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Systematic Literature Review : The Influence of TikTok Shop Video Reviews on Continuance Intention and Consumer Behavior

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Abstract

The TikTok application through the TikTok Shop feature has been transformed into a social commerce space that includes short videos, user-generated content (UGC), live streaming and various interactive features. This creates a more integrated shopping experience. In this journal, the author conducted an analysis of 16 studies to explore the relationship between video content and platform features with consumer continuation intention, purchase intention, repurchase intention, customer loyalty, engagement, and decision making. The author conducts a synthesis process through a narrative and thematic approach, grouping each study based on intervention, outcome, size, platform, research design and direction of results. The results of the analysis show that there are fifteen studies showing a positive association, while one study has mixed/critical results. Among the nine studies analyzed, credibility/trust was the most frequently discussed topic, followed by informativeness/usefulness, which appeared in five studies. Meanwhile, authenticity and other categories appear separately in a study. Purchase intention is the most studied outcome, followed by repurchase intention and customer loyalty, while continued intention is only addressed in two studies. Generally speaking, a number of studies show that factors such as information quality, source and platform credibility, trust level, interaction, social impact, user experience and personalization are linked to behavioral intentions and user loyalty. Short videos not only serve to convey product information, but can also influence how consumers evaluate product benefits, build trust, and interact with existing content and platforms. Most of the existing research still relies on quantitative surveys that are non-experimental in nature with various constructs and results. This means that the cause-and-effect relationship between these variables cannot be explained clearly. Thus, future research should explore in more depth the influence of informativeness, authenticity, and credibility in video reviews, as well as analyze how perceived value, trust, and customer engagement can explain users' continuous intention.

Keywords: TikTok Shop; TikTok; video content; product reviews; trust; purchase intention; continuous intention; customer loyalty

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INTRODUCTION

TikTok has developed beyond a short-form video entertainment application into a platform that support social commerce through TikTok Shop. Its shopping environment combines product-related videos, user-generated content (UGC), live streaming, creator recommendations, comments, and integrated transaction features. These elements allow consumers to encounter product information, observe other user's experiences, interact with creators or sellers, and proceed to purchase within a connected digital environment.

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Video-based product reviews may help consumers evaluate products before making a decision. Compared with text-only descriptions, videos can demonstrate product appearance, use, and performance in a more concrete way. However, the value of a review does not depend solely on its format. Consumers may also consider whether the information is useful, whether the reviewer appears credible, whether the content feels authentic, and whether the platform itself is trustworthy. Comments, influencers, platform reputation, and social cues may further shape consumers' perceptions and decisions.

Previous studies have examined a range of outcomes associated with TikTok and social commerce, including purchase intention, repurchase intention, customer loyalty, engagement, and continued platform use. These outcomes are related but conceptually distinct. Purchase intention refers to a consumer's intention to buy a product; repurchase intention concerns the intention to buy again; customer loyalty reflects a commitment to a brand, seller, or platform; and continuance intention refers to the intention to keep using a system or platform over time. Treating these constructs as interchangeable can obscure what the literature actually demonstrates.

Although the literature has discussed TikTok marketing, short-video commerce, livestream selling, influencer content, and digital customer experience, relatively few studies directly examine whether the informativeness, authenticity, and credibility of video reviews influence TikTok Shop users' continuance intention. The mechanisms that might explain such a relationship—such as perceived value, trust, and customer engagement—also require more integrated investigation.

A further challenge is the variation in terminology. Product reviews presented through video are not always described explicitly as video reviews. Related studies may instead use terms such as user-generated content, short-video content, live streaming, TikTok advertising, social media marketing, influencer content, or digital customer experience. These concepts can provide relevant supporting evidence about video content and consumer behavior, but they do not all constitute direct evidence about product-review videos. Differences in constructs, platform contexts, methods, and outcomes have left findings dispersed across the literature.

A Systematic Literature Review (SLR) can help identify, categorize, and synthesize these findings in a structured manner. This review examines content types, platform characteristics, constructs, outcomes, analytical methods, and the direction of reported findings, with the aim of describing the current evidence and identifying gaps in research on video reviews and continued platform use.

The research question is: To what extent do video-based product reviews, characterized by informativeness, authenticity, and credibility, influence TikTok Shop users' continuance intention?

This study aims to synthesize findings on the relationships between video reviews, content characteristics, platform factors, and consumer behavior on TikTok Shop. It also maps the constructs, outcomes, research methods, and directions of findings used in previous studies. In particular, it considers how informativeness, authenticity, and credibility are discussed in the literature and identifies opportunities to develop models in which perceived value, trust, and customer engagement may help explain continuance intention. Theoretically, the review may improve understanding of how video-review characteristics relate to continued platform use. Practically, it may inform sellers, brands, content creators, and TikTok Shop managers seeking to create more informative, authentic, and credible review content.

METHODOLOGY

This study uses a Systematic Literature Review (SLR) design to identify, select, group, and summarize previous research on video reviews, video content, and consumer behavior on TikTok and TikTok Shop. The SLR approach was chosen because the study aims to provide a structured overview of patterns in findings, constructs used, outcomes studied, and research gaps related to the influence of informativeness, authenticity, and credibility of video reviews on the continuous intention of TikTok Shop users. The review process follows stages of

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identification, selection, eligibility assessment, data extraction, coding, and synthesis of results, referring to the PRISMA 2020 workflow.

The research population includes scientific publications that discuss TikTok, TikTok Shop, Douyin, social commerce, or similar platforms related to video content and consumer behavior. The targeted publications cover research on video reviews, short video content, user-generated content (UGC), live streaming, influencer content, social media marketing, user experience, and platform features. The outcomes considered include continuous intention, continuous usage, purchase intention, repurchase intention, customer loyalty, customer engagement, consumer decision-making, perceived value, and trust.

The research sample was determined using purposive sampling based on the set inclusion and exclusion criteria. The studies included are publications from 2021 to 2026 available in Indonesian and/or English, accessible in full text, and with identifiable research methods and results. The studies also need to involve users of TikTok, TikTok Shop, Douyin, or social commerce platforms who interact directly with video reviews, short videos, UGC, live streaming, or video-based product content.

Studies on other platforms can be included if they provide relevant evidence supporting the link between video content, platform factors, and consumer behavior. However, those studies are not used as a basis for drawing specific conclusions about TikTok Shop. Articles that only discuss e-commerce in general without a clear correlation with video content, product reviews, or user interactions are excluded. Also excluded are text-based reviews, static images, conventional ads without video elements, and studies that only measure impressions or awareness without connecting them to psychological responses or consumer behavior.

The types of publications accepted include journal articles, proceedings, theses, dissertations, and independent research that contain methods and results that can be abstracted. These are articles on opinions, editorials, news, blogs, duplicate publications, retracted studies, publications that only provide abstracts, and documents that don't have enough information for data extraction. Comparison groups aren't required because most studies in the social commerce field use survey designs without a comparison group.

Data was collected through literature searches using Google Scholar. The search strategy was based on four concept groups: content type, platform context, content characteristics or psychological factors, and consumer behavior outcomes. The Boolean operator OR was used to combine terms with similar meanings, while the AND operator was used to connect different concept groups. The combination of keywords used was as follows:

("video review" OR "video-based product review" OR "video content" OR "short video" OR "user-generated content" OR UGC OR "live streaming")
AND
("TikTok" OR "TikTok Shop" OR Douyin OR "social commerce" OR "online marketplace")
AND
(informativeness OR usefulness OR authenticity OR credibility OR trust OR interactivity OR "social influence" OR personalization OR "perceived value")
AND
("continuous intention" OR "continuance intention" OR "continuous usage" OR "purchase intention" OR "repurchase intention" OR "customer loyalty" OR engagement OR "consumer decision-making")

The use of these keyword variations is done because the concept of video-based product reviews isn't always mentioned directly in previous publications. Some studies use related terms like UGC, short video content, livestream selling, TikTok advertising, influencer content, and social media marketing. The search outcomes have also been broadened since

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studies directly related to continuous intention are still limited. Purchase intention, repurchase intention, customer loyalty, engagement, and consumer decision-making are used as supporting outcomes to understand consumer behavior mechanisms, while continuous intention remains the focus of the research gap.

The initial search yielded 555 publications. After removing seven duplicate publications, a total of 548 publications were screened based on title and abstract. At this stage, 480 publications were excluded for not meeting the topic or research criteria. A total of 68 publications then moved on to the full-text search stage. Of these, 44 publications could not be obtained in full-text format, leaving only 24 publications to be assessed at the eligibility stage.

Eight studies were excluded during the feasibility assessment stage. Three studies were excluded because the results studied were not relevant, one study because the topic was not relevant, two studies because the platform context or type of intervention was not suitable, and two studies because the independent variables were not related to the study focus. This selection process resulted in 16 studies being used as the final sample for the data extraction and synthesis stage. The process of identifying and selecting studies is presented through the PRISMA 2020 flowchart. The data collection instrument in this study was a standardized data extraction sheet created using a spreadsheet. This instrument was used to consistently record information from each study. The bibliographic data collected included the author's name, year of publication, title, country, type of publication, and platform context. Methodological data included the population or sample, research design, data collection methods, statistical analysis methods, and study design codes.

Besides that, the extraction sheet includes independent variables, mediators, dependent variables, forms of intervention or exposure, outcomes, main findings, conclusions, and the level of research relevance. The main constructs of interest are informativeness, usefulness, authenticity, credibility, trust, perceived value, personalization, customer engagement, continuous intention, and continuous usage. The information collected is then checked and grouped so that different terms with similar concepts can be compared without losing the original definition from each study.

The development of the instrument was carried out by creating various coding categories, namely Intervention Group, Outcome Group, Dimension Group, Study Result Code, Relevance Code, and Platform Group. The Intervention Group includes UGC/product review, video content, live streaming, social influence/influencer, social media marketing, TikTok Shop experience, as well as platform features/usability. The Outcome Group consists of purchase intention, repurchase intention, continuous intention or continuous usage, customer loyalty, engagement or relationship, consumer decision-making, and other outcome categories.

The Dimension Group is used to group the main constructs into Credibility/Trust, Informativeness/Usefulness, Authenticity, and Other. Constructs like source credibility, platform credibility, streamer credibility, platform reputation, brand trust, and relationship quality are placed in the Credibility/Trust theme because they are conceptually close. However, these constructs are assumed not to have the same definitions and are always interpreted according to the context of the original study.

A similar principle applies to informativeness, perceived usefulness, information quality, and diagnosticity. These constructs are placed in the Informativeness/Usefulness group because both reflect the value and usefulness of information in helping consumers evaluate products or platforms. The grouping is only used to identify common patterns and not to equate the operational definitions of each construct.

The research findings are categorized as positive, negative, mixed/critical, and non-significant. A study is classified as positive if it reports a supportive or significant relationship, while mixed/critical is used for results that are conditional or show increased scrutiny toward consumers. The relevance level of the research is distinguished as high, medium, and low-medium based on the closeness of the topic, platform, intervention, and outcomes to the

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research questions. The Relevance Code is used to assess how suitable a study is for the review purpose and is not a formal tool for evaluating methodological quality.

The data analysis technique was carried out through descriptive, narrative, and thematic analysis. Descriptive analysis was used to map the year of publication, country, platform, research design, analysis methods, intervention groups, dimensions, outcomes, level of relevance, and direction of results. The frequency of each category was calculated to determine which themes and findings appeared most often in previous studies. Narrative synthesis was done by comparing the objectives, variables, relationships between variables, methods, and findings of each study. This analysis was used to explain how video characteristics, information quality, credibility, trust, interactivity, social influence, personalization, and platform experience relate to continuous intention and consumer behavior. However, the interpretation process must take into account differences in platform context, population, and research design.

Thematic synthesis is carried out based on the categories of Credibility/Trust, Informativeness/Usability, Authenticity, Interactivity, Social Influence, Personalization, and Platform Experience. The role of a construct as an independent variable, mediator, moderator, or outcome is also considered, so the interpretation isn't just based on how often it appears. When various concepts or findings are discussed in a study, the main coding is determined by the purpose, research design, and the findings that best answer the research questions. Additional information is noted on the data extraction sheet.

No meta-analysis was carried out because the studies analyzed showed high heterogeneity in terms of concept definitions, populations, research designs, platforms, measurement instruments, analysis methods, and results. Some studies also didn't report effect sizes or statistical coefficients in a directly comparable format. Therefore, the research findings are presented through frequency tables, research characteristic attributions, and narrative-thematic synthesis.

RESULTS AND DISCUSSION

Selection Results And Study Characteristics

The literature selection process followed the PRISMA 2020 flow. An initial search via Google Scholar yielded 555 publications. After removing seven publications identified as duplicates, a total of 548 publications were screened based on titles and abstracts. At this stage, 480 publications were excluded for not meeting the topic and research criteria. Next, 68 publications proceeded to the full-text search stage, but 44 publications could not be found in full text. This means 24 publications could be evaluated at the eligibility stage.

Eight studies were excluded during the feasibility assessment stage. Three studies were excluded because the results measured were not relevant, one study because the topic was not relevant, two studies because the platform context or type of intervention was not suitable, and two studies because the independent variable was not related to the research focus. This process resulted in 16 studies that were used for data extraction and synthesis. The flow diagram of study identification and selection is shown in Figure 1.

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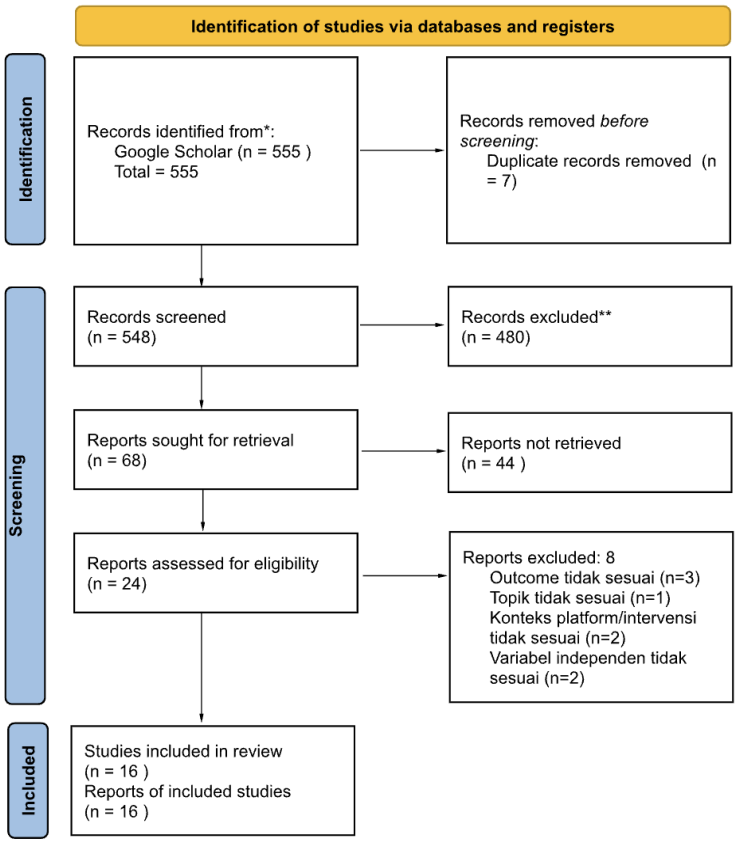


Figure 1. Flow diagram of study selection based on PRISMA 2020

Figure 1 shows that the biggest drop in the number of publications happened during the title and abstract screening stage. This is because the initial search results still included studies on e-commerce, social media, or consumer behavior in general that weren't directly related to TikTok, TikTok Shop, video content, or the specified outcomes. The number of studies that couldn't be obtained in full-text form was also quite high, meaning that only a few publications could be examined in detail.

Sixteen studies that were analyzed were published between 2022 and 2025. The largest number of publications came from 2025, showing that in recent years there's been growing academic interest in TikTok Shop, short video content, live streaming, and consumer behavior. Looking at the platform context, eight studies discussed TikTok, four focused on TikTok Shop, two looked at Douyin, and two used other e-commerce or social commerce platforms for comparison.

The dominance of survey methods shows that the available literature explains the relationships between variables mainly based on respondents' perceptions. These results can be used to identify relationship patterns, but they are not enough to confirm a cause-and-effect relationship because most studies do not use experimental or longitudinal designs. The characteristics of the analyzed research are briefly presented in Table 1.

Table 1. Summary of Study Coding Results

Category	Group	Number of Studies	Interpretation
Dimension	Credibility/Trust	9	The most common theme
Dimension	Informativeness/Usefulness	5	The second most common theme

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Category	Group	Number of Studies	Interpretation
Dimension	Authenticity	1	Especially appears in the context of deinfluencing
Dimension	Other	1	Not included in the three main themes
Outcome	Purchase intention	5	The most studied outcome
Outcome	Repurchase intention	3	Regarding the intention to repurchase
Outcome	Customer loyalty	3	Often associated with trust and engagement
Outcome	Continuous intention/usage	2	Still limited in literature
Outcome	Engagement/relationship	1	Especially comes up in the context of live streaming
Outcome	Consumer decision-making	1	Appeared in deinfluencing research
Outcome	Other	1	Regarding attitudes towards TikTok e-commerce
Result	Positive	15	Positive relationship/supporting findings
Result	Mixed/Critical	1	Findings that drive consumers to think critically

Table 1 shows that credibility and trust are the dominant dimensions found in nine studies. Informativeness and usefulness come in second with five studies. On the other hand, authenticity was only a main theme in one study. On the outcome side, purchase intention is the variable that has been studied the most, while continuous intention or continuous usage was only found in two studies. This composition indicates that previous research focused more on purchase decisions rather than the continued use of the platform.

Out of 16 studies, 15 reported positive results, while one study showed mixed/critical results. Positive results mean that factors like content, trust, platform experience, interactivity, social influence, or personalization are linked to supporting the outcome being studied. The mixed/critical finding comes from deinfluencing research, which shows that authentic and critical content doesn't automatically boost purchase intention; in fact, it can actually increase consumer skepticism and caution.

Credibility And Trust As The Main Theme

The synthesis results show that credibility and trust are the most frequently found themes. This topic includes source credibility, platform credibility, streamer credibility, platform reputation, brand trust, perceived credibility, opinion leaders, and relationship quality. Although conceptually similar, these constructs are not entirely identical because each has different objects of trust.

In the context of TikTok Shop, consumer experience and perceived enjoyment are found to be related to customer loyalty through the mediating role of trust. Amelia et al. (2025) show that a pleasant experience doesn't necessarily directly lead to loyalty, but it can first increase users' trust in the platform or seller. These findings indicate that positive experiences need to be accompanied by belief that the platform and businesses are reliable.

Cui (2024) also found that perceived value, platform credibility, and opinion leaders are related to purchase intention on short-video-based social commerce platforms. Platform credibility and the people giving recommendations help consumers reduce uncertainty when

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product information cannot be directly verified. In this context, credibility acts as a guide for consumers to judge whether a recommendation can be trusted.

In live streaming activities, trust in the seller or streamer is linked to purchase intention. Thuy and Quang (2025) show that a streamer's ability to share information, answer questions, and build direct interaction can boost consumer trust before buying a product. Real-time interaction lets consumers get extra info that isn't always available in the product description.

Ramos and Ramos (2025) found that the credibility and usefulness of user-generated content on TikTok are related to purchase intentions for tourism products. The findings suggest that user-created content tends to be more well-received when the source is considered reliable and the information provided helps in the product evaluation process.

The dominance of the themes of credibility and trust can be explained through the characteristics of online transactions. Consumers can't physically check products, so they have to rely on the information provided by content creators, sellers, brands, and platforms. Credibility helps consumers evaluate the reliability of the information source, while trust reflects the consumer's willingness to take risks and rely on that source. So, credibility can form the basis for building trust, and trust can drive purchase intention, repurchase intention, customer loyalty, and continuous intention.

However, combining credibility and trust into one theme doesn't mean they are the same thing. Future research should distinguish between content creator credibility, seller credibility, platform credibility, brand trust, and platform trust. This separation is needed so that the influence mechanisms of each source can be explained more accurately.

Informativeness And Usefulness In Product Evaluation

Informativeness and usefulness are the second most commonly found themes. This theme includes information quality, perceived usefulness, content quality, diagnosticity, and perceived value. Informativeness emphasizes the completeness, clarity, relevance, and accuracy of information, while usefulness refers to the extent to which information or features are considered helpful in assisting users with evaluations.

Agusta (2023) shows that video content, consumer experience, and perceived value are related to repurchase intention on the TikTok Shop platform. Product information presented through videos can help consumers understand the product benefits and assess its suitability for their needs. When information and usage experience translate into perceived value, consumers tend to have a stronger desire to repurchase.

Syafika and Antonio (2024) found that perceived usefulness and perceived ease of use support the acceptance of TikTok as an e-commerce platform. Their findings suggest that usefulness doesn’t just come from video content, but also from the platform’s ability to make it easy for users to find information and carry out transactions. Platforms that are seen as useful and easy to use are more likely to get a positive response.

Yang and Lee (2022) showed that the quality of short video content and relationship quality are related to digital customer experience and customer loyalty on the Douyin platform. Relevant, engaging, and informative content can enhance the quality of the digital experience. That experience then strengthens the relationship users have with the platform, sellers, or brands.

These findings confirm that information quality plays an important role in reducing consumer uncertainty. In review videos, informativeness can come from explaining product specifications, demonstrating usage, comparing alternatives, discussing pros and cons, and showing visual proof of the product's condition. This type of information helps consumers make more realistic judgments before making a purchase.

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Authenticity And Consumer Critical Evaluation

Authenticity was the main theme in only one out of the 16 studies analyzed. This was particularly found in research on the deinfluencing phenomenon on TikTok. Unlike most studies that show a positive relationship, this study provided mixed/critical findings. Content that highlights criticism, product flaws, or negative experiences with a product doesn't always boost purchase intention, but it can increase skepticism and push consumers to evaluate product recommendations more carefully.

Gürbüz (2025) suggests that deinfluencing content can be seen as more authentic because content creators not only talk about the benefits of a product but also explain its weaknesses, risks, or mismatches. This more balanced presentation makes the content seem more honest and not just an ad. However, the effect of authenticity on consumer behavior does not always show up as an increase in purchase intention.

These findings indicate that authenticity has different characteristics compared to informativeness and credibility. Informativeness focuses on the completeness and usefulness of information, while credibility refers to the reliability of the source. Authenticity is more about the genuineness and truthfulness of delivery. Content can be considered authentic even if the information provided actually leads consumers to decide not to buy the product.

Therefore, the impact of authenticity isn't really accurate if evaluated only based on higher purchase intention. Authentic content can also improve the quality of decision-making by helping consumers identify risks and product limitations. In this case, a decrease in purchase intention doesn't mean the content has failed, but it might indicate that consumers are making more rational evaluations.

Authenticity can also be found indirectly in studies on user-generated content. However, this research mainly measures perceived credibility, so it's classified under the theme of Credibility/Trust. This shows that authenticity and credibility can be related. Content that is seen as honest and natural can boost the content creator's credibility, but the two should still be treated as separate constructs.

The limited number of studies shows that the relationship between authenticity, trust, purchase intention, and continuous intention cannot be strongly concluded. Therefore, future research needs to test whether authenticity can drive continuous intention through trust in content creators, sellers, or platforms, even though it doesn't always lead directly to a purchase decision.

Video, Live Streaming, Ugc, And Platform Experience

The coding results showed that the types of interventions or exposures differed significantly across 16 studies. TikTok Shop experience was found in three studies, platform features/usability in three studies, social media marketing in three studies, UGC/product reviews in two studies, live streaming in two studies, social influence/influencers in two studies, and video content in one study. Based on their relevance, eleven studies were categorized as highly relevant, four studies as moderately relevant, and one study as low-to-medium relevant.

This composition shows that the literature analyzed does not directly examine all video-based product reviews. Some studies look into the TikTok Shop experience, platform characteristics, social media marketing, live streaming, influencers, and UGC. Therefore, those research findings are used as supporting evidence to explain the video content ecosystem and consumer behavior on TikTok Shop.

In the context of live streaming, interactivity is an important factor. Users can get product explanations, ask questions, and receive answers in real time. Daffah et al. (2024) show that live streaming can increase emotional engagement and strengthen consumer relationships with brands. Meanwhile, Thuy and Quang (2025) found that streamer characteristics, trust, and communication processes during live streaming are related to purchase intention.

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The results show that the effectiveness of live streaming doesn't just come from distributing the videos, but also from the seller's or streamer's ability to build communication. Quick, relevant, and consistent responses can reduce consumer uncertainty. On the other hand, unclear interactions or ones that are too promotional can lower user trust.

In the UGC and product review groups, the usefulness of the information and the credibility of the source are key factors. Ramos and Ramos (2025) show that UGC being considered useful and credible is related to purchase intention. User-generated content can provide experiences that are closer to real product usage because the information doesn't come exclusively from the brand or seller.

However, UGC doesn't always work as a persuasive tool. Research on deinfluencing shows that user-generated content can also help consumers recognize a product's limitations. Therefore, UGC can drive purchases when the information is seen as useful and reliable, but it can also reduce purchase intention when the information raises doubts about the product.

The TikTok Shop experience group shows that consumer behavior is influenced by a broader experience than just video content. Customer experience, perceived enjoyment, service quality, product quality, satisfaction, and perceived value are all found to be related to repurchase intention and customer loyalty. Agusta (2023) shows that shopping experience and perceived value are linked to repurchase intention, while Amelia et al. (2025) highlights the role of trust in connecting consumer experience with loyalty.

These results confirm that the quality of video reviews is closely tied to transaction experience. Even though informative and credible videos can capture users' attention, the decision to return to TikTok Shop is also influenced by service quality, transaction security, product suitability, and post-purchase satisfaction.

The platform features/usability group highlights the role of perceived usefulness, perceived ease of use, mobility, sociability, and personalization. Syafika and Antonio (2024) show that perceived usefulness and perceived ease of use support the adoption of TikTok as an e-commerce app. Xu (2025) also found that Douyin characteristics like mobility, social abilities, and personalization are related to continuous usage through perceived usefulness and perceived ease of use.

Meanwhile, the social media marketing and social influence/influencer groups show that consumer behavior is also influenced by marketing activities, influencer appeal, participation of other users, and platform reputation. Hossain (2022) found that social media marketing through TikTok is linked to purchase intention. Jia et al. (2023) showed that content appeal, TikTokers' appeal, other users' participation, platform reputation, and social influence are related to continuous intention.

Overall, these results show that the impact of videos on consumer behavior can't stand alone. Video reviews operate within an ecosystem involving content creators, sellers, platforms, user communities, recommendation systems, and transaction processes. So, informativeness, authenticity, and credibility need to be understood alongside factors like interactivity, social influence, personalization, usability, and customer experience.

The findings also suggest that generalizations about the specific impact of video reviews should be made cautiously. Very few studies actually test video or product UGC reviews. Research on live streaming, social media marketing, platform features, and TikTok Shop experiences should be treated as supporting evidence that explains the mechanisms around video content use.

Continuous Intention as a Research Gap

Out of the 16 studies analyzed, only two directly used continuous intention or continuous usage as the main outcome. This number is much lower compared to purchase intention, which was found in five studies, repurchase intention in three studies, and customer loyalty found in three studies. These results show that purchasing decisions were discussed more often in previous literature than the continuous use of TikTok or TikTok Shop. Jia et al.

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(2023) showed that content attractiveness, TikTokers' appeal, engagement from other users, platform reputation, and related social influence are linked to continuous intention. These findings suggest that users' desire to keep using TikTok is not only determined by content characteristics but also by social environment and platform reputation.

Xu (2025) found that mobility, socializing ability, and personalization are related to continuous usage through perceived usefulness and perceived ease of use. These results confirm that continuous usage depends on how useful the platform is considered, how easy it is to use, how well it supports social interaction, and whether it provides recommendations that match user preferences.

Both studies provide evidence of continuous intention, but they don't specifically examine video-based product reviews on TikTok Shop. The constructs used focus more on content attractiveness, social influence, platform reputation, mobility, socializing ability, personalization, perceived usefulness, and perceived ease of use. Not many studies have simultaneously examined informativeness, authenticity, and credibility as characteristics of video reviews.

Continuous intention also needs to be distinguished from purchase intention, repurchase intention, and customer loyalty. Purchase intention shows a consumer's intent to buy a product, while repurchase intention shows the desire to buy it again. Customer loyalty reflects commitment to a brand, seller, or platform. Meanwhile, continuous intention refers to a user's desire to keep using a system or platform after their initial experience.

This distinction is important because consumers who are interested in buying a product might not necessarily want to keep using TikTok Shop. Users might make a purchase because of a promotion or recommendation, but could leave the platform if their transaction experience isn't satisfying. On the other hand, users might continue using the platform to look for information, watch review videos, compare products, or watch live streams even if they don't end up making a purchase.

Based on this synthesis, informativeness, authenticity, and credibility have the potential to influence continuous intention through several mechanisms. Informative videos can increase perceived value by providing users with helpful information to evaluate products. Authentic videos can strengthen perceptions of honesty, while credible videos can build trust in the creator, seller, or platform. Relevant and interactive content can also boost customer engagement.

Perceived value, trust, and customer engagement can act as bridges between video review characteristics and continuous intention. When users find content useful, trustworthy, and engaging, they are more likely to keep interacting with TikTok Shop. However, in many of the studies analyzed, no model has yet been found that tests all three mechanisms in an integrated way.

So, the main research gap identified is the limited studies that directly examine the effect of informativeness, authenticity, and credibility of video reviews on TikTok Shop users' continuous intention. Most studies still focus on purchase intention, repurchase intention, and loyalty, while continuous usage hasn't been a main focus.

Therefore, the main research gap identified is the limited research directly testing the impact of informativeness, authenticity, and credibility of video reviews on TikTok Shop users' continuous intention. Most research still focuses on purchase intention, repurchase intention, and loyalty, while continuous usage hasn't really been a primary concern.

Answer To The Research Question

The research question in this study is: to what extent do video-based product reviews that cover informativeness, authenticity, and credibility influence users' continuous intention on TikTok Shop? Based on 16 studies that were analyzed, video reviews have the potential to affect continuous intention if the content provides useful information, is perceived as authentic, and comes from a credible source. Informativeness helps users understand and

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evaluate products. Credibility reduces uncertainty and builds trust, while authenticity enhances the perception that the information is delivered honestly and not just for promotional purposes.

However, this influence cannot yet be stated as a direct cause-and-effect relationship. Only two studies have directly examined continuous intention or continuous usage, and none have specifically tested all three characteristics of video reviews simultaneously. Most of the evidence still comes from related outcomes, such as purchase intention, repurchase intention, customer loyalty, engagement, and consumer decision-making.

Review findings show that the relationship between video reviews and continuous intention likely occurs through perceived value, trust, and customer engagement. Users are more likely to keep using TikTok Shop if the content provides benefits, comes from a trustworthy source, offers engaging interactions, and gives a positive platform experience. So, video review characteristics are indeed important, but their influence still depends on the quality of the platform experience and the psychological mechanisms formed.

These results confirm the importance of credibility, trust, informativeness, usefulness, and user experience, as shown in previous research. At the same time, the analysis of authenticity shows that authentic content doesn't always boost purchases. Authenticity can encourage more critical evaluation, so its impact on continuous intention might be different from its effect on purchase intention.

Based on this, the next research model needs to position informativeness, authenticity, and credibility as key characteristics of video reviews, with perceived value, trust, and customer engagement as mediating variables, and continuous intention as the outcome. This model could provide a more complete explanation of why users continue to use TikTok Shop after watching and engaging with video-based product reviews.

DISCUSSION OF RESEARCH RESULTS

Research results show that the impact of video reviews on user behavior on TikTok Shop is determined by several factors. Informativeness helps users get clear and useful information about products. Authenticity makes the content seem more honest and aligned with real experiences, while credibility helps users assess whether the information source can be trusted. These three characteristics are interconnected in shaping users' evaluation of content.

Informative video reviews can increase perceived value because users feel they benefit from the provided information. Authentic and credible content can also build trust in content creators, sellers, and the platform. Additionally, relevant and engaging content can foster customer loyalty through activities like watching, commenting, sharing content, or joining live streams.

Perceived value, trust, and customer engagement can then play a role in driving continuous intention. Users are more likely to keep using TikTok Shop if they feel the information they get is useful, the source is trustworthy, and the interaction experience is enjoyable. Therefore, the effect of video reviews on continuous intention may not be direct, but rather through ratings and the experience formed as users interact with content and the platform.

These findings also suggest that besides overall user experience, the quality of video reviews should also be considered. Great content doesn't necessarily make users keep using TikTok Shop if the transaction process, service quality, security, or post-purchase experience isn't satisfying. So, continuous intention is influenced by a combination of content quality, trust, engagement, usefulness, and experience on the platform.

IMPLICATIONS OF THE FINDINGS

From a theoretical perspective, research results show that persistent usage behavior can't be explained solely by video appeal or purchase decisions. Continuous intention is the

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result of a combination of content characteristics, users' psychological evaluation, social interaction, and platform experience. Therefore, research on TikTok Shop should combine perspectives on information quality, source credibility, trust, engagement, and technology acceptance.

The synthesis results also show that constructs that are conceptually close to each other still need to be distinguished. Credibility is not the same as trust, informativeness is not entirely the same as usefulness, and authenticity doesn't always lead to persuasion. This distinction is important so that the relationships between variables can be tested more accurately.

From a practical standpoint, sellers and content creators need to present video reviews that explain the benefits, uses, specifications, and limitations of products in a balanced way. Credibility can be boosted through transparent identity, user experience, disclosure of business relationships, and delivering relevant visual proof.

Additionally, TikTok Shop managers need to make sure the user experience is more than just content quality. Transaction security, clarity of seller information, consumer protection, review verification, ease of use, and relevance of recommendations are key elements in building trust and continuous intention.

Therefore, content strategy shouldn't just focus on driving short-term purchases. Informative, authentic, credible video reviews backed by a good platform experience are more likely to create perceived value, trust, customer engagement, and users' desire to keep using TikTok Shop.

IMPLICATIONS OF FURTHER RESEARCH

Future research should test a model that places informativeness, authenticity, and credibility as the main characteristics of video reviews; perceived value, trust, and customer engagement as mediating variables; and continuous intention as the outcome. This modeling can help explain not just whether video reviews are linked to continuous intention, but also the mechanisms that cause this relationship to form.

The measurement of each construct also needs to be clearly distinguished. Credibility should be separated based on its object, such as the credibility of the creator, seller, brand, and platform. Similarly, informativeness should be distinguished from perceived benefits, while authenticity should be measured as the honesty and genuineness of the content, not just the appeal or credibility of the source. This separation is necessary so that research results don't mix constructs that are close to each other but have different theoretical functions.

From a methodological perspective, using a longitudinal or experimental design can strengthen causal explanations. Longitudinal research can observe changes in perception and continuous intention after users repeat the experience, while experiments can compare videos with different levels of informativeness, authenticity, or credibility. Control variables like age, online shopping experience, frequency of using TikTok Shop, and product category can also be taken into account.

LIMITATIONS

This review has several limitations. First, the literature search was conducted through Google Scholar only; the search date and complete search history were not documented in the source study. The results may therefore not capture all relevant publications. Second, not all included studies directly investigated TikTok Shop video reviews. Research on live streaming, social media marketing, influencer content, platform features, and general TikTok Shop experience was included as supporting evidence, which limits the extent to which findings can be attributed specifically to product-review videos. Third, the included studies differed in their research designs, constructs, platform contexts, and outcome measures,

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preventing quantitative meta-analysis. Fourth, the review did not report a formal study-quality or risk-of-bias appraisal. Finally, most studies relied on survey-based and self-reported data, and only two directly examined continuance intention or continuous usage. Consequently, the synthesis identifies patterns and research gaps but cannot establish causal relationships.

CONCLUSION

This Systematic Literature Review synthesized 16 studies concerning video content, platform features, and consumer behavior in TikTok and related social-commerce contexts. Credibility and trust were the most frequently discussed dimensions, followed by informativeness and usefulness. Authenticity received limited attention and may influence consumers in more complex ways than simply increasing purchase intention. Across the reviewed literature, information quality, credibility, trust, interactivity, social influence, usability, personalization, and user experience were associated with behavioral intentions and customer loyalty.

Continuance intention remains underexplored compared with purchase intention, repurchase intention, and customer loyalty. The available studies suggest that useful and credible video content may contribute to continued platform use through perceived value, trust, and customer engagement, but the evidence does not support a firm causal conclusion. Future research should directly test informativeness, authenticity, and credibility in relation to TikTok Shop continuance intention, distinguish the relevant constructs and outcomes, and employ stronger designs to examine the mechanisms involved.

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