How SMES Brand Engagement on Tiktok: A Systematic Literature Review

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--*ABSTRACT*---
TikTok became popular in 2020 because of the effects of the COVID-19 pandemic, which also affected the increasing number of researchers who researched TikTok. This study systematically reviews the data on how brand engagement on TikTok fosters loyalty and why SMEs need to brand engage on TikTok. This systematic literature review aims to identify what makes TikTok viral and what makes brands engage. THE PRISMA method was used to review 23 articles from the Google Scholar database. From the results of the review, 18 main research topics emerged.

Keywords
TikTok, SMEs, Brand Engagement, Loyalty

I.   Introduction

In the past three years, TikTok has become an entertainment platform that attracts many social media users to share and watch short videos. Users share not only entertainment content but also education and business development.

TikTok is not social media but a content distribution platform with a different virality effect than other social media. On other social media platforms, content created by a brand will only be enjoyed by a limited number of followers of the brand's account. While on TikTok, good video content will be shared with a large audience without being limited to just the brand's followers. This is a performance algorithm system created by TikTok. Interesting content can be distributed automatically based on the interests of TikTok users. As of July 2020, TikTok users had reached 689 million accounts across 150 countries and 75 languages (CNBC, July 2020). In Indonesia, TikTok has become a phenomenon in social media activity.

During the pandemic, when people are encouraged to work from home, TikTok has become a medium that prevents boredom while at home. TikTok is also a platform that can encourage and entertain each other so that TikTok becomes viral and relevant to people's needs. In addition, one of the reasons why TikTok can be accepted is because it has an easy and complete video editing feature where anyone who has a smartphone can become a content creator without having to have a sophisticated camera or computer with high specifications, and it also does not require high skills in editing videos.

TikTok can be used by SMEs to expand the market; they create content and market it through TikTok to reach Millennials and Generation Z. It is no secret that these two generations are potential market segments in almost all business sectors. SMEs can use TikTok as a channel to reach customers widely through one of its features, TikTok for Business. SMEs can set their own budget and target audience. The SME community can also explore every tool that has been prepared. Regarding content creation, TikTok provides a creative tools guide to support SMEs in creating content that engages their audience. In addition, in determining the target audience, TikTok also facilitates SMEs with the target market's behavior in accordance with the needs of the brand. SME players will also be increasingly helped by information reports submitted by TikTok regarding the audience for the brand's TikTok account. Through these various supports, TikTok can become a business partner for SMEs.

The COVID-19 pandemic, which impacted the rise in scholars looking at TikTok on Google Scholar, caused TikTok's popularity in 2020. The results by using the TikTok keyword we found in 2020 are 8,550, and research on TikTok in 2021 will increase by 12,600, which differs from previous years, such as in 2016, there were only 132 studies; in 2017, there were 147; in 2018 there were 220, and in 2019 there were 1,290. With the

development of TikTok research and the lack of a TikTok literature review, the researcher wishes to conduct a systematic study of this study by analyzing the usage of TikTok among SMEs in developing brand engagement and loyalty to a brand.

Systematic Review Framework

This study systematically reviews TikTok among SMEs to find out how brand engagement on TikTok creates loyalty and why SMEs need to engage with TikTok. This systematic review examines the latest issues, what makes TikTok viral, and what makes brands engage.

Method

A systematic literature review (SLR and Meta-Analyses (PRISMA) was used to identify, assess, and interpret data on predetermined research topics (Kitchenham & Charters, 2007). Google Scholar was chosen as the article database for the research method.

PRISMA

The PRISMA flow diagram was used to review SMEs in TikTok for this systematic literature study (Moher et al., 2009). To obtain only certain research papers, this method necessitates specific restrictions. Therefore, this systematic approach has three benefits: Clarification of Research Questions, Table II. Inclusion and Exclusion Criteria, Precise Screening Metrics, and 3. Searching the Correct Databases Within a Limited Period of Time (Sierra-Correa & Cantera Kintz, 2015).
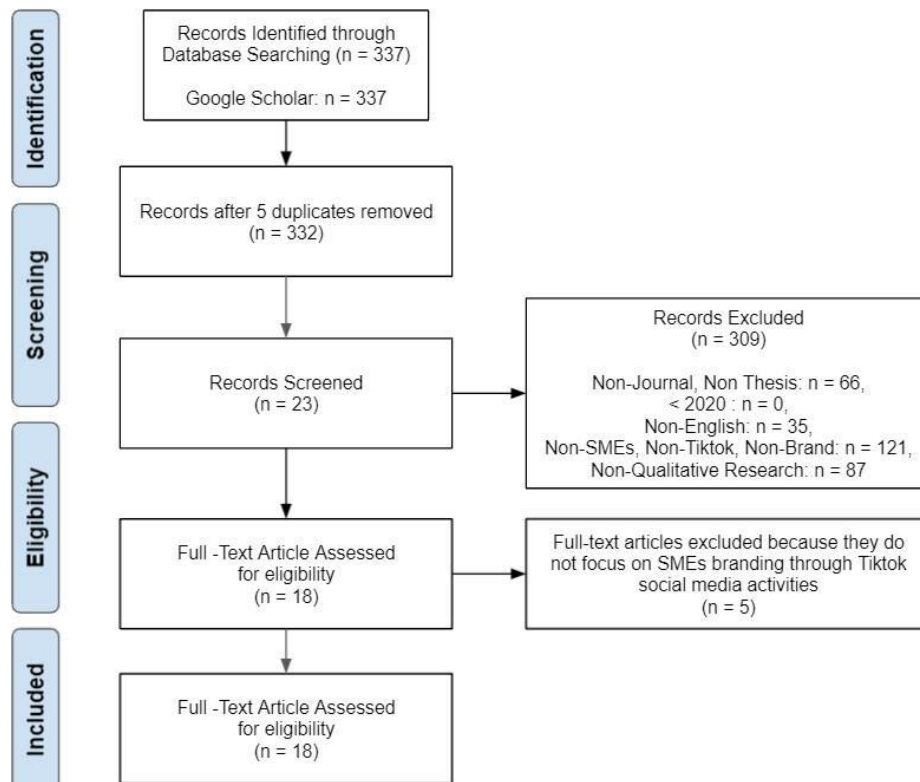

Figure 1. PRISMA flow diagram of this review study.
Source. Adapted from Moher et al. (2009).

Resources

A database from Google Scholar is used in this research. It is a collection of academic journals, conferences, technical reports, books, ebooks, printing, and other literary works available without a subscription. Approximately 318 million documents are from around the world (Liang Tang et al., 2021). Google Scholar-like bibliography management tools include RefMan, RefWorks, and EndNote. Using Google Scholar, the data collected is also linked to common aggregators such as ResearchGate, ScienceDirect, ProQuest, Springer Link, and many more.

Systematic Review Process

Using multiple stages, choosing search terms for Google Scholar is the initial step in the systematic

review procedure (**Table I**). 337 pieces of literature were produced as a result of the initial process. 332 genuine documents were left after manually removing duplicates (**Table III**). The systematic review's second stage involved screening according to inclusion and exclusion criteria. First, the timeline places a one-year control period between 2020 and 2021. Second, only a few carefully chosen thesis and journal research publications will be included. Third, techniques for qualitative research Fourth Indonesian and English.

Table I. Keywords and Information Search Strategy

Database	Keywords
Google Scholar	"TikTok" AND "SMEs" AND "Brand engagement" AND "Brand loyalty"

Table II. Inclusion and Exclusion Criteria

Criterion	Included	Excluded
Timeline	2020-2021	< 2020
Literature Type	Journal, Thesis	Non-Journal, Non-Thesis
Language	English	Non- English
Country	Global	-
Research Object	TikTok, SMEs, Brand	Non-TikTok, Non-SMEs, Non-Brand
Research Method	Qualitative	Quantitative, Mixed Method, Study Case

Table III. Number of Studies in Selected Articles from Google Scholars

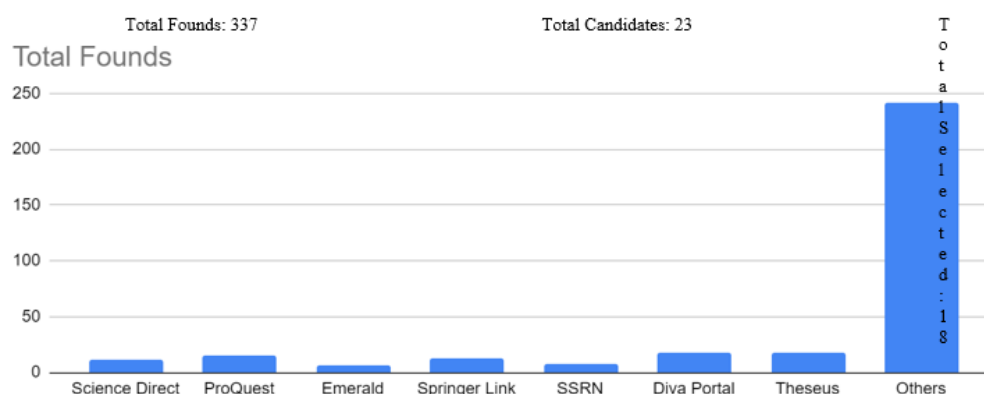| Source	#Found	% Found	# Candidate	% Candidate	#Selected	% Selected
Research Gate	9	2.67%	1	4.35%	0	0.00%
Science Direct	11	3.26%	1	4.35%	1	5.56%
ProQuest	15	4.45%	1	4.35%	1	5.56%
Emerald	6	1.78%	0	0.00%	0	0.00%
Springer Link	13	3.86%	0	0.00%	0	0.00%
SSRN	7	2.08%	0	0.00%	0	0.00%
Diva Portal	17	5.04%	1	4.35%	1	5.56%
Theseus	17	5.04%	3	13.04%	3	16.67%
Others	242	71.81%	16	69.57%	12	66.67%

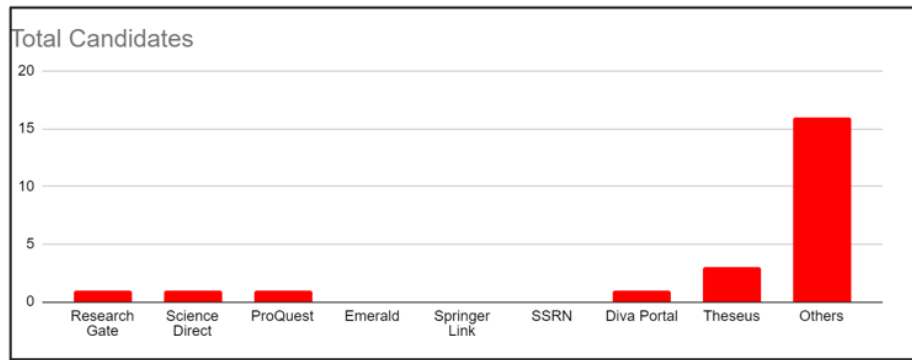**Figure 2.** Total Founded Articles

Figure 3. Total Candidate Articles
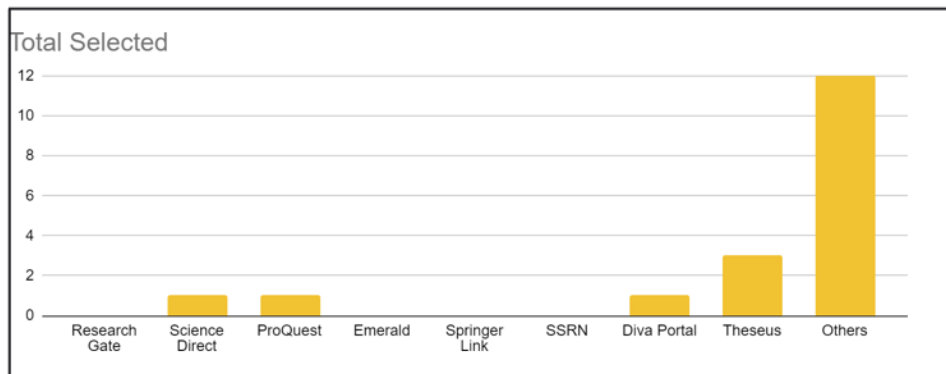
Figure 4. Total Selected Articles

Table IV. Yearly Distribution of Selected Articles

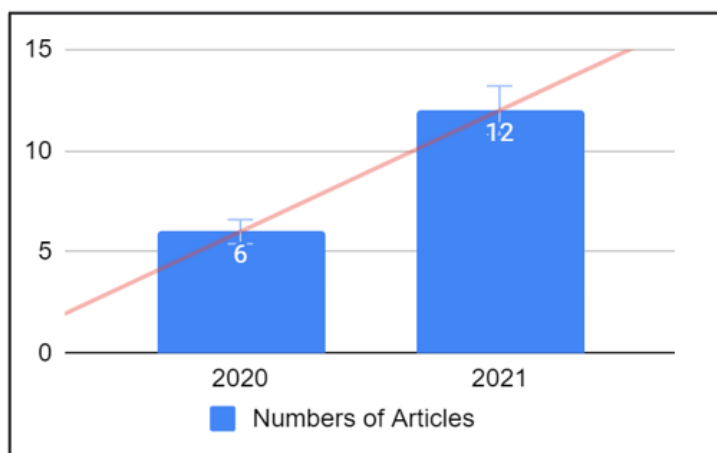| Yearly	# Articles	% of Articles
2020	6	33%
2021	12	67%

Total Articles:
18

Figure 5. Yearly Distribution of Selected Articles

Data Analytic Strategy

Three procedures were used to evaluate and study the 18 articles: (a) reading the title of the article and (b) reading the entire article in depth to find out the contents of the article related to the current research question. In this process, the aim is to match the data with the research question. A systematic review of literature that fits the research question is included in this process, although some do not match the initial search method, such as research design and article type. This study takes an approach to literature data (Liang Tang et al., 2021) using content analysis to determine themes, theories, and variables.

II.   Results

Table V. Topics of the Articles Selected for Analysis

Title of Article	References	Topic
Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty in the Tourism Sector in Indonesia	Santi Rimadias, Nesta Alvionita, Adinda Putri Amelia (2021)	Brand Awareness, Brand Loyalty on TikTok in the Tourism Sector, And Brand Image.
Building Brand Equity through Social Media Marketing in International SMEs	Anniina Lempinen (2020)	Sosial Media, SMEs, Brand equity.
Exploring Social Media Affordance in Relationship Marketing Practices in SMEs	Genevieve Sedaloa, Henry Boateng, John Paul Kosibaa (2021)	Social Media, SMEs.
Digital Marketing Adoption in Early-Stage SMEs	Sofia Ramos (2021)	Digital Marketing for SMEs.
A Study of the Importance of Branding and Digital Marketing to South African MSMEs	Hans Audric Estialbo, Randall Shannon (2020)	Branding on Digital Marketing.
Intersections between TikTok and TV: Channels and Programmes Thinking Outside the Box	Jorge Vázquez-Herrero, María-Cruz Negreira-Rey, Ana-Isabel Rodríguez-Vázquez (2021)	TikTok and TV.
Usage of Social Media Marketing for Small Business: A comparative analysis of various actions on Social Media	Jaysing Bhosale (2020)	A comparative analysis of various actions on Social Media.
Engaging Brand Communities on Facebook during COVID-19 Closures: A Netnography of Do-It-Yourself Workshops in New Jersey	Kendrick Colleen Marie (2020)	Engaging Brand Communities on Facebook.
The Effects of Social Media Marketing on Brand Awareness through Facebook and Instagram	Huyen Tran (2021)	Social Media Marketing on Brand Awareness.
How Social Media Influencers Co-Create Brand Value in the Digital World?	Kamelia Bankova, Pavlina Stancheva (2021)	Social Media, SMEs, Brand Equity.
Entrepreneurship during the COVID-19 Pandemic	Ute Stephan, Przemysław Zbierowski, Ana Pérez-Luño, Anna Klausen (2020)	Social Media, SMEs.
Social Media Impact on Customer Satisfaction in Food and Beverage Business	Giang Nguyen (2021)	Social Media, Customer Satisfaction, Food and Beverage, Marketing Communication.
Social Media Development and Sponsorship Groundwork for a Professional Athlete	Heidi Beata Reunanen (2020)	Sponsorship, Sports Marketing, Digital Marketing, Social Media Strategy.
Effective Digital Mark e Digital Marketing Strategies for Small Businesses in the strategies for Small Businesses in the Caribbean	Nicole Renee Williams Smith (2021)	SMEs, Marketing, Social Media Strategy.
Effective E-commerce Marketing Strategies for Small Online Retail Business	Leilani Felix (2021)	Effective E-commerce Marketing Strategies.
Pengembangan Usaha UMKM Di Masa Pandemi Melalui Optimalisasi Penggunaan Dan Pengelolaan Media Digital	Sam'un Jaja Raharja, Sari Usih Natari (2021)	SME, Media Digital.
The Use of Social Media in the Communication on Policy of SMEs in the COVID-19 Crisis	Rebecca Spenner, Patrick Siegfried (2021)	Social Media in the Communication.
Digital Transformation of Marketing in Small and Medium Enterprises Through Social Networks: Plitogenic Decision-Making	Carlos Roberto Sampedro Guaman, Diego Paul Palma Rivera, Silvio Amable Machuca Vivar, Estalin Vladimir Arrobo Lapo (2021)	Digital Marketing in SMEs Through Social Networks.

Total Articles: 18

Table VI. Author of Scale

Author	Usage Frequency	% of Article
Adinda Putri Amelia	1	2.94%
Ana Pérez-Luño	1	2.94%
Ana-Isabel Rodríguez-Vázquez	1	2.94%
Anna Klausen	1	2.94%
Anniina Lempinen	1	2.94%
Carlos Roberto Sampedro Guaman	1	2.94%
Colleen Marie Kendrick	1	2.94%
Diego Paul Palma Rivera	1	2.94%
Estalin Vladimir Arrobo Lapo	1	2.94%
Genevieve Sedaloa	1	2.94%
Giang Nguyen	1	2.94%
Hans Audric Estialbo	1	2.94%
Heidi Beata Reunanen	1	2.94%
Henry Boateng	1	2.94%
Huyen Tran	1	2.94%
Jaysing Bhosale	1	2.94%
John Paul Kosibaa	1	2.94%
Jorge Vázquez-Herrero	1	2.94%
Kamelia Bankova	1	2.94%
Leilani Felix	1	2.94%
María-Cruz Negreira-Rey	1	2.94%
Nesta Alvionita	1	2.94%
Nicole Renee Williams Smith	1	2.94%
Patrick Siegfried	1	2.94%
Pavlina Stancheva	1	2.94%
Przemysław Zbierowski	1	2.94%
Randall Shannon	1	2.94%
Rebecca Spenner	1	2.94%
Sam'un Jaja Raharja	1	2.94%
Santi Rimadias	1	2.94%

Sari Usih Natari	1	2.94%	
Silvio Amable Machuca Vivar	1	2.94%	
Sofia Ramos	1	2.94%	
Ute Stephan	1	2.94%	

Total Authors: 34

Table VII. Distribution of Article Based on Author's Country Affiliation

Country	# Institution	% Institution	# Author	% Author	Key References
Finland	5	27.78%	5	14.71%	Anniina Lempinen (2020) , Sofia Ramos (2021), Huyen Tran (2021), Giang Nguyen (2021), Heidi Beata Reunanen (2020)
United States	4	22.22%	7	20.59%	Kendrick Colleen Marie (2020), Nicole Renee Williams Smith (2021), Leilani Felix (2021), Carlos Roberto Sampedro Guaman, Diego Paul Palma Rivera, Silvio Amable Machuca Vivar, Estalin Vladimir Arrobo Lapo
					(2021)
Indonesia	2	11.11%	5	14.71%	Santi Rimadias, Nesta Alvionita, Adinda Putri Amelia (2021), Sam'un Jaja Raharja, Sari Usih Natari (2021)
Ghana	1	5.56%	3	8.82%	Genevieve Sedaloa, Henry Boateng, John Paul Kosibaa (2021)
Thailand	1	5.56%	2	5.88%	Hans Audric Estialbo, Randall Shannon (2020)
Spain	1	5.56%	3	8.82%	Jorge Vázquez-Herrero, María-Cruz Negreira-Rey, Ana-Isabel Rodríguez-Vázquez (2021)
India	1	5.56%	1	2.94%	Jaysing Bhosale (2020)
Sweden	1	5.56%	2	5.88%	Kamelia Bankova, Pavlina Stancheva (2021)
United Kingdom	1	5.56%	4	11.76%	Ute Stephan, Przemysław Zbierowski, Ana Pérez-Luño, Anna Klausen (2020)
Germany	1	5.56%	2	5.88%	Rebecca Spenner, Patrick Siegfried (2021)

Total Countries: 13
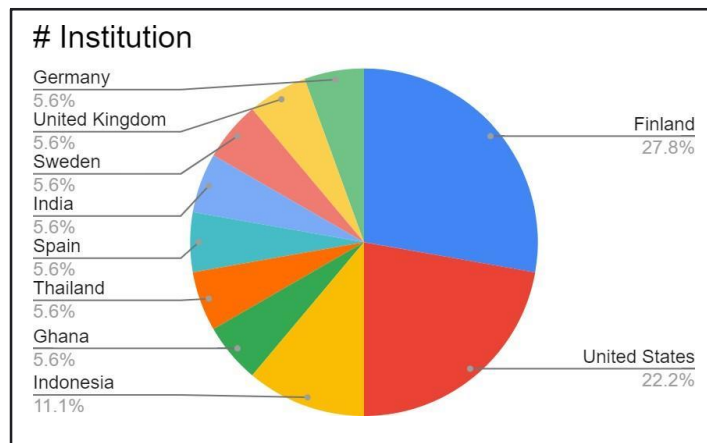Total Institution: 18
Total Authors: 34

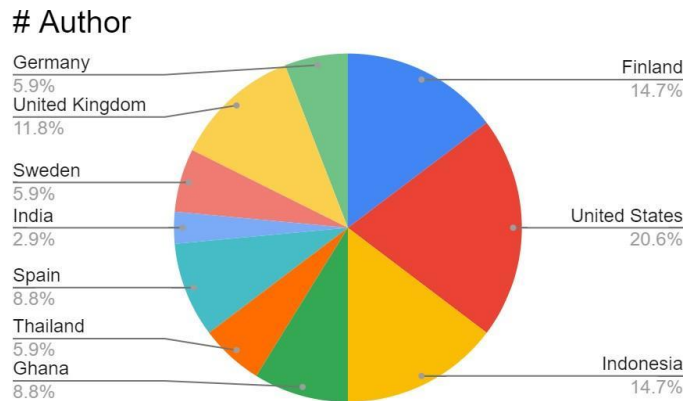**Figure 6.** Institution's Country Distribution

Figure 7. Author's Country Distribution

The author focuses on search results that are consistent with the research, but it is felt that there are still few studies that examine in depth the topic of how brand engagement on TikTok creates loyalty and why SMEs need to brand engage on TikTok, so the researcher narrows down to 18 research findings (table 4) from 23 research findings that are considered appropriate because the concept is not consistent with the desired research question. All 18 studies are on SMEs, brand engagement, brand loyalty, and TikTok.

III. Discussion

Theories
The following is the theory used in the study on how brand engagement on TikTok creates loyalty and why SMEs need to brand engage on TikTok. The analysis shows that the main theories include MSMEs, brand engagement, brand loyalty, and TikTok.

Social Media
TikTok has become a viral media platform that serves as a powerful marketing tool for Indonesian MSMEs (Agustina, Atel, 2021). Both literature searches and data results show that Instagram, Facebook, and YouTube are potential social media platforms for F&B businesses. Despite many similarities, each platform has unique characteristics and objectives that motivate huge enterprises to design and implement suitable marketing plans within different platforms. Juicy Rolly strongly recommends that you focus on the characteristics of each page and post accordingly rather than posting the same content on both pages. Instagram, for instance, is the ideal medium for aesthetically appealing content, whereas consumers on Facebook seek appeal and conversation. By creating more interesting content, having regular interaction with its followers, and continually upgrading all other features, the company hopes to boost its platform reputation (Nguyen,2021). TikTok aims for collective entertainment and fun for professional athletes (Laurea, 2020). Social media can increase awareness, increase customer acquisition, and build customer relationships (Rebecca, 2021).

Brand engagement and loyalty TikTok
TikTok affects brand involvement with entertainment, electronic news, eWoM, and consumer interaction variables, but trend and adjustment variables do not affect consumer brand involvement on TikTok; besides, consumer brand involvement affects brand loyalty, brand awareness, and brand image in the tourism industry (Santi et al., 2021). One of the best marketing strategies for boosting MSME brand equity is social media marketing (Anniina Lempinen, 2020). Social media can build brand visibility, sharing, and relationships for MSME consumers (Genevieve et al., 2021). TikTok helps build brands by combining the use of voice and the hashtag feature, which has been proven to generate many views (Tonja et al., 2021).

We are aware that TikTok is not extensively used in business. The majority of our members need to familiarize themselves with buying and selling products. Although most of our participants have seen the use of TikTok and its benefit to sell products or brands, using TikTok to promote a company is still unusual. Our research found TikTok to be a successful promotional tool, and a significant portion of respondents are more interested in TikTok than other social media. As of July 2020, the popular social media, TikTok had a monthly active user of 700 million people globally. As of the time this study was written, the Chinese app had amassed over 2 billion downloads (katadata.co.id). Users are drawn to actively participate in the social media app because of its features, encouraging quality content production for anybody with an idea through the For You Page (Nesinda,2020).

SMEs

Since marketing is the foundation of all businesses, for both huge or small and medium-sized companies (MSME), marketing is crucial (French et al., 2004). A corporation must recognize and satisfy consumer demands more effectively and efficiently than its rivals to gain and sustain a competitive advantage (Reijonen, 2010). The research conducted reveals a link between SMI and brand equity. From a netnography survey, influencers can conclude that they can create content that includes a brand, talk about their favorite products and brands, and unknowingly influence brand equity. I can do it. Even if you are not sponsored, you can add brand value to your SMI content by including it in your brand's awareness and relevance to your followers. (Kamelia,2021). The results of the study stated that of the 44 MSME respondents, only one used TikTok to introduce their brand (Sam'un et al.). Networks are utilized to conduct online commerce and should have a strategy to ensure success. To boost the sales of SMEs, a digital marketing plan must include social media as the most effective method for creating new sales prospects through information distribution and "advertising" (Carlos, 2021). Digital marketing as a broadcast medium that aims to increase sales is not a means of dialogical communication with customers for MSMEs (Sofia Ramos, 2021). An effective marketing strategy is to focus a limited budget on attracting customers so that the probability of failure is small (Nicole, 2021). The most effective e-commerce marketing for MSMEs is to create content on social media by posting pictures and videos and using targeted ads (Leilani Felix, 2021).

IV.   Limitations and Recommendations

There is a gap in the existing literature on TikTok social media apps for small and medium enterprises. Additionally, there are limited studies on small and medium-sized organizations that may develop powerful brands because most studies have been on larger businesses (Odoom 2016). Although social media marketing is beneficial, marketers need more knowledge on how different marketing messages and methods will influence consumer engagement and brand outcomes like brand equity. With some restrictions, this study provides an in-depth examination of whether social media is a viable marketing strategy for case companies in the worldwide market.

Regarding these study limitations, the author suggests conducting more research on social media marketing across all platforms, including YouTube, Facebook, Instagram, and TikTok. Big companies have a great opportunity to introduce themselves on the platform where the target customer is active. Social media is one of the best marketing tools for companies to leverage their customer relationships, enhancing brand loyalty and other business incentives. Then, if desired, you can use a mixed quantitative and qualitative data survey method to gain a deeper understanding of a particular topic. After reaching a certain level of business development, it is important to apply these two methods. The TikTok phenomenon, a rapidly expanding social media network, may be used for a similar study. TikTok will be used in the future to assess the effectiveness of SMEs in Indonesia using social media marketing strategies.

V.   Conclusions

This study uses PRISMA's systematic review methodology to relate to the main types of social media surveyed, related research topics, theories, and models used, and the research framework to investigate SMEs' use of social media. We have done a detailed review of 18 articles. This chapter begins with a summary of the main results of the study on each topic from the theoretical framework and each subquestion of the study. The relationship between the main findings of each research sub-question and the scientific literature is presented to answer the main research questions and provide the conclusions of this study. The following are theoretical contributions and business implications. Finally, restrictions and suggestions for future research conclude this research. This research shows that while SMEs that advertise their enterprises are still quite uncommon, several huge firms use social media to market their products or brands using TikTok. We have concluded that if SMEs employ social media as part of their marketing plan, TikTok will be a successful area for advertising.

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