

Literature Review on Conceptualizing the Journey from Algorithmic Exposure to Consumer Value: The Role of Short-Form Video Marketing in Shaping Brand Awareness, Engagement, and Purchase Intention

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Abstract - The rapid growth of algorithm-driven short-form video platforms has significantly transformed the digital marketing landscape. Unlike traditional social media platforms, these platforms employ artificial intelligence (AI) and machine learning algorithms to determine content visibility, personalize user experiences, and influence consumer decision-making. Consequently, brands increasingly rely on these platforms to enhance visibility, foster consumer engagement, and improve purchase intentions. Unlike traditional social media platforms that relied primarily on follower-based distribution, platforms such as TikTok, Instagram Reels, and YouTube Shorts employ sophisticated artificial intelligence (AI) and machine learning algorithms to personalize content recommendations based on user behavior, engagement history, and predicted preferences. Consequently, marketers have shifted significant advertising investments toward algorithm-driven short-form video marketing in pursuit of greater reach, engagement, and conversion. Despite this growing strategic emphasis, an important research gap remains regarding whether algorithmically generated visibility and high engagement metrics translate into meaningful business outcomes such as brand awareness, consumer trust, and purchase intention.

This study proposes an integrated conceptual framework to investigate the influence of algorithm-driven short-form video marketing on brand awareness, consumer engagement, and purchase intention among digital-native consumers. The proposed model synthesizes the Stimulus–Organism–Response (S-O-R) framework, Technology Acceptance Model (TAM), Uses and Gratifications Theory, Social Influence Theory, and Elaboration Likelihood Model (ELM) to explain the psychological and behavioral mechanisms through which algorithmic content personalization shapes consumer decision-making. Specifically, algorithm-driven marketing capability is conceptualized as the primary external stimulus influencing consumers' perceptions of

content relevance and algorithmic trust, which subsequently enhance cognitive, emotional, and behavioral engagement. Consumer engagement and brand awareness are proposed as sequential mediating mechanisms through which digital attention is transformed into purchase intention.

The study adopts a quantitative research design employing Partial Least Squares Structural Equation Modeling (PLS-SEM) to empirically validate the proposed conceptual framework. Data will be collected from digital-native consumers who actively consume branded content on TikTok, Instagram Reels, and YouTube Shorts. The findings are expected to contribute to digital marketing theory by reconceptualizing recommendation algorithms as active marketing intermediaries that shape consumer cognition and purchasing behavior rather than functioning merely as technological distribution tools. From a managerial perspective, the study offers strategic insights for marketers seeking to optimize short-form video campaigns through effective algorithmic optimization, authentic storytelling, personalized consumer experiences, and trust-building initiatives.

Key Words: Algorithm-Driven Marketing; Short-Form Video Marketing; TikTok Marketing; Instagram Reels; YouTube Shorts; Algorithmic Personalization; Consumer Engagement; Brand Awareness; Purchase Intention; Digital-Native Consumers; Artificial Intelligence Marketing; Recommendation Systems; Social Commerce; PLS-SEM.

1. INTRODUCTION

Algorithm-Driven Marketing; Short-Form Video Marketing; TikTok Marketing; Instagram Reels; YouTube Shorts; Algorithmic Personalization; Consumer Engagement; Brand Awareness; Purchase Intention; Digital-Native Consumers; Artificial Intelligence Marketing; Recommendation Systems; Social Commerce; PLS-SEM.

2. Literature Review

2.1 Digital Marketing Transformation and the Rise of Algorithmic Consumer Discovery

2.1.1 Evolution of Digital Marketing Paradigms

Digital marketing has undergone a remarkable transformation over the past two decades. Initially centred on websites, email campaigns, and search engine marketing, it has evolved into a data-driven ecosystem powered by artificial intelligence, machine learning, predictive analytics, and automated decision-making. These technologies now influence almost every stage of the consumer journey, enabling organizations to deliver highly personalized marketing experiences. These approaches largely replicated traditional marketing principles by transferring existing communication strategies into digital environments.

However, the emergence of Web 2.0 and social media platforms fundamentally changed the relationship between brands and consumers. Consumers became active participants who generated content, shared opinions, influenced communities, and contributed to brand meaning creation. Social media transformed marketing communication from a one-way broadcast model into an interactive relationship-building process characterized by dialogue, participation, and engagement. Research on social media marketing demonstrates that digital platforms create new opportunities for consumer involvement, relationship development, and electronic word-of-mouth (eWOM). Consumers increasingly rely on online communities, reviews, influencers, and peer-generated information when evaluating products and brands. Consequently, marketing value creation has shifted from direct persuasion toward facilitating meaningful consumer experiences.

The next transformation has been driven by artificial intelligence and algorithmic decision-making. Modern digital platforms no longer simply provide communication channels; they actively determine what information consumers see, when they see it, and how frequently they encounter specific content. Recommendation systems, predictive models, and automated ranking mechanisms have become central components of the digital marketing environment.

This development represents a fundamental shift from human-controlled marketing communication toward algorithm-mediated consumer discovery.

Traditional marketing logic: Brand → Message → Consumer

Algorithm-driven marketing logic: Brand → Algorithmic System → Personalized Consumer Experience → Consumer Response

This transformation has significant theoretical implications because algorithms increasingly influence the conditions under which marketing communication occurs.

2.1.2 Artificial Intelligence and the Algorithmic Transformation of Marketing

Artificial intelligence has emerged as one of the most transformative technologies in contemporary marketing. While many scholars emphasize its ability to enhance personalization and operational efficiency, others argue that AI fundamentally changes how firms identify, engage, and retain customers. This shift reflects a transition from reactive marketing strategies toward predictive, data-driven decision-making, where algorithms increasingly influence both marketing activities and consumer experiences.

AI supports a wide range of marketing activities, including predictive customer analytics, automated advertising optimization, recommendation systems, conversational chatbots, dynamic pricing, personalized content delivery, and customer segmentation. Collectively, these applications enable organizations to make faster and more informed marketing decisions.

According to research on AI-enabled marketing transformation, AI does not merely improve operational efficiency; it changes how firms understand customers and create value. AI systems increasingly participate in activities traditionally performed by marketers, including audience identification, content selection, and communication optimization.

From a strategic perspective, algorithmic systems provide firms with the ability to move from reactive marketing toward predictive marketing. Rather than responding only to explicit consumer actions, AI systems infer consumer intentions from behavioral patterns and anticipate future preferences.

This predictive capability is particularly important within short-form video platforms, where enormous volumes of content compete for limited consumer attention. Algorithms act as attention allocation mechanisms by determining which content receives visibility within personalized feeds. As a result, recommendation algorithms have become essential mechanisms for allocating consumer attention, making them a critical strategic resource for organizations competing in digital environments.

2.2 Algorithm-Driven Marketing Capability

2.2.1 Conceptualizing Algorithm-Driven Marketing Capability

Algorithm-driven marketing capability refers to an organization's ability to leverage AI-powered

recommendation systems, consumer data analytics, and automated optimization mechanisms to improve marketing performance. Unlike traditional marketing capabilities based primarily on human expertise and managerial decision-making, algorithm-driven capabilities combine human strategic input with machine-based learning and prediction.

This capability includes several dimensions:

1. Data-Based Consumer Understanding: Algorithms analyze large quantities of behavioral information, including:

1. Viewing patterns
2. Search activity
3. Purchase history
4. Engagement behavior
5. Social interactions

These insights allow marketers to develop more precise understandings of consumer preferences.

2. Personalized Content Distribution: Algorithms determine which consumers receive specific content based on predicted relevance. This enables brands to move beyond broad segmentation toward individualized communication.

3. Real-Time Marketing Optimization: AI systems continuously learn from consumer responses and adjust content distribution accordingly. For example, a short-form video receiving high completion rates may receive increased algorithmic distribution, while low-performing content may receive reduced visibility.

4. Predictive Consumer Engagement: Algorithms estimate which content characteristics are likely to generate attention and interaction. These capabilities transform marketing from a static communication process into a dynamic learning system.

2.2.2 Algorithms as Marketing Intermediaries

A significant limitation in traditional digital marketing research is the tendency to treat algorithms as neutral technological tools. However, contemporary recommendation systems actively influence market outcomes by determining visibility, discoverability, and consumer exposure.

Algorithms influence:

1. Which brands become visible
2. Which products are discovered
3. Which creators gain influence
4. Which consumer preferences are reinforced

Therefore, algorithms function as market intermediaries. This perspective aligns with emerging research on platform ecosystems, which argues that digital platforms increasingly control access between producers and consumers. Platforms do not simply host interactions;

they structure market relationships through rules, rankings, and recommendation mechanisms.

For short-form video marketing, algorithmic intermediaries determine whether branded content reaches:

1. Existing followers
2. New audiences
3. Niche consumer communities
4. High-potential buyers
5. Consequently, algorithmic visibility becomes a strategic marketing resource.

2.3 Algorithmic Visibility and the Attention Economy

2.3.1 The Scarcity of Consumer Attention

The contemporary digital environment is characterized by extreme information abundance. Consumers encounter thousands of marketing messages daily across multiple devices and platforms. As a result, attention has become one of the most valuable resources in digital marketing.

The attention economy perspective suggests that platforms compete not only for consumer transactions but also for consumer time and engagement. Short-form video platforms are particularly successful because they optimize for continuous attention capture. Features such as:

1. Infinite scrolling
2. Personalized feeds
3. Short video formats
4. Immediate entertainment rewards encourage prolonged engagement.

Recommendation algorithms are central to this process because they continuously select content designed to maximize user retention.

2.3.2 From Follower-Based Reach to Algorithm-Based Reach

One of the most significant changes introduced by short-form video platforms is the decline of follower-based visibility models.

Traditional social media logic:

1. Brands build followers
2. Followers receive updates
3. Brand reach depends on audience size.
4. Algorithm-driven logic:
5. Content performance determines distribution.
6. Relevance determines exposure.
7. Engagement signals influence visibility

This change creates both opportunities and challenges. For emerging brands, algorithmic distribution can reduce dependence on established reputation and advertising budgets. A single well-performing video can generate significant awareness among previously unreachable

audiences. However, algorithmic dependence also creates uncertainty because brands have less direct control over distribution outcomes. Marketing success increasingly depends on understanding algorithmic preferences while maintaining consumer authenticity.

2.4 Theoretical Implications of Algorithm-Driven Marketing

The emergence of algorithm-driven marketing challenges several assumptions within traditional marketing theory. First, communication is no longer controlled exclusively by organizations. Algorithms influence message exposure and interpretation. Second, consumers are no longer simply responding to marketing messages. They are interacting with intelligent systems that personalize experiences. Third, marketing value increasingly emerges through interactions among the following:

1. Brands
2. Consumers
3. Algorithms

4. Platform ecosystems

Therefore, contemporary digital marketing requires frameworks that incorporate technological mediation into consumer behavior analysis. The present study addresses this need by positioning algorithm-driven short-form video marketing as a strategic stimulus within the Stimulus–Organism–Response framework.

2.5 Short-Form Video Marketing Ecosystem and the Transformation of Consumer Engagement

2.5.1 Emergence of Short-Form Video Platforms

The rapid expansion of short-form video platforms represents one of the most significant transformations in digital marketing communication. Platforms such as TikTok, Instagram Reels, and YouTube Shorts have changed how consumers discover, evaluate, and interact with brands. Unlike earlier social media platforms that primarily emphasized social connections and follower networks, short-form video platforms are structured around algorithmic content discovery.

Short-form video marketing is characterized by:

- Brief audiovisual storytelling
- Mobile-first consumption
- High entertainment value
- Algorithmic distribution
- Creator-driven communication
- Interactive consumer participation

The success of short-form video platforms reflects broader changes in consumer media behavior. Digital-native consumers increasingly prefer rapid, visually engaging, and personalized content experiences. Traditional advertising formats often struggle to maintain attention because consumers can easily avoid or skip

promotional messages. In contrast, short-form videos integrate commercial communication within entertainment experiences, reducing psychological resistance toward marketing content.

Research on digital consumer behavior indicates that contemporary consumers increasingly value authenticity, participation, and relevance rather than purely persuasive advertising. Short-form video platforms address these expectations by allowing brands to communicate through storytelling, humor, education, and community participation.

2.5.2 TikTok and Algorithmic Discovery as a Marketing Model

Among short-form video platforms, TikTok represents a major shift in how digital content is distributed. Unlike earlier social networking platforms where content visibility was strongly dependent on follower relationships, TikTok's recommendation system emphasizes content relevance and predicted engagement. The platform's algorithm evaluates multiple behavioral signals, including:

- Viewing duration
- Completion rates
- Replays
- Shares
- Comments
- User interactions
- Content preferences

This creates an environment where unknown creators and emerging brands can achieve substantial visibility if their content aligns with algorithmic evaluation criteria.

From a marketing perspective, TikTok demonstrates the movement from audience ownership toward algorithmic access.

Traditional marketing assumption: Brands need established audiences to achieve reach. Algorithm-driven marketing assumption: Brands need relevant content that algorithms can successfully match with audiences. This transformation has reduced some barriers for smaller firms while increasing the importance of content strategy, experimentation, and consumer understanding.

2.5.3 Instagram Reels and the Integration of Social Identity and Commerce

Instagram Reels combines algorithmic discovery with established social identity mechanisms. Unlike TikTok, which developed primarily around content discovery, Instagram historically emphasized personal networks, visual identity, and influencer relationships.

The integration of Reels into Instagram's ecosystem creates a hybrid environment where:

- Existing followers provide relationship capital.

- Algorithms provide discovery opportunities.
- Influencers provide credibility.
- Social commerce features support transactions.

This combination strengthens the relationship between content exposure, social influence, and purchase behavior. Research on social media marketing suggests that consumer responses are influenced not only by content quality but also by perceived authenticity, social approval, and relational connection. Instagram Reels illustrates how algorithmic visibility interacts with existing social structures to influence brand perceptions.

2.5.4 YouTube Shorts and Search-Entertainment Convergence

YouTube Shorts represents another important development within algorithm-driven video marketing. Unlike purely entertainment-oriented platforms, YouTube combines search behavior, educational content, entertainment, and commerce. This creates opportunities for brands to reach consumers across different stages of the decision journey:

Awareness Stage: Consumers discover unfamiliar brands through recommended videos.

Evaluation Stage: Consumers compare products through demonstrations, reviews, and tutorials.

Decision Stage: Consumers use available links, shopping features, and creator recommendations.

Therefore, short-form video platforms increasingly function as integrated discovery and commerce ecosystems rather than simple communication channels.

2.6 Creator Economy and Influencer-Mediated Marketing

2.6.1 Rise of the Creator Economy

The creator economy represents a major structural change in digital marketing. Individual creators increasingly function as independent media producers, community leaders, and brand communication partners. Unlike traditional celebrity endorsements, creator-based marketing relies heavily on perceived authenticity and relationship closeness.

Creators influence consumers through:

- Expertise
- Relatability
- Trust
- Community membership
- Personal storytelling

Research on influencer marketing demonstrates that consumer responses are strongly affected by perceived credibility, authenticity, and message value.

2.6.2 Influencer Credibility and Consumer Trust

The effectiveness of influencer marketing can be explained through source credibility theory, which

suggests that persuasive communication depends on characteristics such as the following:

- Expertise
- Trustworthiness
- Attractiveness

In algorithm-driven environments, influencers also provide signals that affect algorithmic distribution. Content receiving strong engagement from creator communities is more likely to receive additional visibility. This creates an interaction between: Creator credibility → Consumer engagement → Algorithmic amplification → Brand exposure

Therefore, influencers are not only communication partners but also participants within algorithmic visibility systems.

2.7 Algorithmic Personalization and Perceived Content Relevance

2.7.1 Personalization as a Digital Marketing Capability

Personalization has become one of the most important strategies in contemporary digital marketing. It involves adapting marketing messages, recommendations, and experiences according to individual consumer characteristics and behaviors.

Traditional personalization relied on demographic information such as

- Age
- Gender
- Location
- Income

Modern AI-driven personalization incorporates behavioral intelligence, including the following:

- Content consumption patterns
- Search history
- Interaction behavior
- Purchase preferences
- Social engagement

This represents a shift from demographic personalization toward predictive personalization.

2.7.2 Perceived Relevance as a Psychological Mechanism

While algorithms generate personalization technically, consumer responses depend on whether personalization is perceived as relevant. Perceived relevance refers to the degree to which consumers believe content matches their interests, needs, and circumstances.

Relevant content produces several benefits:

1. Increased attention: Consumers are more likely to notice information aligned with personal interests.

2. Reduced information overload: Personalized recommendations simplify decision-making by filtering excessive information.

3. Enhanced processing motivation: Consumers are more willing to evaluate information perceived as personally meaningful.

Therefore, perceived relevance represents an important psychological bridge between algorithmic capability and consumer response.

2.7.3 The Personalization–Privacy Paradox

Although consumers appreciate personalized experiences, they may simultaneously express concerns regarding data collection and algorithmic surveillance. This tension is known as the personalization–privacy paradox.

Consumers often desire:

- Convenient recommendations
- Relevant content
- Faster discovery

While also worrying about:

- Data misuse
- Lack of transparency
- Manipulative targeting

This paradox creates important implications for algorithm-driven marketing. Successful personalization requires not only technical accuracy but also consumer trust.

2.8 Algorithmic Trust and Consumer Acceptance of AI Recommendations

2.8.1 Conceptualizing Algorithmic Trust

Algorithmic trust refers to consumer confidence that AI systems operate accurately, fairly, and beneficially. Within short-form video marketing, algorithmic trust influences whether consumers accept recommended content as valuable.

Consumers may trust algorithms when they perceive that:

- Recommendations are accurate.
- Suggestions match their preferences.
- The system improves discovery.
- The platform provides useful experiences.

2.8.2 Algorithm Appreciation and Algorithm Aversion

Research on human interaction with algorithms identifies two contrasting responses:

Algorithm Appreciation: Consumers believe algorithms outperform human judgment because they process large amounts of information objectively.

Algorithm Aversion: Consumers distrust algorithms because they perceive them as impersonal, unpredictable, or lacking human understanding.

In marketing contexts, consumer acceptance depends on perceived usefulness and transparency. For short-form video platforms, algorithm appreciation may occur when consumers repeatedly experience relevant recommendations. However, algorithm aversion may emerge when recommendations appear irrelevant, repetitive, or commercially manipulative.

2.8.3 Algorithmic Trust as a Mediator

This study proposes that algorithmic trust acts as a critical mediator between personalization and consumer outcomes.

The logic is algorithmic capability. Perceived relevance, trust in recommendations

Engagement and brand outcomes

This perspective extends existing personalization research by arguing that relevance alone does not guarantee effectiveness. Consumers must trust the system delivering the recommendation.

Theoretical Integration

The literature reviewed in this section supports the argument that short-form video marketing effectiveness depends on interactions among:

1. Algorithmic capability
2. Personalized relevance
3. Consumer trust
4. Engagement behavior
5. Brand outcomes

These relationships provide the foundation for the proposed conceptual model.

2.9 Consumer Engagement in Algorithm-Driven Short-Form Video Marketing

2.9.1 Conceptualization of Consumer Engagement

Consumer engagement has emerged as one of the most important constructs in contemporary marketing research because digital platforms have transformed consumers from passive message recipients into active participants in value creation. Unlike traditional advertising effectiveness measures that focus primarily on exposure, consumer engagement captures the depth of consumers' psychological and behavioral relationships with brands. The concept of engagement extends beyond simple interaction metrics such as likes, views, and clicks. Contemporary marketing literature conceptualizes engagement as a multidimensional construct consisting of cognitive, emotional, and behavioral dimensions.

Cognitive Engagement: Cognitive engagement refers to the degree of attention, concentration, and mental processing consumers allocate toward brand-related content.

Within short-form video environments, cognitive engagement includes:

- Watching videos completely
- Processing product information
- Remembering brand messages
- Seeking additional information

Algorithmic personalization can strengthen cognitive engagement because consumers are more likely to process information that appears relevant to their interests.

Emotional Engagement: Emotional engagement represents consumers' affective responses toward brands and content experiences. Short-form videos frequently generate emotional engagement through:

- Humor
- Storytelling
- Inspiration
- Relatability
- Community connection

Emotional responses are particularly important because consumers often form brand relationships based on feelings rather than purely rational evaluations.

Behavioral Engagement: Behavioral engagement represents observable consumer actions, including:

- Likes
- Comments
- Shares
- Saves

Following brands

- Participating in challenges
- Creating user-generated content

In algorithm-driven platforms, behavioral engagement has additional importance because these actions become signals that influence future content distribution.

Therefore, engagement functions as both

1. A consumer response to marketing content
2. A data signal that shapes algorithmic visibility

This dual role distinguishes algorithm-driven environments from traditional marketing contexts.

2.9.2 Engagement as a Value Creation Mechanism

Marketing research increasingly recognizes that consumer engagement contributes to value creation by strengthening relationships between consumers and brands.

Engaged consumers are more likely to:

- Recall brands
- Develop positive attitudes
- Share brand information
- Participate in communities
- Consider future purchases

However, the relationship between engagement and business outcomes is not automatic. A video may achieve millions of views because it is entertaining, yet

consumers may fail to remember the brand or develop purchase intention. Therefore, this study argues that engagement must be examined as part of a broader psychological pathway:

Algorithmic Exposure → Engagement → Brand Awareness → Purchase Intention

This approach moves beyond the assumption that viral visibility directly creates commercial value.

2.9.3 Algorithmic Amplification and Engagement Feedback Loops

A unique characteristic of short-form video platforms is the existence of engagement feedback loops.

The process operates as follows:

1. The algorithm recommends content to users.
2. Users interact with content.
3. Engagement signals are collected.
4. The algorithm increases or decreases distribution.
5. Additional users encounter the content.

This creates a continuous interaction between consumer behavior and algorithmic decision-making. From a marketing perspective, engagement is therefore not merely an outcome variable but also an input mechanism influencing future brand visibility.

2.10 Brand Awareness Formation in Algorithmic Environments

2.10.1 Traditional Understanding of Brand Awareness

Brand awareness represents consumers' ability to recognize and recall a brand within a particular category. It is a fundamental component of customer-based brand equity because consumers are more likely to consider familiar brands during purchasing decisions. Keller's customer-based brand equity framework identifies brand awareness as the foundation upon which stronger brand associations and preferences are developed. Traditionally, brand awareness was created through:

- Advertising repetition
- Distribution presence
- Sponsorship
- Public relations
- Brand familiarity

However, algorithm-driven platforms introduce new mechanisms of awareness formation.

2.10.2 Algorithmic Exposure and Brand Memory

In short-form video environments, consumers frequently encounter brands unintentionally through recommendation feeds. This changes the awareness creation process from

Search → Discovery → Evaluation To Algorithmic Discovery → Exposure → Recognition → Evaluation

Repeated algorithmic exposure may strengthen brand memory through:

- Increased familiarity
- Visual recognition
- Emotional association
- Social reinforcement

However, exposure effectiveness depends on content quality and relevance. A brand repeatedly shown through irrelevant content may create annoyance rather than positive awareness. Therefore, algorithmic exposure must be combined with meaningful consumer experiences.

2.10.3 Brand Awareness as a Mediator

This study positions brand awareness as a mediating variable between engagement and purchase intention. The theoretical logic is:

1. Personalized videos increase engagement.
2. Engagement strengthens memory and recognition.
3. Stronger awareness increases purchase consideration.

This approach recognizes that consumer purchasing decisions are rarely immediate outcomes of exposure. Instead, they develop through psychological accumulation of brand knowledge.

2.11 Purchase Intention in Social Commerce and Algorithmic Shopping Environments

2.11.1 Transformation of Consumer Decision-Making

Digital platforms have fundamentally changed consumer purchasing journeys.

Traditional decision-making models describe consumers as moving sequentially through:

1. Problem recognition
2. Information search
3. Evaluation
4. Purchase
5. Post-purchase evaluation

However, algorithm-driven platforms increasingly compress these stages.

A consumer may:

- Discover a product through a recommended video.
- Watch a creator demonstration
- Read comments
- Compare alternatives
- Purchase immediately within a single platform experience.

This transformation has contributed to the growth of social commerce.

2.11.2 Social Commerce and Impulse-Oriented Purchasing

Social commerce integrates social interaction with commercial activity. Short-form video platforms support social commerce through:

- Product tags
- Live shopping
- Creator recommendations
- Reviews
- Community discussions

The combination of entertainment, social influence, and convenience can increase purchase intention. However, purchase decisions depend on multiple psychological factors:

- Trust
- Perceived value
- Brand familiarity
- Social proof
- Content relevance

Therefore, algorithmic visibility alone is insufficient.

2.11.3 Elaboration Likelihood Model and Short-Form Video Persuasion

The Elaboration Likelihood Model provides an explanation for how consumers process short-form marketing messages.

- Central Processing Route
- Consumers carefully evaluate:
 - Product information
 - Demonstrations
 - Reviews
 - Functional benefits

Example: A technology brand explaining product specifications through a short educational video.

Peripheral Processing Route

Consumers rely on:

- Creator attractiveness
- Popularity indicators
- Emotional storytelling
- Community approval

Example: An influencer recommending a beauty product through personal experience. Short-form videos often combine both routes, making them effective persuasion environments. Algorithmic personalization strengthens persuasion because consumers are more likely to process messages they perceive as personally relevant.

2.12 Digital-Native Consumers and Algorithm Awareness

2.12.1 Characteristics of Digital-Native Consumers

Digital-native consumers represent individuals who have grown up within digitally connected environments and demonstrate high familiarity with the following:

- Social networking platforms
- Mobile applications
- Online communities
- Algorithmic recommendations

This group differs from earlier generations because digital platforms are integrated into their everyday communication, entertainment, and shopping behaviors.

2.12.2 Digital Natives and Algorithmic Literacy

Unlike assumptions that consumers passively receive algorithmic recommendations, many digital-native consumers possess awareness that platforms personalize content.

They understand that:

- Previous actions influence recommendations.
- Engagement affects visibility.
- Platforms predict preferences

This algorithmic literacy influences how consumers interpret recommendations. Some consumers perceive algorithms as useful tools that improve discovery, while others perceive them as mechanisms of manipulation. Therefore, algorithm awareness becomes an important contextual factor influencing algorithmic trust.

2.12.3 Authenticity Expectations Among Digital Consumers

Digital-native consumers increasingly value authenticity.

They often prefer:

- Real experiences
- Transparent reviews
- Creator opinions
- User-generated content over traditional promotional messages.

This creates a strategic challenge for brands: They must optimize content for algorithms while maintaining human authenticity. Successful short-form video marketing therefore requires balancing:

Algorithmic Optimization + Authentic Storytelling + Consumer Trust

2.13 Integrated Theoretical Framework

The literature demonstrates that no single theory fully explains consumer responses to algorithm-driven short-form video marketing. Therefore, this study integrates five theoretical perspectives.

Stimulus–Organism–Response Framework

Explains: How algorithmic marketing stimuli influence internal consumer states and behavioral responses.

Application: Algorithmic capability → Psychological processes → Purchase intention

Technology Acceptance Model

Explains: Why consumers accept algorithmic recommendations.

Key variables:

- Perceived usefulness
- Perceived ease
- Trust
- Uses and Gratifications Theory

Explains: Why consumers engage with short-form video content.

Key motivations:

- Entertainment
- Information
- Social interaction
- Discovery

Social Influence Theory

Explains: How creators, communities, and social signals influence consumers.

Elaboration Likelihood Model

Explains: How consumers process persuasive short-form marketing messages.

2.14 Final Research Gap: Despite extensive research on social media marketing, influencer marketing, and digital engagement, several important gaps remain.

Gap 1: Limited Understanding of Algorithmic Marketing Value Creation

Although prior studies have extensively examined social media marketing, influencer marketing, and consumer engagement, limited attention has been paid to the mechanisms through which algorithm-driven visibility generates tangible business outcomes. In particular, existing research rarely explains how algorithmic personalization influences consumer trust, engagement, brand awareness, and purchase intention within an integrated theoretical framework.

Gap 2: Algorithms Are Under-Theorized in Marketing Research

Algorithms are frequently treated as technical infrastructure rather than strategic marketing actors.

Gap 3: Engagement Metrics Do Not Fully Explain Marketing Success

Views, likes, and shares provide limited insight into:

- Brand memory
- Trust formation
- Purchase intention

Gap 4: Limited Integration of Technology and Consumer Psychology

Existing studies rarely combine:

- AI acceptance
- Consumer motivation
- Social influence
- Persuasion processes into one comprehensive model.

Gap 5: Need for Digital-Native Consumer Research

Young digital consumers interact with algorithmic systems differently from traditional consumers, requiring updated theoretical models.

3. Conclusion

In summary, the reviewed literature indicates that algorithm-driven short-form video marketing has

fundamentally redefined digital marketing by shifting content discovery from follower-based distribution to AI-powered recommendation systems. Although recommendation algorithms substantially enhance content visibility and consumer engagement, these outcomes do not automatically translate into favorable marketing performance. Rather, consumer responses are shaped by interconnected psychological processes, including perceived relevance, algorithmic trust, engagement, and brand awareness. Accordingly, the proposed conceptual framework addresses an important theoretical gap by integrating technological and behavioral perspectives to explain how AI-mediated recommendation systems influence purchase intention.

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