

# THE EFFECTIVENESS OF INTERACTIVE MARKETING STRATEGIES ON TIKTOK LIVE STREAMING TO INCREASE BRAND ENGAGEMENT: A SYSTEMATIC LITERATURE REVIEW

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## ABSTRACT

The popularity of TikTok as a rising social media platform has attracted marketers to utilize its live streaming feature to increase brand engagement. This study systematically reviews existing literature on the effectiveness of interactive marketing strategies in TikTok live streaming for increasing brand engagement. This systematic review examines and synthesizes previous research findings on interactive marketing approaches and practices used in TikTok live streaming, as well as their impact on brand engagement. The research method used is a systematic literature search from various leading academic databases. Several studies show that there are obstacles and challenges in implementing these strategies, such as difficulties in attracting the attention of an audience with short attention spans, and limitations in measuring and monitoring the effectiveness of strategies in real-time. The TikTok platform, which is dominated by casual and entertainment content, can also be a challenge for marketers to effectively convey brand messages. The research results indicate that effective interactive marketing strategies in TikTok live streaming include two-way interaction, relevant and engaging content, and utilization of the platform's interactive features. Furthermore, research is needed to explore innovative practices of interactive marketing in TikTok live streaming and their impact on brand engagement in market contexts.

**Keywords:** Marketing Strategy, Interactive Marketing, TikTok Live Streaming, Brand Engagement, Popularity

## 1. INTRODUCTION

In today's rapid development of digital technology, social media platforms keep up with the latest trends by presenting various interactive features that can increase user engagement. Social media is not only a tool for communication, but also an effective means of doing digital marketing. Social media has become something that we constantly use in our daily lives and has become an important marketing tool for many businesses, and live streaming features have proven to be effective in increasing audience engagement. More and more companies and marketers are leveraging live streaming features to engage with their audiences interactively (Arma, 2022; Mardhiyah, 2022; Tan, 2022; Winata, 2022).

One social media platform that is experiencing a very rapid increase in usage is TikTok, which offers a live broadcast feature called TikTok Live, where marketers can leverage this feature to build stronger interactions with consumers. The presence of social media platform TikTok has changed the landscape of the digital media and marketing industry. The platform has become one of the most downloaded apps worldwide, with the number of users continuing to grow rapidly year after year. (Csikósová et al., 2014)

TikTok's live streaming capabilities allow brands to create authentic content and drive real-time engagement with their audiences, which is critical to building consumer trust and driving purchase decisions. (Luo et al ., 2023; Sabila & Andni , 2023) With its engaging video format and unique algorithm, TikTok is able to capture users' interest and attention significantly, providing an opportunity for marketers to build closer relationships with consumers. A variety of interactive marketing strategies, such as user engagement in live content, gifting, and two-way communication, have been implemented by many brands on TikTok Live to drive consumer engagement (Azhari & Ardiansah , 2022).



**Figure 1.** 8 Countries with the Largest TikTok Users

Interactive marketing strategies on these platforms can create customer & brand engagement. Research shows that the Live Streaming TikTok is very effective in increasing consumer trust and influencing purchasing behavior. The authenticity of the content presented during a live stream, combined with the direct interaction between the streamer and viewers, significantly affects consumer perception (Orlando & Fachira , t.t.).

Consumers who feel connected to brand-created content are more likely to make repeat purchases and recommend products to others. TikTok provides an opportunity for consumers to directly engage with the brand's experience, which strengthens their emotional bond with the brand. (Saffanah et al ., 2023).

Brand engagement has a crucial role in creating a strong long-term relationship between consumers and brands. Interactive marketing strategies on TikTok Live can be an effective way to encourage consumers to engage and interact with brands, thereby increasing consumer loyalty and trust (Putri, 2022; Setiawan, 2022; Wijaya, 2022). Therefore, it is important to conduct a systematic review of the effectiveness of interactive marketing strategies on TikTok Live in increasing brand engagement. Brand engagement refers to consumer interaction and engagement with brands, both through social media and other digital platforms (Cahyadi & Tunjungsari, 2023).

This engagement is not only measured based on the frequency of interactions that occur between consumers and brands, but also involves an assessment of the extent to which an emotional connection is formed. This includes how strong the consumer's feelings of attachment, loyalty, and emotional closeness feel toward the brand, which in turn influences purchasing decisions and perceptions of the brand itself

(Rolando dkk., 2022; Rolando & Mulyono, 2025a, 2025b). In research by it was revealed that social media such as TikTok can increase brand engagement through interesting and relevant content. (Luo et al., 2023),

High interactivity and the ability to build a direct connection with consumers are the main advantages of TikTok Live Streaming as a marketing channel. Several studies show that consumer engagement on TikTok Live can increase brand awareness, loyalty, and purchase intent. In addition to analyzing the influence of content marketing, live streaming, and online customer reviews on product purchase decisions on TikTok, the results of the study revealed that these three factors have a positive impact on fashion product purchase decisions (Ingriana dkk., 2024; Mulyono, 2024; Rolando & Ingriana, 2024). The implementation of effective interactive marketing strategies on TikTok Live is expected to encourage consumers to engage more actively with brands, increase awareness, build affinity, and ultimately drive purchasing behavior (Chandrruangphen et al., 2022).

Therefore, this systematic review is important to examine in depth the effectiveness of various interactive marketing strategies on TikTok Live in increasing consumer engagement with brands. However, some studies also indicate that there are challenges in measuring the impact of interactive marketing strategies on TikTok Live on measurable business results. A comprehensive measurement method is needed to evaluate the effectiveness of this strategy more accurately. Therefore, this systematic literature review aims to explore the potential and challenges of utilizing interactive marketing strategies in TikTok Live Streaming, as well as provide recommendations for marketers in implementing them effectively.

Based on the above background, the objectives of this research are:

1. What are the forms of interactive marketing strategies implemented on TikTok Live to increase brand engagement?
2. How effective is the implementation of interactive marketing strategies on TikTok Live in increasing consumer engagement with brands?
3. What can be provided for marketers in implementing effective interactive marketing strategies on TikTok Live to increase brand engagement?

TikTok Live Streaming differentiates itself from traditional social media platforms through its emphasis on real-time interactions. This interactivity drives a direct connection between brands and their target audience, leading to increased brand engagement. Several studies have explored this phenomenon, which shows the positive influence of active user participation on consumer attitudes and purchase intentions.

For example, a study conducted by Guo et al. examined the impact of user engagement during live streaming. Their findings reveal a significant correlation between active participation, such as leaving comments, sending virtual gifts, and sharing streams, and positive changes in brand attitudes and purchase intent (Maha dkk., 2025; Mulyono dkk., 2025; Rolando, 2024). This suggests that when users actively engage with live content, they are more likely to develop a favorable view of the brand and express a greater desire to purchase its products or services. The act of participating creates a sense of engagement and connection, thus fostering a more positive perception of the brand. (Daoud et al., 2023). (Puspita Sapphire et al., t.t.).

By enabling real-time conversations and answering consumer questions or concerns directly, brands can foster a sense of transparency and authenticity, strengthen bonds with audiences and foster long-term loyalty. These live interactions build trust and demonstrate a commitment to customer satisfaction, which can translate into increased brand engagement and positive word-of-mouth marketing. The interactive nature of live streaming allows for real-time feedback and engagement, which not only enhances the consumer experience but also builds a positive brand reputation (Squirrelly & Assarut, 2020) (Squirrelly et al., 2020). (Lawrence & Meivitawanli, 2023).

Furthermore, the role of streamers as a credible source of information cannot be overstated. Streamers with high social capital and credibility can significantly influence consumer behavior by reducing the perceived risks associated with online purchases (Chandrruangphen et al., 2022).

These findings collectively highlight the effectiveness of interactive marketing strategies on TikTok Live as a means to increase brand engagement. By facilitating direct connections between brands and their target audience, TikTok (Li & Ng, 2023). Live creates opportunities for meaningful interactions that can positively influence consumer perception, build trust, and ultimately drive purchasing behavior. Personalized marketing approach. This allows brands to foster stronger relationships with their audiences, fostering a sense of community and loyalty that can lead to continued brand growth. (Shen, 2024).

While interactive marketing strategies on TikTok Live have great potential, there are several challenges to consider, including:

1. Maintain viewers' attention and interest during the live broadcast, given the fast-changing nature of the TikTok platform and the abundance of competitive content.
2. Create live content that is engaging and relevant to the target audience, so as to encourage them to actively engage.
3. Measure the effectiveness of interactive marketing strategies in increasing brand engagement, given the difficulty of linking activity on TikTok Live to measurable business results.

To overcome these challenges, marketers need to have a good understanding of TikTok users' behaviors and preferences, as well as creatively leverage the platform's unique features in designing effective interactive marketing strategies. While the potential of live streaming in digital marketing is already recognized, many brands still face difficulties in optimizing their content strategies to achieve maximum consumer engagement rates. Key challenges include the difficulty of creating engaging and relevant content to drive audience interaction, as well as managing and leveraging data obtained from live streaming sessions to improve marketing strategies. The importance of this issue lies in the fact that consumer engagement is directly related to the effectiveness of digital marketing; Higher engagement has the potential to lead to increased brand awareness, loyalty, and ultimately, sales conversions (And et al., 2022). (Daffah et al., t.t.)

In addition to utilizing interactivity features, another strategy that marketers can use to increase brand engagement on TikTok Live Streaming is to maximize the visibility and creativity of the content. Based on recent research, marketing through TikTok has a significant positive impact on brand engagement. (Wang, 2024)

Collaborating with content creators/influencers who fit your target audience can also help increase brand reach and credibility. Thus, marketers can not only build direct interactions, but also expand brand visibility on the TikTok platform as a whole (Rahardja dkk., 2025; Rolando, Chandra, dkk., 2025; Rolando, Widjaja, dkk., 2025; Widjaja, 2025). The findings of this literature review provide valuable insights for marketing practitioners on how to effectively utilize TikTok Live Streaming to increase consumer engagement with brands. A high level of engagement with brands reflects a stronger emotional bond. This engagement encourages customers to be willing to build and maintain a long-term relationship with the brand. (Saffanah et al., 2023b). In the context of digital marketing, especially on e-commerce platforms such as Shopee, consumer engagement through live streaming is crucial because it can differentiate brands in a highly competitive market. (Monicha et al., 2023).

## 2. RESEARCH METHOD

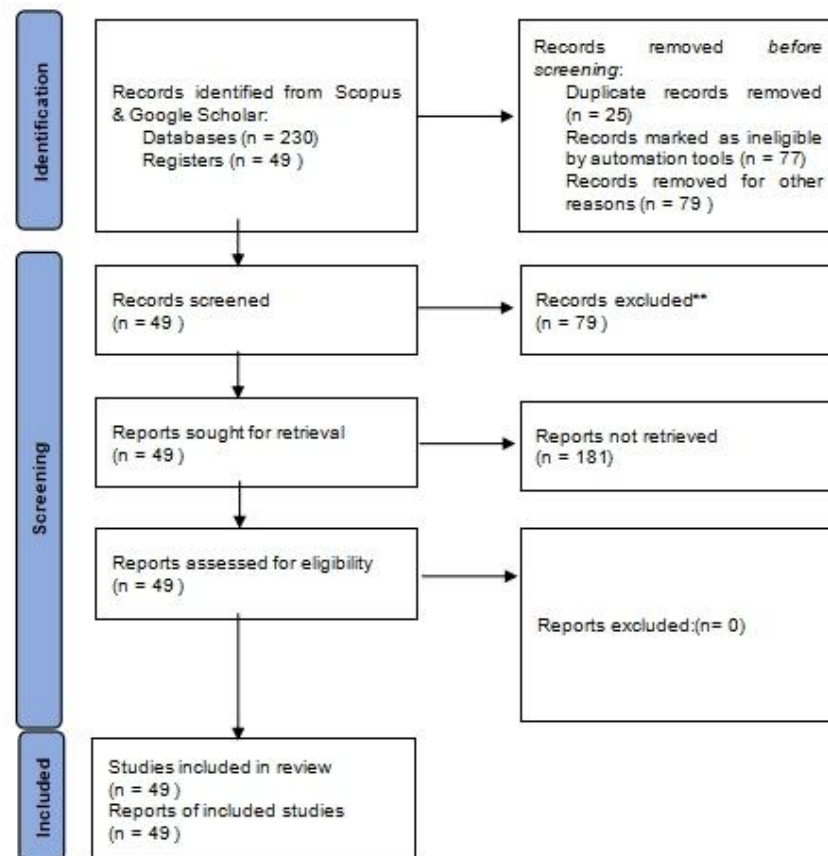
The method of this research is Systematic Literature Review. Systematic Literature Review (SLR) is defined as the process of identifying, assessing and interpreting all available research evidence with the aim of providing answers to specific research questions (Kitchenham et al., 2009). Where it involves

reviewing and analyzing the existing scientific literature on the topic being discussed. Keywords used in searches include: "TikTok Live Streaming", "Interactive Marketing", "Brand Engagement", "Social Media Marketing", and a combination of these terms. This study uses the SLR method which aims to map research in advance regarding digital marketing policies on brand awareness, this is aimed at finding out what factors have an effect on increasing brand awareness.

The inclusion criteria include research articles published in the last 5 years, discussing interactive marketing strategies on TikTok Live in increasing brand engagement, as well as analyzing their impact on brand engagement. Articles that do not meet these criteria will be excluded from the literature review.

Data is retrieved using software publish, by taking the Scopus and Google Scholar databases. This is due to the fact that the sources of information provided by Scopus have a more guaranteed level of reliability, since every content contained in it has gone through a rigorous selection and indexing process. Unlike other search engines, Scopus only includes publications that have been verified and meet certain academic quality standards, thus providing a guarantee of higher accuracy and credibility of information. A literature search yielded 49 articles that met the inclusion criteria.

The literature selection and synthesis process will be carried out systematically, following the PRISMA guidelines. The quality of the study methodology will be evaluated using Cochrane criteria to assess the risk of bias. The process of screening and article selection is carried out systematically to ensure the quality and relevance of the literature used. The data extracted from the selected articles include: research objectives, methods, key findings, and their implications for marketing practices.



**Figure 2.** PRISMA flowchart from this study

### 3. RESULTS AND DISCUSSION

#### 3.1. Descriptive Analysis

From the publication sources that have been collected for this study, there are 49 articles that will be the focus of the analysis. Thus, the distribution of these types of research provides an idea of the variety of approaches taken by researchers in exploring a particular topic, forming a rich and diverse basis for further research.

| YEAR  | TOTAL | PERCENTAGE |
|-------|-------|------------|
| 2024  | 15    | 30.61%     |
| 2023  | 13    | 26,53%     |
| 2022  | 14    | 28.57%     |
| 2021  | 3     | 6.12%      |
| 2020  | 3     | 6.12%      |
| 2019  | 1     | 2.05%      |
| TOTAL | 49    | 100%       |

**Table 1.** Year of Publication of the Journal Obtained

Based on the table above reflects the distribution of articles by year of publication. In 2024, it currently has an increase of 30.61% in publications. Then it decreased in 2023, which was 26.53%. However, in 2022 publications also increased rapidly, reaching 28.57%. Meanwhile, 2021 and 2023 have an equivalent contribution, each of 6.12%. And 2019 was the lowest year.

1. Publication year: Most articles were published in 2022 and 2024, indicating a growing interest in this topic.
2. Geographic distribution: The majority of research was conducted in China, followed by the United States and other Asian countries, reflecting TikTok's popularity globally.
3. Research methods: A combination of quantitative and qualitative approaches is used, including surveys, experiments, content analysis, and case studies.

Overall, this distribution shows an interesting variation in article contributions from each year. By including data from recent years, this research can provide up-to-date and relevant insights related to the topics discussed. Although there are some years with lower contributions, it is important to note that each article makes a unique and valuable contribution to the development of the research literature.

#### 3.2 Discussion

The marketing strategies used on TikTok utilize its intelligent algorithms and interactive advertising systems to maximize consumer reach and engagement. The platform's algorithm is designed to promote content based on user interests, which helps brands target their audience more effectively. A literature review that has been carried out, marketing on the TikTok platform shows a significant impact on brand involvement in the fashion sector. These findings are in line with previous research that examined the role of social media in increasing consumer interaction and engagement with brands. Furthermore, Adzhani's research underscores the importance of social media marketing in driving consumer engagement, particularly through interactive content that resonates with audiences (Cheng et al., 2022)(Vo Minh et al., 2022).(Nubli Adzhani & Widodo, 2023).

Marketing strategies can leverage a variety of interactive marketing strategies on TikTok Live to encourage consumers' active engagement with brands. The first crucial strategy is to invite viewers to participate directly in the content. This can be an invitation to interact through comments, provide constructive feedback and suggestions, or even take part in a specific challenge designed specifically for the live session. These challenges can vary, ranging from rewarded quizzes to creative challenges that take advantage of TikTok's features. By actively participating, viewers feel more engaged and connected to the brand (Salsabila & Fitria, t.t.).

Furthermore, giving prizes and rewards to actively interacting viewers is also an effective strategy. These rewards can be special discounts on promoted products, attractive prize draws such as gadgets or shopping vouchers, or exclusive merchandise that is only available to live viewers. These incentives not only motivate viewers to interact, but also create a sense of appreciation and exclusivity.

Two-way communication is also an important element of an interactive marketing strategy on TikTok Live. Marketers must responsively respond to comments, questions, and feedback provided by viewers in real-time (Rivaldi & Nasrudin Wibowo, 2024). Greeting viewers by their name or username can also create a personal touch that strengthens the relationship between brands and consumers. This two-way communication builds a sense of trust and closeness between the brand and the audience. In addition, marketers can also take advantage of TikTok's unique features to create more creative and engaging live content. Adapting content to the latest trends on the platform can also increase the visibility and reach of your broadcast. (Hidayatul Rachmad & Probo Dual Sasongko, 2024)

By implementing these interactive marketing strategies effectively, it is hoped that consumers will be more actively engaged with brands, which can ultimately increase brand awareness, build affinity and loyalty, and encourage purchasing behavior. Active consumer engagement in live sessions creates higher engagement, which can have a positive impact on brand image and sales (Trifiyanto, 2024).

Research shows that the live interaction facilitated by live streaming allows brands to answer consumer questions and provide product information in detail, which is critical to building trust and credibility among potential (Sabila & Andni, 2023) buyers. This interactive nature not only enhances the consumer experience but also increases the likelihood of purchases, as consumers feel more connected to the brand and its offerings (Ribhi, 2023; Dwitya, 2023).

This systematic review identifies some of the key interactive marketing strategies that have been used effectively on TikTok Live to increase brand engagement:

1. Audience Participation: Encouraging viewers to actively participate in the live broadcast through activities such as answering questions, completing challenges, or providing feedback in real-time can increase their sense of engagement and connection with the brand.
2. Incentives and Rewards: Offering various incentives, such as rewards, discounts, or exclusive content, to viewers who engage with live broadcasts can motivate them to continue engaging with brands.
3. Personalized Interactions: Responding to audience comments and questions in real-time, as well as addressing them by name, can create a more personal and authentic connection between a brand and its audience.
4. Leveraging TikTok's Special Features: Leveraging TikTok's unique features, such as trending filters, music, and effects, can help brands create content that is engaging, creative, and appropriate to the intended platform.
5. Collaboration with Influencers: Partnering with relevant influencers or KOLs on TikTok Live can leverage their established audience and authenticity to increase brand exposure and engagement.

Research shows that brands that leverage this strategy can effectively stimulate consumer purchase desire by providing engaging content that resonates with their target audience (Sabila & Andni, 2023). As highlighted by Lenggihunusa, factors such as streamer credibility and media information richness significantly influence consumers' purchasing decisions (Lenggihunusa et al., 2024).

This systematic review also identifies several metrics that can be used to measure the effectiveness of interactive marketing strategies on TikTok Live:

1. Audience and Engagement Metrics: Metrics such as live stream viewers, comments, likes, shares, and rewards received can provide insights into audience engagement rates and engagement with brands.

2. Conversion Metrics: Tracking the number of viewers who took a desired action, such as making a purchase or signing up for a newsletter, can reveal the impact of interactive marketing in driving conversions.
3. Brand awareness and perception: Surveys or sentiment analysis can be used to assess changes in brand awareness, perception, and likeability among target audiences before and after the implementation of interactive marketing strategies.
4. Long-Term Impact: Longitudinal studies can examine the ongoing impact of interactive marketing strategies on TikTok Live on metrics such as customer loyalty, retention, and lifetime value.

Collectively, the findings from this systematic literature review show that interactive marketing strategies on TikTok Live can be highly effective in increasing brand engagement, as they encourage direct connections and authentic interactions between brands and their target audiences.

The interactive elements of live streaming, such as live chat and virtual gift-giving, further enrich the consumer experience, making it more engaging and enjoyable (Hsieh & Wu, 2022; Dwitya, 2023; Luo, 2023). In summary, TikTok's live streaming capabilities represent a transformative approach to interactive marketing, allowing brands to connect with consumers in meaningful ways. The platform's unique features facilitate authentic engagement, increase consumer trust, and drive purchasing decisions, making it an essential tool for modern marketing strategies.

#### 4. CONCLUSION

A systematic literature review shows the significant potential of interactive marketing strategies on TikTok Live Streaming to increase consumer engagement with brands. This is achieved through several key approaches. First, the use of interactivity features available on the platform, such as Poll, live Q&A sessions, virtual gifting, and Mini-games, allowing brands to create a more engaging and participatory experience for viewers. By actively engaging consumers, brands can build a sense of community and a more personalized connection. (Xu) et al., 2022)

Second, creative and innovative content plays a crucial role in capturing viewers' attention and keeping them interested. Content that is unique, entertaining, and relevant to the current trends on TikTok tends to lead to higher engagement. Creativity in content presentation, the right use of music and visual effects, and engaging storytelling can differentiate a brand from competitors and strengthen the brand image.

Third, collaboration with influencers or Key Opinion Leaders who are relevant to the brand's target audience can expand reach and increase the credibility of marketing messages. Influencers who have a strong follower base and high engagement can help introduce the brand to new audiences and build consumer trust. Selecting the right influencers, whose values and image align with the brand, is crucial to the success of this strategy.

By effectively utilizing TikTok Live Streaming through a combination of these strategies, brands can achieve several important benefits, including increased visibility and brand awareness, strengthening consumer credibility and trust, and increasing customer loyalty in the long run. The live and real-time interactions facilitated by TikTok Live allow brands to build more personal and authentic relationships with their audiences. Nevertheless, it is worth acknowledging that in-depth empirical research on the effectiveness of interactive marketing strategies on TikTok Live Streaming is still relatively limited. (Yulian & Krisnanto, 2022).

This literature review provides a valuable foundation for marketing practitioners to understand the potential and optimize the use of these platforms. However, more research is needed to comprehensively explore the impact of interactive marketing strategies on TikTok Live Streaming on various marketing performance indicators, such as purchase intent, brand loyalty, customer lifetime value, and return on investment. Future research will also need to consider other factors that may affect the effectiveness of this

strategy, such as audience characteristics, the type of product or service being promoted, and the context of competition. As brands continue to explore and optimize their strategies on these platforms, the potential for increased engagement and sales remains significant.

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