Paid Clipper Strategy For Personal Branding On Tiktok: A Case Study Of Timothy Ronald

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ABSTRAK

Pertumbuhan pesat konten video pendek di TikTok mendorong kreator mengembangkan strategi baru untuk memperluas visibilitas konten dan keterlibatan audiens. Salah satu strategi yang berkembang adalah sistem paid clipper, yaitu penggunaan akun pihak ketiga untuk mendistribusikan ulang potongan video yang telah diedit agar menjangkau audiens yang lebih luas. Penelitian ini bertujuan menganalisis pemanfaatan paid clipper sebagai strategi personal branding Timothy Ronald melalui akun TikTok @clippertimothydareclip. Penelitian menggunakan pendekatan deskriptif kualitatif dengan observasi digital sebagai teknik pengumpulan data utama. Data primer diperoleh melalui pengamatan unggahan video, tema konten, intensitas posting, serta indikator keterlibatan audiens seperti jumlah likes dan komentar. Data sekunder diperoleh dari literatur yang relevan tentang personal branding, distribusi konten digital, dan pemasaran media sosial. Hasil penelitian menunjukkan bahwa distribusi paid clipper bekerja melalui intensitas unggahan yang tinggi, pembingkaian narasi yang konsisten, dan pesan terpusat yang menampilkan Timothy Ronald sebagai edukator finansial, motivator muda, dan figur inspiratif. Distribusi konten serupa melalui beberapa akun clipper meningkatkan visibilitas konten dan memperluas jangkauan audiens di TikTok. Temuan ini menunjukkan bahwa paid clipper bukan hanya pengunggah ulang konten, tetapi juga aktor distribusi strategis dalam penguatan personal branding kreator digital.

Kata kunci : Clipper Berbayar; Distribusi Konten; Pemasaran Influencer; Personal Branding; TikTok

ABSTRACT

The rapid growth of short-form video content on TikTok has prompted creators to adopt new strategies to expand content visibility and audience engagement. One emerging strategy is the use of paid clipper systems, in which third-party accounts redistribute edited segments of creators' videos to reach wider audiences. This study aims to analyze the use of paid clippers as a personal branding strategy for Timothy Ronald through the TikTok account @clippertimothydareclip. The research employs a qualitative descriptive approach with digital observation as the primary data collection method. Primary data were obtained by observing video uploads, content themes, posting intensity, and audience engagement indicators such as likes and comments. Secondary data were gathered from relevant literature on personal branding, digital content distribution, and social media marketing. The findings show that paid clipper distribution operates through high posting intensity, consistent narrative framing, and centralized messaging that presents Timothy Ronald as a financial educator, youth motivator, and inspirational figure. The distribution of similar content across multiple clipper accounts significantly increases content visibility and expands audience reach on TikTok. The results also indicate that financial and educational content generates higher audience engagement compared to motivational content. These findings demonstrate that paid clippers function not only as content re-uploaders but also as strategic distribution actors that play an important role in strengthening the personal branding of digital creators, highlighting the significance of decentralized content distribution in contemporary social media marketing.

Keywords : Content Distribution; Influencer Marketing; Paid Clipper; Personal Branding; TikTok

INTRODUCTION

The rapid growth of short-form video platforms has transformed the landscape of digital marketing and online content distribution. Social media has changed the way individuals and organizations communicate with audiences because users are no longer positioned only as passive consumers but also as active producers and distributors of content (Kaplan & Haenlein, 2010). TikTok, as one of the most influential short-video platforms, enables creators to disseminate information, build communities, and develop personal branding through audiovisual content that reaches audiences rapidly and widely. In the digital environment, personal branding is closely related to how individuals construct, manage, and communicate their identities through online platforms (Labrecque et al., 2011). This process is also connected to the rise of social media influencers

and micro-celebrity practices, in which visibility, credibility, and audience interaction become important elements in shaping public recognition (Freberg et al., 2011; Khamis et al., 2017).

In this ecosystem, content visibility is not only determined by the originality of the creator's uploads but also by the distribution mechanisms that amplify content circulation across multiple channels. Previous studies show that influencer credibility, opinion leadership, and engagement strategies can influence audience trust, brand attitudes, and interaction with digital content (Casaló et al., 2020; De Veirman et al., 2017; Lou & Yuan, 2019). Moreover, the attention economy encourages creators to continuously maintain visibility through repeated exposure and strategic content circulation (Marwick, 2015). One emerging phenomenon in this environment is the use of paid clipper systems, where third-party accounts redistribute edited segments of creators' videos to expand their reach and visibility in the platform's algorithmic environment. This practice can be understood as a form of visibility labour, in which supporting actors contribute to sustaining the creator's public presence and strengthening audience engagement across social media platforms (Abidin, 2016; Tafesse & Wood, 2021)

Previous studies on TikTok marketing have largely focused on content characteristics, audiovisual presentation, and user engagement behavior. Research has shown that the effectiveness of short-form video content is strongly influenced by multimodal features, narrative structure, and audiovisual elements that attract audience attention (Jiang et al., 2024; (Monroe) Meng et al., 2024; Zhang et al., 2024). Other studies emphasize the role of influencer credibility and audience trust in shaping engagement and loyalty within social media environments Alcántara-Pilar et al., 2024; Haq & Chiu, 2024). Additionally, several scholars have examined TikTok marketing strategies in relation to consumer behavior and social media influence, highlighting how short-form videos can affect audience perception and decision-making processes (Chen et al., 2024; Spörl-Wang et al., 2025; Ying et al., 2025).

Despite these growing discussions, existing literature primarily concentrates on the role of content creators and the production of original content. Studies on influencer marketing and personal branding generally emphasize how creators construct identity, credibility, and audience relationships through self-presentation and strategic communication on social media (Khamis et al., 2017; Labrecque et al., 2011). However, limited attention has been given to the role of secondary distribution actors who disseminate content through re-uploading mechanisms. In practice, many creators rely on clipper accounts to distribute edited segments of their videos across multiple channels, thereby increasing content exposure and audience reach. This practice reflects the importance of visibility in the attention economy, where repeated circulation and audience encounters can strengthen public recognition and perceived relevance (Abidin, 2016; Marwick, 2015)

This phenomenon suggests that content distribution strategies may play an equally important role as content production in shaping the visibility and reputation of digital creators. The involvement of clipper accounts can also be understood as part of a broader engagement strategy, because redistributed content may create additional points of interaction between audiences and the creator's personal brand (Tafesse & Wood, 2021). Therefore, examining paid clipper systems is important to understand how personal branding on TikTok is not only formed through original creator content, but also through decentralized distribution networks that amplify messages, expand visibility, and reinforce audience perception.

The paid clipper system implemented in the Timothy Ronald community, particularly within the "Akademi Crypto" network, represents a notable example of this distribution model. In this system, clippers receive financial incentives based on performance metrics such as video views, encouraging them to produce short clips that highlight key messages from the creator's content. This mechanism reflects the growing importance of visibility and engagement in social media branding, where repeated exposure and audience interaction can strengthen the perceived relevance of a digital figure (Abidin, 2016). Through this mechanism, edited video segments are circulated by numerous clipper accounts, potentially increasing the frequency of exposure and reinforcing the creator's public image within the TikTok ecosystem. Such practices are closely related to influencer marketing strategies, in which credibility, audience trust, and content circulation play important roles in shaping audience perception (De Veirman et al., 2017; Lou & Yuan, 2019).

Based on this context, this study aims to examine how paid clipper practices contribute to the formation of personal branding on TikTok, particularly in the context of decentralized content distribution. Specifically,

the study analyzes the distribution of content through the clipper account @clippertimothydareclip and its role in strengthening the public image of Timothy Ronald as a financial educator, youth motivator, and inspirational figure. The paid clipper system is considered important to examine because it shows that personal branding on social media is not only shaped by the original creator's content, but also by the way such content is repeatedly reproduced, edited, and circulated by supporting accounts. Personal branding in digital spaces depends on how individuals construct a recognizable identity and maintain consistent communication with audiences across platforms (Khamis et al., 2017; Labrecque et al., 2011). Through this mechanism, clipper accounts may help increase exposure, reinforce key messages, and build a more consistent public perception of the creator. This process also aligns with engagement-based social media strategies, where supporting content networks can expand interaction points between audiences and the creator's brand (Casaló et al., 2020; Tafesse & Wood, 2021)

Accordingly, this research addresses three main questions: (1) how does the paid clipper system operate within the Timothy Ronald community on TikTok; (2) how does clipper-based content distribution contribute to the formation of Timothy Ronald's personal branding; and (3) how does cross-account clipper distribution influence content visibility and audience engagement on the platform. These questions are important because personal branding in digital media is shaped not only by self-presentation, but also by audience interaction, credibility, and the continuous circulation of content across social media platforms (Khamis et al., 2017; Labrecque et al., 2011). In addition, influencer marketing studies indicate that trust, opinion leadership, and engagement strategies play central roles in strengthening audience responses toward digital figures (Casaló et al., 2020; Lou & Yuan, 2019; Tafesse & Wood, 2021). By answering these questions, this study is expected to provide a deeper understanding of the role of secondary distribution actors in digital branding practices and contribute to the discussion of influencer marketing, audience engagement, and content circulation in the short-form video ecosystem.

RESEARCH METHODS

This study employs a qualitative descriptive approach to examine the role of paid clipper systems in strengthening personal branding on TikTok. The research focuses on the TikTok account @clippertimothydareclip as the primary unit of analysis, which actively re-uploads short video clips from Timothy Ronald's content as part of a broader clipper distribution network within the "Akademi Crypto" community. The qualitative descriptive design was selected to provide an in-depth understanding of the mechanisms of clipper-based content distribution and its role in shaping audience perceptions and engagement. This approach is relevant because personal branding on social media is closely connected to identity construction, visibility management, influencer credibility, and audience interaction (Freberg et al., 2011; Khamis et al., 2017; Labrecque et al., 2011).

Data collection consists of both primary and secondary sources. Primary data were obtained through digital observation of video content uploaded on the TikTok account @clippertimothydareclip. The observation focused on several aspects, including video duration, thematic categories of the content, posting frequency, and audience engagement indicators such as likes and comments. In addition, the researcher examined the operational characteristics of the paid clipper system, including the mechanisms of content redistribution and the patterns of video dissemination across multiple clipper accounts. These observations were conducted to identify the structure of content distribution and its potential influence on content visibility and audience interaction. The focus on visibility and engagement is important because social media branding often depends on repeated exposure, audience participation, and strategic content circulation within the attention economy (Abidin, 2016; Marwick, 2015; Tafesse & Wood, 2021)

Secondary data were collected through a literature review from academic sources relevant to personal branding, digital content distribution, influencer marketing, and TikTok-based marketing strategies. These sources provide theoretical foundations that support the interpretation of the empirical findings and help contextualize the observed phenomenon within broader digital marketing literature. The literature review particularly draws on studies discussing influencer credibility, opinion leadership, brand attitude, message value, and audience trust in social media environments (Casaló et al., 2020; De Veirman et al., 2017; Lou & Yuan, 2019). These perspectives help explain how clipper-based distribution may contribute to the strengthening of a creator's public image and audience engagement.

The data analysis process follows the qualitative analysis model proposed by Miles and Huberman, which consists of three stages: data reduction, data verification, and data display. In the first stage, data reduction was conducted by selecting and organizing relevant observations related to clipper-based content distribution. In the second stage, data verification was performed by comparing engagement indicators across observed videos and clipper accounts to identify patterns of visibility and audience interaction. Finally, the analyzed data were presented in tabular form to illustrate content themes, video duration, posting intensity, visibility indicators, and audience engagement patterns. Through this analytical process, the study aims to generate a systematic understanding of how paid clipper distribution contributes to expanding content visibility and strengthening the personal branding of digital creators on TikTok.

RESULTS AND DISCUSSION

This section presents the findings obtained from digital observation of the TikTok account @clippertimothydareclip and several related clipper accounts. The presentation focuses on content characteristics, distribution patterns, and indicators of audience engagement. These aspects are important because social media visibility is shaped not only by the content itself, but also by how audiences respond to, circulate, and interact with that content (Kaplan & Haenlein, 2010; Tafesse & Wood, 2021). In the context of personal branding, engagement indicators such as likes, comments, shares, and repeated exposure can reflect how audiences perceive the credibility and relevance of a digital figure (Freberg et al., 2011; Lou & Yuan, 2019). The results are presented objectively based on the observed data and are supported by tables that summarize the characteristics of the uploaded content. This tabular presentation helps clarify how clipper-based distribution contributes to visibility, audience interaction, and the reinforcement of personal branding within the TikTok ecosystem.

Content Theme Categorization in Clipper Distribution

Table 1 presents the characteristics of six video contents uploaded by the clipper account @clippertimothydareclip, including upload date, video duration, thematic category, number of likes, and number of comments.

Table 1. Observation Data of Clipper Content on TikTok Account @clippertimothydareclip

No	Upload Date	Duration	Theme Category	Likes	Comments	Source (Video URL)
1	13/11/2025	00:55	Financial	38,500	988	Link
2	06/11/2025	00:28	Financial	16,900	157	Link
3	25/11/2025	00:21	Education	47,700	407	Link
4	08/12/2025	00:39	Education	46	4	Link
5	24/11/2025	00:48	Mindset	78	1	Link
6	23/11/2025	00:34	Mindset	101	6	Link

Source: Authors' own observation (2025)

Based on Table 1, three main patterns can be identified. First, financial-themed content demonstrates a relatively high level of audience engagement. One of the observed videos uploaded on 13 November 2025 received 38,500 likes and 988 comments, indicating strong audience interaction with financial-related topics. This finding suggests that practical and informative content can strengthen audience attention because users tend to engage more with content that provides perceived value and relevance (Lou & Yuan, 2019; Tafesse & Wood, 2021). Second, educational-themed content also shows substantial engagement. The video uploaded on 25 November 2025 obtained the highest number of likes among the observed videos, reaching 47,700 likes and 407 comments. Despite having a short duration of 21 seconds, the video achieved significant audience attention.

This indicates that short-form content can still generate strong engagement when it delivers clear messages and supports the creator's credibility as a knowledge-based public figure (Casaló et al., 2020; Freberg et al., 2011). Third, mindset-themed content displays considerably lower engagement compared to the other categories, with likes ranging only between 78 and 101. These findings indicate variations in audience response across different thematic categories of clipper content. In the context of personal branding, such variation shows that audience engagement is influenced not only by the creator's popularity but also by content relevance, message value, and the ability of the content to reinforce the creator's public identity (Khamis et al., 2017; Labrecque et al., 2011).

Distribution of Paid Clipper Content in Personal Branding Formation

Table 2 presents the distribution characteristics of the paid clipper account @clippertimothydareclip in relation to the personal branding of Timothy Ronald, showing key aspects including posting intensity, content distribution patterns, branding messages, and audience engagement indicators.

Table 2. Distribution of Paid Clipper Content in Personal Branding Formation

No	Clipper Account	Upload Intensity	Content Distribution Pattern	Personal Branding Message Focus	Audience Engagement Indicators
1	@clippertimothydareclip	High (≥2 videos/day)	Centralized re-uploading of video clips with uniform captions and consistent narrative.	Financial educator, youth motivator, and inspirational figure	Stable likes, comments, and shares; reflective audience responses

Source: Authors' own observation (2025)

The results indicate that the clipper account

uploads content with high intensity, reaching at least two videos per day. The distribution pattern mainly involves re-uploading short video segments accompanied by similar captions and consistent narrative framing. The branding messages consistently portray Timothy Ronald as a financial educator, youth motivator, and inspirational public figure. The observed engagement indicators, including likes, comments, and shares, show relatively stable interaction levels across the uploaded contents.

Cross-Account Content Distribution and Visibility

Table 3 presents the results of observations of several clipper accounts that redistribute Timothy Ronald's content, including @clippertimothydareclip, @timothyronaldclip, @cliperdunia03, and @mooclipstimothy.

Table 3. Cross-Account Distribution of Timothy Ronald Clipper Content

No	Clipper Account	Account Type	Upload Pattern	Visibility Indicators	Audience Interaction Indicators
1	@clippertimothydareclip	Primary clipper	Regular uploads of 30–60 sec clips focused on financial content; approx. one video/day.	High visibility; tens of thousands of likes and high user interaction activity.	Active engagement through reflective comments and save feature usage.
2	@timothyronaldclip	Clipper account	Irregular uploads of 30–60 sec mindset-focused clips; approx. one video/day.	Very high visibility; hundreds of thousands to nearly one million interactions per upload.	Intense audience engagement with extended discussions in comment sections.
3	@cliperdunia03	Clipper account	Regular uploads of 10–30 sec motivational clips; more than one video/day.	High visibility; hundreds of thousands of views per upload.	Responsive audience interaction; limited follow-up discussion.
4	@mooclipstimothy	Clipper account	Regular uploads of 10–30 sec financial clips; more than one video/day.	High visibility; hundreds of thousands of views per upload.	Low to moderate engagement; dominated by brief reactions.

Source: Authors' own observation (2025)

The results indicate that content distribution across multiple clipper accounts contributes to high visibility levels. Several observed videos reach hundreds of thousands of views and show active audience interaction. Accounts that upload videos with durations between 30–60 seconds tend to generate more reflective comments

and deeper discussion, while accounts uploading shorter clips of 10–30 seconds generally produce more reactive and brief forms of audience interaction.

Data Validity and Reliability

To ensure data validity, this study applied systematic digital observation of publicly available content on TikTok. The observed videos were selected purposively based on thematic diversity, posting period, and engagement indicators. Reliability was ensured through repeated observation of the same content variables, including video duration, thematic category, posting intensity, and engagement metrics such as likes and comments. Data were then organized and verified through cross-comparison between observed tables to identify patterns of visibility and audience interaction across different clipper accounts.

Discussion

The findings indicate that paid clipper accounts play a significant role in maintaining the visibility of digital creators on TikTok. The high posting intensity observed in the account @clippertimothydareclip suggests that repeated distribution of content contributes to sustained exposure in the platform's algorithmic environment. This finding aligns with previous studies emphasizing the importance of frequency and consistency in social media marketing strategies (Barta et al., 2023; Liu et al., 2024). In the context of short-form video platforms, repeated content exposure increases the probability of appearing on users' recommendation feeds, which may enhance audience reach and engagement.

Furthermore, the categorization of content themes demonstrates that practical and informative topics, such as financial and educational content, tend to attract stronger audience responses. This observation supports earlier research highlighting that informative and utilitarian content can stimulate higher engagement within digital marketing environments (Xiao et al., 2024) .

Another important finding is the role of multiple clipper accounts in expanding content visibility. The parallel distribution of identical or similar video clips across several accounts creates a broader distribution network, increasing the likelihood of content reaching diverse audience segments within the platform. From a theoretical perspective, this mechanism can be understood through the concept of image transfer, where the credibility and reputation of a public figure are reinforced through repeated exposure across multiple channels (Haq & Chiu, 2024b). When audiences encounter similar narratives across different accounts, the perceived credibility of the creator may be strengthened.

In contrast to earlier research that primarily focuses on the original content produced by influencers, this study highlights the importance of secondary distribution actors in digital content ecosystems. Paid clipper accounts function not only as content redistributors but also as strategic agents that amplify visibility and reinforce the personal branding of digital creators. Overall, the results contribute to the understanding of how decentralized content distribution systems operate within short-form video platforms, demonstrating that personal branding in contemporary social media environments is increasingly shaped not only by content production but also by the structure and intensity of content distribution networks.

CONCLUSION

This study examines the role of paid clipper systems in strengthening the personal branding of Timothy Ronald on TikTok through the account @clippertimothydareclip. The findings show that the paid clipper mechanism operates through structured content redistribution carried out by third-party accounts that re-upload edited video segments from the creator's original content, functioning as a decentralized network that expands content reach and increases visibility across the platform.

The results indicate that the clipper account maintains high posting intensity and consistent narrative framing that reinforces Timothy Ronald's public image as a financial educator, youth motivator, and inspirational figure. Content related to financial knowledge and education generates higher audience engagement compared to motivational or mindset-oriented content. In addition, the distribution of similar video clips across multiple clipper accounts contributes to higher visibility levels and increases the likelihood of content appearing on users' recommendation feeds.

These findings demonstrate that paid clipper systems not only act as secondary distributors of content but also play an important strategic role in shaping the personal branding of digital creators. The presence of multiple clipper accounts creates a distribution ecosystem that amplifies exposure and strengthens the creator's perceived credibility among audiences. Future research may further explore the economic dynamics of clipper

communities, the sustainability of pay-per-performance distribution systems, and the broader implications of decentralized content distribution strategies in digital creator economies.

ACKNOWLEDGMENTS

The authors declare that this research received no external funding. The authors sincerely thank all individuals and institutions who provided support, cooperation, and valuable contributions throughout the research process. Special appreciation is extended to the participating school and students for their involvement and assistance in the successful completion of this study.

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