

Applying Kotler's 5A model to TikTok live: A systematic literature review

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Received 5 May 2025

Revised 16 June 2025

Accepted 20 June 2025

ABSTRACT

Live streaming of TikTok is an important factor in digital marketing success, and its application remains questionable. Rapid development of the skincare industry has created a competitive promotional strategy. This study analyzes how TikTok live can increase skincare sales and the factors that can influence it. This study uses a systematic literature review (SLR) method to analyze the implementation of TikTok Live as a digital marketing strategy in the skincare industry. A total of 38 articles published between 2026 and 2025 were reviewed. The data were analyzed thematically using open and axial coding, structured according to Kotler's 5A framework, and supported by the stimulus-organism-response theory, consumer involvement theory, and technology acceptance models. The results show that TikTok Live has become a digital marketing strategy used to increase skincare sales. Awareness and Appeal have a broad impact and create audience interest through creative visual videos that interact directly with the audience. The ask stage is strengthened through direct consumer communication during live broadcasts through comments. In the Act stage, audiences quickly and easily conduct product transactions. Advocacy forms consumer loyalty to a skincare brand, because customers feel satisfied with the products used. This study provides new insights by combining direct marketing strategies with consumer behavior models. TikTok Live is not only a transactional medium but also a platform for consumer social and emotional engagement.

Keywords: Digital Marketing, TikTok Live, Skincare, Social Media Marketing.

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RESEARCH & PUBLISHING



1. INTRODUCTION

Technological developments have led to significant changes in business marketing patterns. Choosing the right marketing strategy helps to increase the competitiveness and profits of the company. Digital marketing strategies have become an important part of building brand awareness, driving purchasing decisions, and strengthening consumer engagement on a broad scale (Wan, 2023). In this context, the use of social media platforms such as TikTok has created a new marketing paradigm focused on interactivity and emotional connections. Beyond enabling swift transaction processes, this approach also helps sellers adapt their strategies to complex shifts in consumer behavior patterns (Liu et al., 2022).

Table 1. 10 Countries with the most TikTok Users in the World 2024, Total Users in million

No	Country	User (in million)
1	Indonesia	157,6
2	United states	120,5
3	Brazil	105,2
4	Mexico	77,54
5	Vietnam	65,64
6	Pakistan	62,05
7	Philippines	56,14
8	Russia	56,01
9	Thailand	50,81
10	Bangladesh	41,14

Source: *DataIndonesia.id* as of July 2024

Table 1 shows that Indonesia has the highest number of TikTok users at 157.6 million in July 2024. This number outperforms major countries, such as the United States, Brazil, and Mexico (Putri Riyanto & Pratomo, n.d.). TikTok users worldwide is estimated to be 2.05 billion users in 2024 (Rizaty, n.d.). TikTok can be used to reach a larger audience by utilizing live broadcast features. The number of business actors in the cosmetics industry has increased from 726 in 2020 to 1,292 in 2024 (Limanseto, n.d.). This figure makes skincare sales competition highly competitive. The live features of TikTok provide new opportunities for businesses to promote skincare to reach the audience. TikTok helps marketing quickly but also raises complex problems, such as changes in the economic system and increased competition (X. Zhang et al., 2022). Rapid changes in market trends, shifts in consumer behavior, and the emergence of new marketing patterns have become challenges faced by companies (Kumar, 2018). Shifts in consumer behavior require producers to innovate effective marketing strategies to attract consumer attention. (Wongkitrungrueng et al., 2020) Live broadcasts increase sales results, build customer engagement, and can improve customer experience. TikTok is a marketing strategy that is used as a consumer support system to make decisions and evaluate products.

TikTok Live offers a new promotional format that helps brands to interact directly with consumers. Entertainment, education, and product transactions are combined into an integrated presentation on a single channel. However, the effectiveness of this strategy cannot be distinguished from the challenges faced during its implementation. The continuously evolving TikTok algorithm, lack of quality key opinion leaders (KOLs), and the credibility of hosts when conveying product information (K. Zhang et al., 2024) and (Pilati et al., 2025). Additionally, low consumer digital literacy and competitive content act as barriers to the implementation of live-streaming (X. Zhang et al., 2022) and (Telkmann, 2021). Although the amount of scholarly research on social media-based digital marketing has grown significantly in recent years, little attention has been paid to live commerce, most notably TikTok Live. Most previous research has focused on how well visual content works, how influencers work, and how distribution algorithms affect customer preferences. Few studies have exclusively examined the dynamics of live-streaming-based marketing within a strategic framework, most notably focusing on the skincare market sector, which largely relies on product guidance, emotional bonding, and visual facts.

Based on this explanation, this study further discusses this by focusing on the use of the TikTok live feature as a digital marketing strategy. The analysis was conducted on skincare products currently growing rapidly. The author will assess how live streaming can influence consumers so that they can purchase skincare products directly using Kotler's 5 A Theory. This research can then add in-depth knowledge on the effectiveness of utilizing TikTok Live as a means of interaction to create sustainable sales.

2. THEORITICAL BACKGROUND

2.1. Digital Marketing

Kotler and Keller (2016) explained digital marketing strategy is a series of marketing initiatives that promote digital technology products. Marketing is a series of customer-centered activities that determine the need to achieve and maintain relationships with consumers (Huang et al., 2023). Digital marketing is a marketing method assisted by information technology and electronic tools to create interactive relationships between consumers and business partners (Sokolova & Titova, 2019). Digital marketing is a technology that builds bonds and acts as a medium for connecting and facilitating communication between customers and sellers. Digital marketing is the use of digital technology to improve, market, and distribute goods and services that offer value-added. The utilization of this technology makes promotional results more targeted and measurable, allowing them to reach prospective audiences. Digital marketing is a series of processes that uses digital channels to promote goods or services and build a brand image (Y. Wang et al., 2022). Digital marketing is defined as the exploration of the technology used to reach potential audiences to achieve company goals to meet consumer demand. From these explanations, it is clear that digital marketing is the use of digital data technology to promote goods and services to fulfill desires and build positive bonds with customers.

2.2. Digital Marketing Strategy

This study used Kotler's 5 Model (Awareness, Appeal, Ask, Act, and Advocacy) digital marketing strategy theory. The model can be used to analyze customer needs in a structured and targeted manner. The models are:

2.2.1. Awareness

Awareness is the first stage in the digital marketing process and plays a role in creating awareness about a product among potential consumers. At this stage, companies focus on introducing products to the public through digital media. Digital media options include search engines, social media, digital advertising, official websites, and influencers. The aim is to inform the audience that a product is available in the market. The strategies used in this phase are generally informative and are designed to attract attention through messages aimed at increasing a product's promotional reach.

2.2.2. Appeal

The second stage is appeal, which involves building attraction with consumers after they become aware of the existence of a product. Companies must highlight the uniqueness, value-added, and benefits of the promoted product. The communication methods used were persuasive, emphasizing the reasons why the product is worth considering. This content can include product comparisons, customer reviews, product demonstrations, and emotional narratives tailored to the needs of the target market. This phase is crucial for sparking curiosity and building consumer interest.

2.2.3. Ask

In this third stage, consumers are interested in obtaining more detailed information about the products being sold. Consumers can be assisted by viewing product reviews, reading testimonials, or visiting a company's official website. Customer services can be used to inquire about prices, product details, return policies, etc.. Communication between companies and consumers has become more intensive because consumers have shown strong interest. Therefore, it is important for companies to provide accurate information, respond quickly, and

build interactive, consultative communication. This stage is important because it serves as a bridge for consumers during the purchase decision-making stage.

2.2.4. Act

The act stage involves the purchase of a product by consumers. This phase occurs after the consideration process, which ultimately leads consumers to decide to purchase the promoted product. A crucial aspect of this stage is to ensure ease in the transaction process. Mobile apps and online payment systems play important roles in creating a comfortable transaction experience on digital platforms. Businesses must ensure that their purchasing process is straightforward, rapid, and secure. Positive customer experiences can be created through good post-purchase services, thereby building loyalty.

2.2.5. Advocacy

In the fifth stage, advocacy, satisfied customers voluntarily recommend a product to others. Customer advocacy influences a brand's image and attracts consumers. Customers who become product promoters share positive experiences through testimonials, reviews, and social media platforms. Verbal recommendations to friends and family members can enhance their appeal to potential consumers. Therefore, companies must maintain the quality of their products and services. Therefore, it is essential to build long-term relationships through customer loyalty programs. Exclusive content and customer communities are also important factors that must be continuously developed. Advocacy can reduce promotional costs in digital marketing, thus creating a sustainable effect.

2.3. Social Media Marketing

Social media allows users to communicate directly and share their experiences online with others. The ability to share content quickly makes social media a source of information, especially in product marketing. Customization, interactivity, and entertainment are marketing components that increase customer purchasing power (Bushara et al., 2023). Social media allows the creation of diverse textual, visual, and video content that can be customized for the target area (Xiaoluan, 2021). Using social networking sites to advertise brands, interact with customers, and foster brand loyalty (Shanahan et al., 2019). Social media helps in marketing two-way communication between sellers and buyers quickly through available features. Businesses use social media marketing to advertise goods and services, interact with customers, and evaluate communication success using various digital metrics and tools (Keegan & Rowley, 2017). The promotions delivered can be in the form of text, images, and unique videos as a form of digital marketing strategy that influences consumer buying interest. From this explanation, it can be understood that the marketing process can influence consumer purchasing power by interacting digitally.

2.4. TikTok Live Streaming

Broadcasting content allows users to quickly interact with and share their experiences (Y.-S. Wang, 2019). Live interactions increase purchase intention (Liu et al., 2022). As viewers feel more connected to the host and the content being aired, their consumption decisions are influenced by the social presence generated during live streaming (Bai et al., 2024). Dynamic product marketing has revolutionized traditional retail products (Picot-Coupey et al., 2023). A live video chat platform was used to introduce and interact with participants (Wen et al., 2024). Users communicate and present product information in real-time (Lee & Chen, 2021). Therefore, live streaming TikTok is a digital marketing tactic that uses real-time video interaction to promote products and influence audience decisions.

3. METHODOLOGY

3.1 Research Design

This study uses a systematic literature review (SLR) method to analyze the implementation of TikTok Live as a digital marketing strategy in the skincare industry. This approach was used to identify theoretical forms, trends in empirical findings, and research gaps in a structured and systematic manner. Literature screening and collection were performed using the Preferred Reporting Items for Systematic

Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency. A literature search was conducted between February and May 2025. Although the literature reviewed was based on both national and international sources, this study focused on the concept of skincare product markets in Indonesia. This study did not include a specific physical location, similar to a previous study. All data obtained were sourced from accredited academic sources such as Scopus, SINTA, Google Scholar, and Mendeley.

3.2 Data Collection

Literature sources were searched using English keywords such as “digital marketing strategy,” “TikTok Live,” “social media marketing,” “live streaming,” “digital skincare marketing,” and “e-commerce.” Search filters AND and OR Boolean operators (AND, OR) were used to systematically narrow the search results. The criteria for the literature selection were as follows:

Inclusion criteria:

Scientific journal articles that have undergone peer review and scientific proceedings.

- 1) Articles published between 2016 and 2025.
- 2) Studies on TikTok Live, live streaming, and live commerce have been related to digital marketing.
- 3) Studies related to the skincare industry sector or similar products.

Exclusion criteria:

- 1) Non-scientific sources, such as blogs, opinion articles, and editorials.
- 2) Articles unrelated to digital marketing.
- 3) Publications discussing the TikTok platform in a political or noncommercial context.

Based on the screening process, 38 studies that met the inclusion criteria were selected and used for further in-depth analysis. The following is a series of article screenings (see Figure 1):

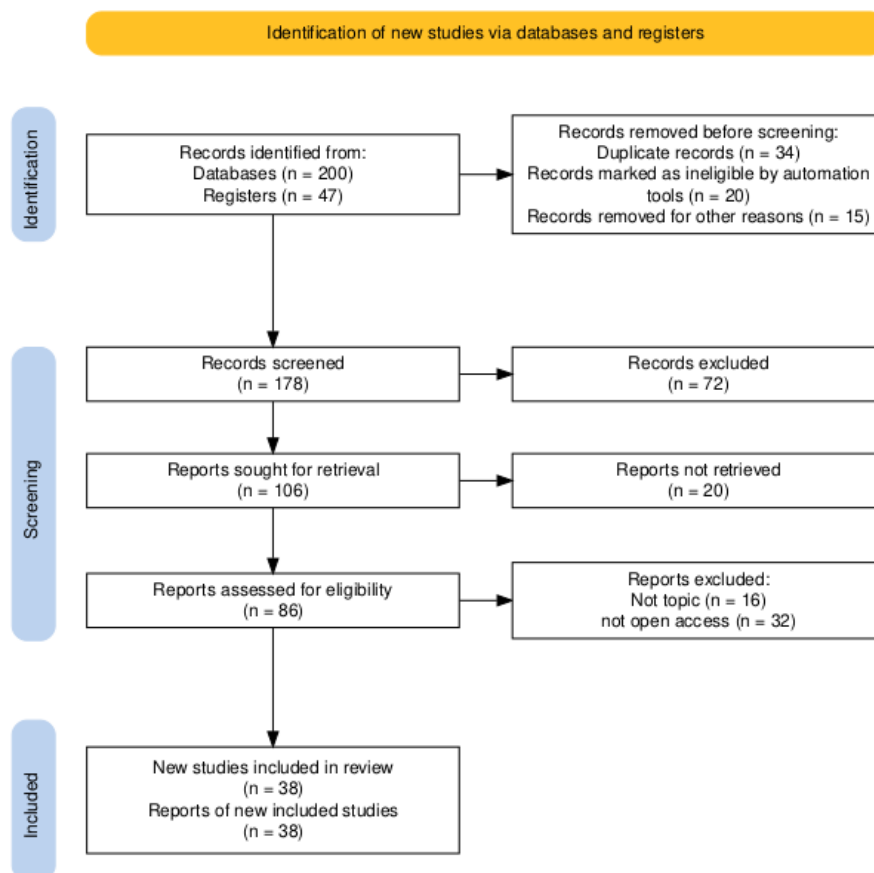


Figure 1. Identification of New Studies via Databases and Registers

Source: Processed from primary data (2025)

3.3 Data Analysis Techniques

A thematic synthesis approach was selected as the data analysis method for this study. The first stage began with open coding (manual coding), to identify the main findings and concepts of each selected article. Axial coding was then performed to classify the codes based on their relationship with Kotler's 5 A model (Awareness, Appeal, Ask, Act, and Advocacy). The themes that have been identified are then analyzed in greater depth by linking them to supporting theories. Stimulus-organism-response (S-O-R) theory is used to explain how stimuli in the form of TikTok Live broadcasts influence consumers' emotional and cognitive responses. Second, the Technology Acceptance Model (TAM) is used to assess how perceptions of ease of use and perceived usefulness of TikTok Live influence user acceptance. Third, Consumer Engagement Theory explains consumers' affective and participatory involvement in building loyalty. The selection of these theories was based on their conceptual fit within the context of TikTok Live as an interactive experience-based marketing medium, digital participation, and real-time content.

4. RESULT AND DISCUSSION

4.1. Awareness

TikTok Live plays a strategic role in increasing consumer awareness by facilitating direct interactions and communication. Skincare businesses are increasingly using this feature to reach consumers and to introduce new products. It also serves as a strategy for building brand awareness and attracting a wider audience than existing followers. Live streaming differs from conventional advertising in that it offers multisensory consumer engagement by combining audience participation, audiovisual demonstrations, and narratives created by influencers (Buckley et al., 2025);(Mausul & Ma'mun, 2024);(Paulus, 2024). This mechanism aligns with stimulus-organism-response theory, positioning TikTok Live as a stimulus that triggers emotional and cognitive responses from consumers. It also helps direct higher levels of consumer attention and interest. Several studies have shown that TikTok Live increases visibility through the For You Page (FYP) by distributing promotional content. This provides brands with the opportunity to expand their marketing beyond existing follower bases. Influencers act as intermediaries in presenting content tailored to consumers' preferences. According to the Technology Acceptance Model (TAM), easy access to information and perceived usefulness can increase user acceptance of TikTok Live as a marketing platform. Consumer awareness of a brand is no longer a passive process but can be created collaboratively by influencers and consumers through two-way interaction. A study on Skincare Skintific successfully utilized TikTok Live features to promote products such as 5X Ceramide Barrier Repair moisturizer. Skincare Skintific's TikTok Live sessions often feature well-known beauty influencers. This strategy involves demonstrating how to use skincare products and educating consumers on skincare routines. The sessions were designed with a unique, visually appealing background. Interactive Q&A segments with consumers are included to spark curiosity about skincare products and to encourage consumers to try them.

4.2. Appeal

After awareness is established, the appeal stage emphasizes deepening the emotional and rational attention to the product. Consumer involvement theory states that consumer interest is influenced by the behavioral, affective, and cognitive dimensions. TikTok Live Streams provide brands with the opportunity to activate these dimensions with the support of influencers to tell unique and interesting stories. In addition, it demonstrates the effectiveness of the product and responds quickly to questions. Chen and Yang (2023) argued that customer trust increases after exploring products through trusted figures. Qin et al. (2023) reported that creative formats, such as product testing and live tutorials, significantly enhance consumers' emotional engagement. However, the appeal of TikTok Live is not merely a technical issue but also the integration of entertainment through informative narratives, creating an immersive experience. Furthermore, TikTok Live is supported by visual cues that can influence decision-making (Buckley et al., 2025). By leveraging popular TikTok trends, challenges, and audio tracks, brands capitalize on cultural resonance to maintain consumer attention. This dynamic aligns with the Stimulus-Organism-Response (S-

O-R) theory framework, in which environmental stimuli such as content and influencer charisma can influence internal states, such as perceptions and emotions, driving increased consumer engagement. Skincare brands that successfully align credibility with the aesthetic appeal of their products have a greater chance of effectively influencing their appeal stage. Skincare products from Skintific exemplify this phase by consistently curating content in their TikTok Live streams and blending entertainment with education. Through the presence of dermatologists and aesthetic professionals alongside influencers, skincare products collaborate with expert authority and relevance. This is evident in the launch of a new product where skincare utilizes real-time skin analysis tools and split-screen demos to create higher levels of consumer trust and emotional engagement.

4.3. Ask

At the ASK stage, consumers are more likely to actively seek information to validate their initial interests. TikTok Live is considered highly effective in this process because of its interactive features such as question prompts and comment sections. Here, credibility and acceptance of information are the main determining factors. According to Wang et al. (2022) and Huang et al. (2023), the emotional connection formed during a live session can increase consumer loyalty. Fletcher and Gbadamosi (2024) also highlight that TikTok Live can create an environment driven by interactions that bridge the information gap between consumers and brands. Consumer engagement theory emphasizes that collaboration and participation in content creation can strengthen branded bonds. Sellers should use interactive narratives, data transparency, and detailed product explanations during the live sessions. Influencers' credibility in responding to questions posed by viewers also influences trust and transforms interest into purchase intent. The ASK phase in TikTok Live surpasses conventional FAQ models, becoming a direct question-and-answer space rooted in emotions and social interactions. Live sessions for skincare products were designed to invite and prioritize audience questions. This often involves displaying questions on a TikTok Live screen followed by product specialists providing quick explanations. This two-way communication helps categorize product benefits and build consumer trust in the Skintific brand. Additionally, Skintific frequently cited testimonials and clinical studies to enhance the credibility of its engaging content continuously.

4.4. Act

In the act phase, consumers turn their interests into a purchase action. TikTok Live accelerates this process by integrating shopping features, social proofs, and urgency-based promotions. This platform can facilitate seamless transitions from product introduction to checkout within a single interface. Studies by Salasac and Lobo (2022) and Lv et al. (2022) indicate that fast sales, time-limited discounts, and package offers during live sessions significantly increase conversion rates. This phase also highlights the principles of stimulus-organism-response (S-O-R) theory and impulsive purchasing behavior, where emotional stimuli with quick feedback and influencer performance drive immediate behavioral responses. As stated by Xu et al. (2020), live sessions act as a bridge in the consumer decision-making journey, minimizing doubt and fostering faster action. The provision of time-limited vouchers, the use of countdowns, and the proactive involvement of influencers trigger psychological cues that can increase urgency and speed. In the skincare industry, where trust and perceived effectiveness are crucial, TikTok Live enables brands to replicate in-store consumer consultations in a digital environment. Additionally, TikTok Live facilitates action-focused behavior. The skincare brand Skintific optimizes this phase by leveraging exclusive product bundles, live-purchase discounts, and real-time check-in incentives. Another strategy proposed by Skintific involves displaying purchase notifications to simulate urgency and popularity. These drives purchasing decisions and reinforces social support for customers.

4.5. Advocacy

The final stage is advocacy, which involves transforming satisfied consumers into product promoters. TikTok Live provides facilities through interactive features, visibility, and community-building. Consumers who are emotionally engaged and have positive experiences are more likely to recommend a

brand to others. Sweeney and Swait (2008) and Quinn et al. (2016) state that advocacy can reduce promotional costs and promote authenticity, especially when supported by consumer-generated content such as tutorial videos, testimonials, and unboxing reviews. Lu et al. (2019) and Xiaoluan (2021) mention that active participation by sellers and buyers during live broadcasts not only fosters loyalty, but can also increase organic visibility. Products that acknowledge audience engagement through comments or gifts can strengthen consumers' emotional connections. This mechanism aligns with the consumer engagement theory, which states that meaningful interactions trigger advocacy behaviors. In the skincare industry, the role of consumers recommending products to fellow consumers is highly valued, as advocacy generated from TikTok live streams becomes a critical differentiator. This can transform individual satisfaction into a scalable marketing force, sustain product growth, and strengthen customer loyalty.

Skintific leverages this phase by showcasing video testimonials from previous consumers during the TikTok Live sessions. Additionally, Skintific encourages viewers to share their experiences with the skincare products they use by creating branded hashtags. These activities were supported by small gifts and incentives. Implementing this strategy not only increases ad reach, but also strengthens consumer-driven storytelling, which organically influences product advocacy creation (see Table 2).

Table 2. Results Matrix

No	5A stages	Result	TikTok mechanism	Supporting studies
1.	Awareness	Increase brand dan product through interactive visual content distribution	FYP algorithm, product demonstrations, storytelling by influencers.	Buckley et al. (2025); Skintific utilizes skincare education with attractive visuals
2.	Appeal	Building emotional and cognitive engagement through narrative, visualization, and interaction	Storytelling, TikTok trend, popular music, presence of experts and influencers	Chen & Yang (2023); Qin et al. (2023); Skintific presents dermatology experts
3.	Ask	Facilitate consumers in finding and clarifying information in a two-way manner	Comment features, live Q&A, validation from testimonials and clinical data	Fletcher & Gbadamosi (2024); Huang et al. (2023); Live Skintific is interactive and responsive
4.	Act	Convert interest into purchase actions through urgency and transaction integration	Real-time discounts, bundling, purchase notifications, TikTok Shop integration	Xu et al. (2020); Salasac & Lobo (2022); Skintific offers bundling & urgency signals.
5.	Advocacy	Encouraging satisfied consumers to become brand promoters voluntarily	Live testimonials, campaign hashtags, UGC (user-generated content), communities	Sweeney & Swait (2008); Lu et al. (2019); Skintific promotes hashtags and live testimonials

Source: Processed from primary data (2025)

5. CONCLUSIONS

This study concludes that TikTok Live features are strategic strengths as an interactive communication medium in the application of digital marketing in Indonesia's participatory skincare industry. Utilizing live-broadcast features, brands can encourage real-time emotional engagement with consumers. Product information is conveyed in an educational manner, creating a responsive and personalized shopping experience. Collaboration among visual narratives, product demonstrations, and consumer engagement during live streams has been proven to increase purchase volume. It also fosters customer loyalty supported by the credibility of the right influences. Kotler's 5A model, as an analytical framework, encompassed the stages of Awareness, Appeal, Ask, Act, and Advocacy. This study shows that the characteristics of TikTok Live can strengthen each stage of a consumer's digital journey. Additionally, this study identified that TikTok Live's strength lies in its ability to foster two-way communication focused on trust, direct incentives, and impressive visual experiences. These findings address the main issue of how TikTok Live can influence consumer behavior in the skincare industry, and the factors that enhance its effectiveness.

However, this study still has contextual and methodological limitations that need to be considered. Methodologically, the literature review approach did not involve direct observation or empirical

verification of live TikTok users. Contextually, the level of consumer trust in influencers (KOLs) and the dynamics of the TikTok algorithm pose challenges in creating consistent and credible product messages. The rapid evolution of content requires brands to continuously innovate to compete. Therefore, future research should use mixed methods through collaboration between participatory observations, surveys, and case studies. The focus should be on specific brands that utilize TikTok Live for skincare product promotions. This method provides opportunities to explore consumers' cognitive and affective dimensions. It can also be used to test the sustainability of digital marketing strategies. Theoretically, this study contributes to expanding knowledge on the integration of TikTok Live into Kotler's 5A-based digital consumer behavior model. The findings of this study can serve as a guide for skincare businesses to design more adaptive live streaming strategies in response to changing market behavior.

Ethical approval

Not Applicable.

Informed consent statement

Not Applicable.

Authors' contributions

Conceptualization, W.B.G. and L.M.; methodology, W.B.G. and L.M.; validation, W.B.G. and L.M.; formal analysis, W.B.G. and L.M.; resources, W.B.G. and L.M.; writing original draft preparation, W.B.G. and L.M.; writing review and editing, W.B.G.

Research Funding

There was no funding source for this study.

Statement of Disclosure

There were no conflicts of interest disclosed by the authors.

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