investigation.

Data for this study were collected from Scopus using predefined search terms such as “short form video marketing,” “TikTok marketing,” “Instagram Reels advertising,” and related keywords. The inclusion criteria were limited to peer-reviewed journal articles, conference proceedings, and review papers published in English from 2010 to 2025, to ensure both relevance and quality. Duplicate entries and studies unrelated to marketing or social media contexts were excluded. Metadata, including authorship, publication year, journal, keywords, citations, and abstracts, were extracted and compiled into a structured dataset to facilitate further analysis. The analysis was conducted using VOSviewer, which allow visualization of co-authorship networks, co-citation relationships, keyword co-occurrence, and research trends over time. Descriptive statistics were used to summarize publication counts, citation metrics, and journal distribution, while network analysis identified influential authors, institutions, and research clusters. Additionally, thematic evolution was examined by analyzing keyword trends and co-occurrence patterns to determine emerging topics and research gaps.

3. RESULTS AND DISCUSSION

3.1 Network Visualization

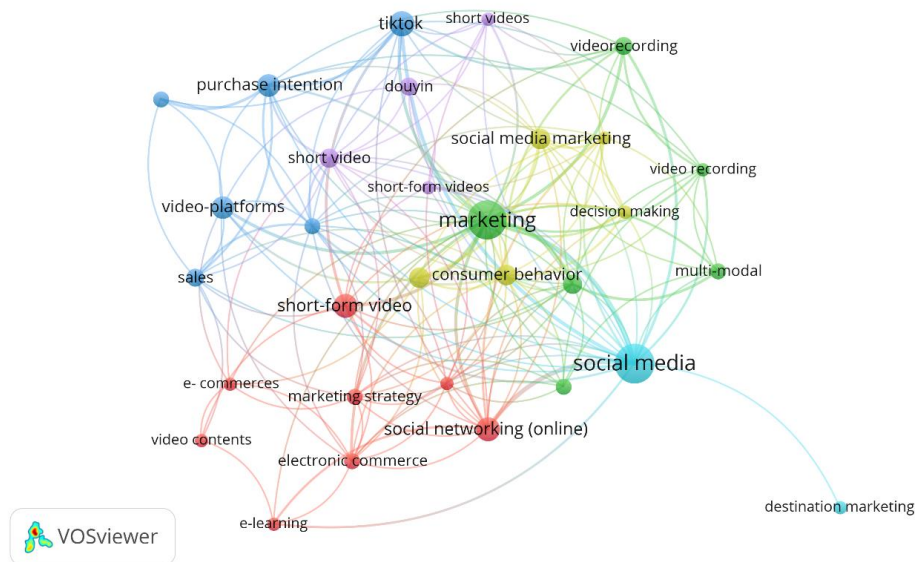


Figure 1. Network Visualization

Source: Data Analysis Result, 2025

Figure 1 presents a network visualization of the relationships between various keywords in the field of short-form video marketing, generated by VOSviewer. The nodes in the graph represent different terms or topics, with the size of the nodes corresponding to their frequency of occurrence in the literature. The connections between nodes indicate co-occurrence or the proximity of terms in the same academic papers, suggesting their relevance to one another. At the center of the network, we see the dominant term "marketing," which is surrounded by several closely related concepts. "Social media marketing" and "consumer behavior" are linked to "marketing," highlighting their significance in understanding short-form video marketing. This central cluster emphasizes how marketing strategies are increasingly intertwined with consumer behavior and social media platforms, particularly as short-form video has gained prominence as a tool for marketing.

The graph also reveals how specific platforms, such as "TikTok" and "Douyin," are central to discussions of short-form videos. These platforms are frequently mentioned in connection with "purchase intention" and "sales," which indicates their role in influencing consumer purchasing

decisions. This suggests that short-form video marketing has a direct impact on consumer behavior, especially in relation to e-commerce and online shopping experiences. Another important cluster in the network is related to the technical aspects of video production and consumption, with terms like "video recording," "video contents," and "multimodal" appearing prominently. This reflects the growing interest in the ways that short-form video is produced (e.g., via video recording) and consumed across different platforms, pointing to the diverse formats and strategies used to engage viewers.

The graph also touches on the educational potential of short-form video, as evidenced by the presence of terms like "e-learning." This suggests that short-form videos are not only used for commercial and marketing purposes but also have a growing role in educational settings. The diverse use cases of short-form videos, from marketing to education, reflect the versatility of this medium in reaching and engaging audiences in various contexts.

3.2 Overlay Visualization

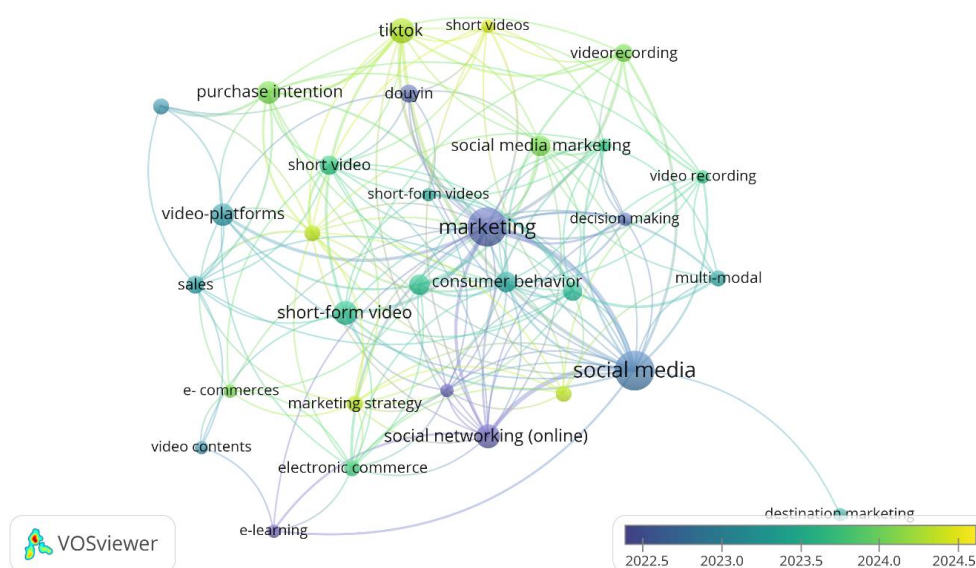


Figure 2. Overlay Visualization

Source: Data Analysis Result, 2025

Figure 2 shows a bibliometric network of terms related to short-form video marketing, with the added dimension of time. Each node represents a key term or topic, and the color gradient indicates the publication year of the corresponding studies, with darker shades of blue representing earlier publications and lighter shades toward yellow indicating more recent studies. The proximity of the terms suggests their co-occurrence in academic research, while the color scheme helps to visualize how research topics have evolved over time, showing the increasing relevance of short-form video marketing. From the image, we can observe that terms such as "TikTok," "Douyin," and "purchase intention" are strongly connected to short-form video, signaling a growing body of literature focused on how platforms like TikTok are driving consumer behavior and influencing purchase decisions. The terms "video platforms" and "sales" are also close to the central theme of short-form video, highlighting the commercial impact these platforms have in terms of marketing and e-commerce. These trends seem to have gained more attention in recent years, with newer studies focusing on how short-form videos directly influence consumer purchasing decisions. The growing importance of social media, particularly with terms like "social media marketing" and "social networking (online)," further underscores the role of these platforms in modern marketing strategies. In contrast, more traditional marketing terms such as "marketing strategy" and "consumer

behavior" remain important but are now increasingly tied to social media and short-form video usage.

3.3 Citation Analysis

Table 1. The Most Impactful Literatures

Citations	Authors and year	Title
155	[15]	Micro tells macro: Predicting the popularity of micro-videos via a transductive model
137	[16]	Fan engagement in 15 seconds: Athletes' relationship marketing during a pandemic via TikTok
65	[17]	Destination endorsers raising on short-form travel videos: Self-image construction and endorsement effect measurement
60	[18]	How do short-form travel videos trigger travel inspiration? Identifying and validating the driving factors
55	[6]	Attention marketing in fragmented entertainment: How advertising embedding influences purchase decision in short-form video apps
47	[19]	Mathematical models of fads explain the temporal dynamics of internet memes
42	[20]	Investigating digital storytelling for the creation of positively engaging digital content
41	[21]	What is a meme, technically speaking?
38	[22]	"The Big Women": A textual analysis of Chinese viewers' perception toward femvertising vlogs
34	[5]	Short-Form Videos for Public Library Marketing: Performance Analytics of Douyin in China

Source: Scopus, 2025

3.4 Density Visualization

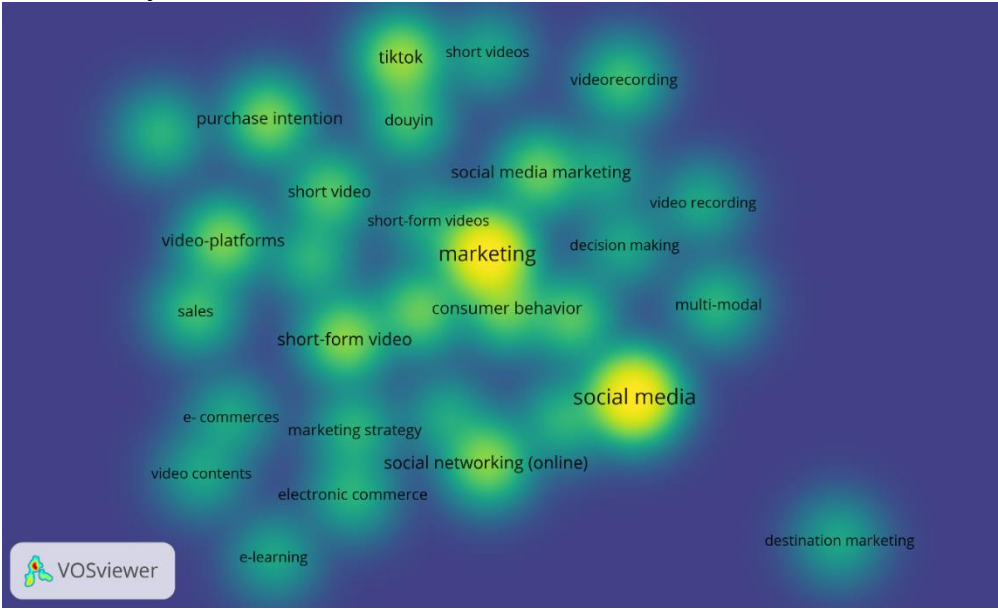


Figure 3. Density Visualization

Source: Data Analysis Result, 2025

Figure 3 represents the prominence and concentration of keywords in the field of short-form video marketing. The brighter areas indicate terms with higher frequency and relevance in the literature, while the darker areas signify less frequent keywords. The central focus appears around

"marketing," which is tightly connected to "social media," "consumer behavior," and "short-form video." This suggests that research is heavily concentrated on how short-form video is being used in social media marketing and its influence on consumer behavior, indicating the strong intersection of these fields in recent studies. Additionally, terms like "TikTok," "Douyin," and "purchase intention" are prominently featured in the top left region, signifying the growing impact of short-form video platforms, especially TikTok, in driving consumer purchase decisions. The heatmap also shows a substantial emphasis on "video recording," "decision making," and "sales," pointing to the role of short-form videos in influencing consumer decision-making processes, and its close ties with e-commerce platforms.

3.5 Co-Authorship Network

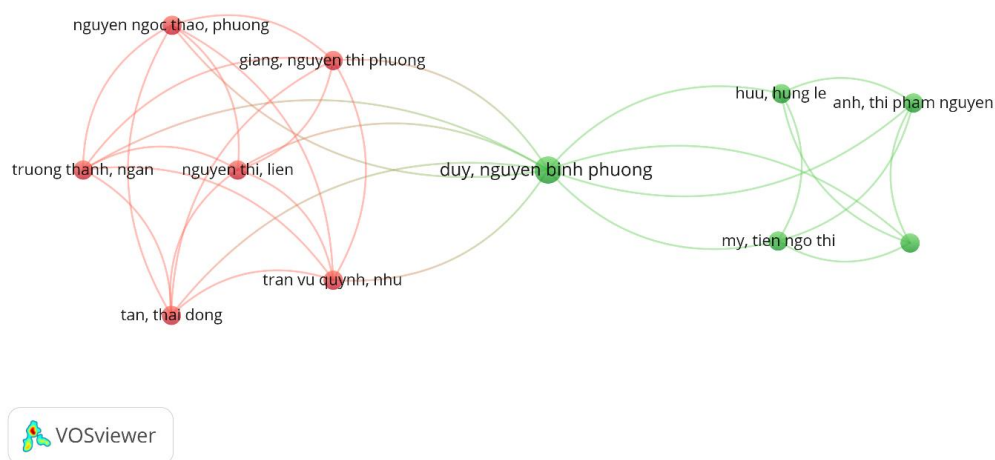


Figure 4. Author Visualization

Source: Data Analysis Result, 2025

Figure 4 presents a co-authorship network among researchers, where nodes represent individual authors and edges indicate collaborative relationships between them. The authors grouped on the left (red nodes), such as "Nguyen Ngoc Thao Phuong," "Truong Thanh Ngan," and "Nguyen Thi Lien," are highly interconnected, suggesting they have frequently co-authored papers together. On the right (green nodes), authors like "Duy Nguyen Binh Phuong," "My Tieng Ngo Thi," and "Huu Hung Le" are linked to each other, indicating collaborations within this group. The absence of connections between the left and right clusters may indicate limited or no co-authorship between these two sets of authors, highlighting distinct collaborative groups within the research community.

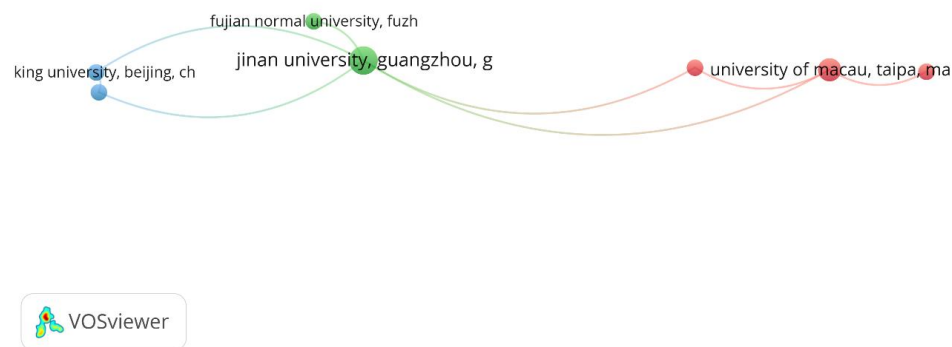


Figure 5. Affiliation Visualization
Source: Data Analysis Result, 2025

Figure 5 depicts a co-authorship network of universities, where each node represents a university, and the edges between them indicate collaborative relationships. On the left side, "Peking University" is connected to "Fujian Normal University" and "Jinan University," suggesting collaborations between these institutions. In the center, "Jinan University" appears to be a central hub, linking universities from various locations. On the right, institutions like "University of Macau" show fewer connections, which may imply that it has relatively fewer co-authorship collaborations with the other universities in the network. The varying colors of the nodes (ranging from blue to green to red) suggest different clusters of universities with stronger ties within their respective groups.

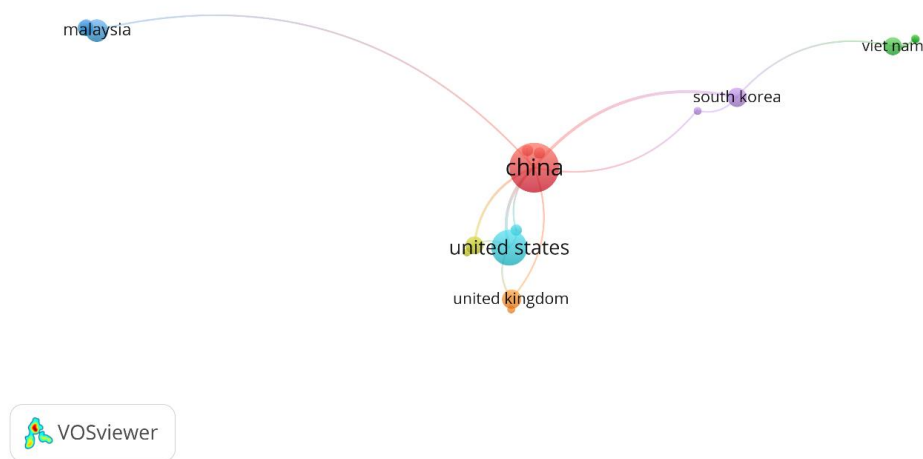


Figure 6. Country Visualization
Source: Data Analysis Result, 2025

Figure 6 shows the global distribution of research collaborations among countries, with nodes representing different countries and edges indicating their collaborative ties. The central node, "China," stands out as the most interconnected country, with numerous connections to countries such as the United States, United Kingdom, South Korea, and Vietnam, suggesting strong academic or research relationships with these regions. "Malaysia" is somewhat isolated, with a single connection to China, implying limited collaboration with other countries in this network. The color-coded edges represent the different geographical regions, helping to highlight the global nature of the collaborations, particularly in China, which seems to be a key player in international research efforts.

Discussion

Practical Implication

The findings from this bibliometric study provide valuable insights for practitioners in the field of short-form video marketing. First, the concentration of research around social media platforms like TikTok and Douyin highlights their growing importance as marketing tools. These platforms' ability to influence consumer behavior, particularly through short-form video content, presents an opportunity for marketers to refine their strategies by focusing on engagement metrics and content personalization. Practitioners can use these insights to develop more targeted campaigns that leverage the viral potential of short-form videos. Additionally, the significant link between short-form video consumption and purchase intention underscores the potential for integrating direct sales mechanisms into video content, enhancing the effectiveness of marketing campaigns across social media platforms. Moreover, the study indicates that the use of short-form videos is not confined to traditional marketing but extends into other fields like education and tourism. This opens up avenues for cross-sector collaborations, where businesses can partner with educational institutions or travel agencies to create content that drives engagement and achieves measurable outcomes. For example, tourism boards can leverage short-form video platforms to boost destination marketing efforts, aligning with consumer behavior trends identified in this study. Practitioners can also explore the evolving role of video recording and editing technologies to produce more engaging content that resonates with younger, tech-savvy audiences.

Theoretical Contribution

This study contributes to the literature by advancing the understanding of short-form video marketing as a significant area of study within the broader marketing domain. The bibliometric analysis reveals key themes and emerging trends, including the centrality of social media marketing, consumer behavior, and video platforms in shaping modern marketing strategies. The findings extend previous research by highlighting the critical role of short-form videos in influencing consumer purchase decisions and fostering brand engagement, thus contributing to the growing body of knowledge on the intersection of digital marketing and consumer behavior. Furthermore, this study provides a comprehensive overview of the academic discourse surrounding short-form videos, offering a theoretical framework that ties together various research themes, such as marketing strategy, social networking, and video content. The identified trends also suggest future research directions, particularly the need for a deeper investigation into the psychological mechanisms behind consumer responses to short-form video content and its role in decision-making processes. By providing a visual map of academic collaborations, this study also paves the way for further interdisciplinary research, particularly at the intersection of media studies, marketing, and consumer psychology.

Limitation

While this study offers valuable insights, it is not without limitations. First, the bibliometric analysis focuses solely on the keywords and citations available in the literature, which may not fully capture the depth of emerging trends or the nuanced application of short-form video marketing in

different contexts. The reliance on available data means that this study may overlook important research that has yet to be published or indexed. Moreover, the study is limited by the scope of the databases used, which might not cover all relevant publications across different languages or regional markets, particularly those in non-English-speaking countries. Another limitation is the lack of a deeper analysis of the methodological approaches used in the studies analyzed. While this study identifies key themes and collaborations, it does not explore how short-form video marketing strategies are implemented or evaluated in practice. Future research could benefit from a more qualitative analysis of the specific tactics and strategies used by marketers to engage consumers via short-form video content. Lastly, the rapid evolution of social media platforms means that the findings of this study may become outdated as new platforms emerge or existing ones change their algorithms, further emphasizing the need for continuous monitoring and research in this dynamic field.

CONCLUSION

This bibliometric analysis highlights the growing significance of short-form video marketing within the broader landscape of digital marketing. The study identifies key themes, such as the central role of social media platforms like TikTok and Douyin, which have become pivotal in shaping consumer behavior and driving purchase intentions through engaging short-form video content. It also underscores the evolving integration of short-form videos in various sectors, including education and tourism, broadening their applications beyond traditional marketing. The findings offer valuable theoretical contributions by mapping the key trends and academic discourse, while also revealing opportunities for future research, particularly in understanding the psychological drivers behind consumer responses to short-form videos. Despite its limitations, including the reliance on existing literature and databases, this study provides a foundational understanding of the impact of short-form videos on modern marketing practices and sets the stage for continued exploration in this dynamic field.

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