

A Scoping Review of Data Privacy Concerns and Their Role on Consumer Decision-Making in TikTok Social Commerce: Exploring Social Media Engagement and Digital Trust

Yanqing Peng ^{1*} Hafizah Omar Zaki ² Che Aniza binti Che Wel ³ Nadzirah Rosli ⁴

¹ Ph.D Student, Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Bangi, Malaysia

² Dr., Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Bangi, Malaysia

³ Senior Lecturer, Center for Value Creation and Human Well-being Faculty of Economics and Management, Universiti Kebangsaan, Bangi, Malaysia

⁴ Professor, Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Bangi, Malaysia

* **Corresponding Author:** p131137@siswa.ukm.edu.my

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ABSTRACT

This research studies the impact of privacy worries on customers who use social commerce on TikTok while highlighting their behavior toward digital trust and social media involvement. The understanding of privacy behaviors becomes vital as TikTok continues expanding because it helps to build user trust and maintain interaction. Researcher applied PRISMA-ScR methodology to review 15 peer-reviewed articles and industry reports in order to complete their investigation. The study identified consumer trust as well as social media engagement together with privacy risk perceptions as its essential findings. The review evidence shows that privacy issues function as a major component that influences both user trust development and TikTok social commerce involvement. The strategies used for trust-building together with intergenerational differences significantly shape how users behave in the platform. This study offers actionable insights for platform developers, marketers, and policymakers, stressing the importance of transparent data management and ethical marketing practices. It also outlines future research directions, including mixed-method and cross-cultural studies, to deepen understanding of the interplay between privacy and trust. The findings support the development of a sustainable and ethical social commerce environment.

Keywords: Data Privacy, Consumer Decision-Making, TikTok Social Commerce, Social Media Engagement, Digital Trust.

INTRODUCTION

TikTok has become a global multimedia leader, transforming user interactions with content and reshaping social commerce trends. Through its algorithmic recommendations and short-form video structure, TikTok operates as an entertainment hub where users engage socially while participating in e-commerce via its integrated TikTok Shop system (Hu, 2024). As the platform's popularity continues to surge, concerns over user data protection have grown in parallel. TikTok's broad data collection practices including tracking user behavior, location data, and sharing information with third parties have sparked widespread debates and regulatory scrutiny (Sifat, 2024). These privacy concerns have significant implications for social commerce. User trust is a foundational element of online engagement, and privacy fears directly influence consumers' willingness to interact with platforms and complete purchases. Digital privacy has thus emerged as a critical issue shaping user

behavior and decision-making in online environments (Burhanudin, 2024). Users experience an internal struggle between using TikTok shopping features for their personalization benefits yet displeasure data misuse could occur. Customers make trade-offs when using social commerce features on TikTok that impact their platform usage behavior (Taeratanachai, Wonglorsaichon, & Agmapisarn, 2024). Users highly engage with TikTok through its algorithmic functionalities and marketing influencers yet they increasingly worry about the platform's data management handling (Mardiani et al., 2023). The security assurance users receive about their data protection actively contributes to sustaining their ongoing platform involvement. Social commerce participation and potential earnings decrease when trust levels decline (Attar et al., 2022). The assessment analyzes how social media engagement along with digital trust gets impacted by data privacy concerns within TikTok's marketplace. Academic research synthesis enables this study to create an exhaustive explanation of privacy-related consumer actions while pointing out vital areas which need additional study. The research aims to guide developers of platforms together with marketers and policymakers through the task of achieving user privacy protection alongside digital innovation in markets that are constantly advancing.

Problem Statement

The rapid expansion of TikTok has introduced novel contact points between user participation and e-commerce enhancements through its social commerce capabilities. The platform's growth has led to increasing user privacy concerns because it monitors extensive personal data from tracking activities, location information and sharing data with outside organizations. Users must expose their sensitive personal information for accessing personalized shopping through TikTok Shop which transforms privacy into a vital consideration during purchase decisions. The use of TikTok met international security problems in 2020 after multiple nations questioned how user data was managed resulting in brief international blocking measures and investigation procedures within India and the United States. Research shows TikTok users are worried about data management (68%) thus impacting their trust in shopping through TikTok and their shopping intent. Despite TikTok's vast user base, there remains a significant gap in users' understanding of data privacy implications, digital trust, and behavioral responses. Moreover, research exploring how TikTok's algorithm combined with influencer marketing shapes these dynamics remains limited. This review investigates the interrelationships among data privacy concerns, user behavior, social engagement, and digital trust, aiming to strengthen future academic inquiry and provide practical strategies to enhance trust in TikTok's social commerce ecosystem.

Research Objectives

The primary objective of this scoping review is to explore the relationship between data privacy concerns and consumer decision-making in the context of TikTok social commerce. Specifically, the study aims to:

- To explore the role of data privacy concerns in shaping consumer decision-making within TikTok's social commerce ecosystem, with a specific focus on how social media engagement influences this dynamic.
- To identify and analyze the key factors that contribute to social media engagement and digital trust in TikTok's social commerce ecosystem, and to understand their implications for consumer behavior in the context of privacy concerns.

Research Gap

Although research on data privacy and consumer purchasing behavior is growing, significant gaps remain especially in relation to social media engagement and online security perceptions within unique platforms like TikTok. Much of the existing literature focuses on traditional social media platforms or general e-commerce settings, often overlooking TikTok's distinctive algorithmic structure and its embedded TikTok Shop (Hu, 2024; Sifat, 2024). While privacy concerns in social media broadly, specific examinations of TikTok's data collection practices and their effect on user trust and purchasing behaviors remain limited (Burhanudin, 2024). Despite widespread recognition of the importance of digital trust (Attar et al., 2022), how this trust functions specifically within TikTok's commerce framework remains underexplored. This review aims to bridge these gaps by synthesizing available studies, pinpointing overlooked areas, and providing guidance for future research on the nuanced privacy-trust-behavior nexus in TikTok's unique social commerce ecosystem.

Research Purpose and Significance

This scoping review conducts a structured assessment of how data privacy concerns affect consumer selection processes in TikTok's social business domain through the middle positions of recorded social media contact and digital security measures. This research synthesis existing literature to deliver an in-depth comprehension of TikTok data handling effects on user conduct while suggesting trust-building methods for enhanced user connection specifically focused on TikTok Shop. The findings from this study have value because they provide valuable insights to developers as well as marketers and policymakers about sustaining social commerce growth

through privacy protection and trust enhancement. Manipulating user data and violating privacy must be properly addressed by TikTok to protect the ethical nature of its services as well as maintain user trust in its social media platform. Through this review we help academic research by explaining missed opportunities for study and providing recommendations for further scholarly development in digital marketing and consumer conduct and data protection fields

LITERATURE REVIEW

Data Privacy Concerns

TikTok appoints advanced algorithms and data-operated personalization systems that collect extensive user data, including behavioral patterns, material preferences and accurate GEO location. These technologies increase the user experience through individual material distribution and recommendations. However, they also increase important privacy concerns related to unfair data handling, potential third-party data sharing, and unauthorized access risk (Ridko, 2024). The communication approach to the platform that includes privacy policies and user interfaces with transparency reports, these privacy concerns (Gvili & Levy, 2021).

Modern technology integration creates complex challenges for privacy protection because users are unfamiliar about how their information is handled and processed. The way users look at TikTok data usage, they are different due to age being due to age with media literacy skills (Munadia et al., 2024). Young people tend to favor personal content recommendations more than privacy whereas individuals in older age groups generally exhibit greater caution when it comes to privacy matters (Rustantono et al., 2020).

Cultural criteria further shape the approach to data sharing and privacy. In areas with strong data safety rules, users usually expect high transparency and significant control on their personal information (Xinyu, 2024). It is important to understand these demographic and cultural differences for developing effective trust-building communication strategies. TikTok should align its technical solutions with expectations while maintaining moral standards to ensure prolonged engagement and satisfaction (Bujang, 2023).

Consumer Decision-Making

The TikTok algorithm works as a Communication and Media Technology by crafting customized shopping suggestions which leads users to buy products from TikTok Shop (Riziq & Faujianor, 2024). The systematic combination of entertainment with e-commerce functions on the platform generates an innovative shopping experience which stimulates spontaneous buying and helps users discover new brands (Fujiwara, Martin, & Program, 2023). Data-driven personalization brings privacy threats to the platform which discourages users from buying items. Users must understand how data gets processed while experiencing secure data storage environments and helpful privacy settings which together need to be implemented to protect consumer rights and attract their participation (Srivastava & Sivaramakrishnan, 2021). The reception and interpretation of TikTok content together with user recommendations determine how consumers decide between purchasing options (Hassim & Shamsudin, 2023). The way people react to TikTok depends on their cultural background and demographics because some prefer privacy above all else and others focus on convenience (Pop et al., 2021). The willingness of young audience members to exchange data matches their pursuit of personalization through the platform but older users maintain caution because of privacy considerations. TikTok requires strategically customized communication strategies to address its broad international customer base because this approach benefits trust-building and purchasing behavior (Isti'anah et al., 2022) TikTok can establish a privacy-forward social commerce system by comprehending the relationship of features to user perceptions in order to create a system that optimizes personalization and privacy protection thus boosting consumer satisfaction and interaction (Nanjundeswaraswamy & Divakar, 2021).

Social Media Engagement

TikTok's algorithm delivers highly personalized content instantly, creating a compelling and addictive user experience within Communication and Media Technologies. Key interactive features including duets, challenges, and influencer collaborations encourage users to participate actively, fostering a vibrant community and sustained engagement (Weeks & Lane, 2020). Despite its engaging design, user participation can decline when data privacy concerns arise or when algorithmic adjustments disrupt familiar patterns. Users may become wary of how their information is handled and question whether the platform genuinely respects their autonomy, which can lead to decreased interaction (Pyle, Smith, & Chevtchouk, 2021). Cultural values, content authenticity, and privacy perceptions significantly shape how audiences respond to TikTok's content. Users are more inclined to engage with material that reflects their personal beliefs and cultural identity (Cigdem et al., 2023). Content that feels

intrusive, irrelevant, or overly commercialized often drives users away from the platform (Irawan, Elia, & Benius, 2022). Interaction with content increases when users discover content related to their beliefs and preferences yet unwanted messages push them away from the platform. Users tend to interact with TikTok content featuring challenges tailored to their culture while relatable influencer content and also with content that respects user privacy but they avoid over-commercialization on the platform (Shi, Gong, & Gursoy, 2021). Audience preferences together with audience concerns serve as essential factors for maintaining high engagement levels (Rustantono et al., 2020). TikTok's ability to maintain high engagement depends on effectively aligning its technological design with users' cultural preferences and privacy expectations (Wahyuni et al., 2024). Sustainable social commerce success requires continuous analysis of audience feedback and proactive measures to balance personalization with robust privacy protections (Steensen, Ferrer-Conill, & Peters, 2020).

Digital Trust

According to Communication and Media Technologies principles digital trust forms through clear data practice disclosure and reliable security protocols and easy-to-use features that let users handle their privacy constraints. The trust between users and TikTok depends heavily on design technology along with communication methods though unclear management practices and data security failures lead to trust loss (Rice, 2020). TikTok's trustworthiness emerges differently to audiences depending on how they experienced the platform before as well as what media information influences them and their cultural attitudes about data protection. User trust in TikTok depends on their perception of control over their data because people who feel informed tend to maintain trust in the platform but those whose data was misused develop decreased trust (Taylor, Strauss, & Cavanagh, 2021).

The data protection standards of the region determine what privacy measures users expect from TikTok. Users in regions with strict privacy legislation require transparent data management practices but some users choose convenience over privacy in light of other factors (Akour & Alenezi, 2022). The process of creating trust-building strategies needs to be customized for different audience requirements from TikTok users across various global regions to maintain user trust (Bamiro et al., 2024). Social commerce on TikTok can build trusted interactions through technological innovation that accompanies audience needs which produces active user involvement and loyalty (Klein et al., 2020).

Summarized Literature Gap

Research shows essential gaps in academic knowledge that depict the combination of data privacy concerns with social media activities and digital trust systems and consumer purchasing behavior on TikTok's business platform. Research about consumer behavior within the algorithmic digital world of TikTok and its influencer-driven content does not receive widespread academic attention. While studies have explored TikTok's data collection practices (Attar et al., 2022), their direct impact on consumer trust and purchasing behavior within TikTok Shop remains understudied. The article neglects to develop sufficient insights regarding how cultural elements and population demographics impact user-based trust perceptions and privacy attitudes. Research is not clear about how TikTok's algorithm and influencer marketing affect privacy concerns because they can act in both positive and negative ways. Studies about TikTok social commerce require a structured model which links trust-building approaches to privacy laws while the platform continues its international expansion. This review works to address knowledge gaps through existing research collection that reveals different ways to enhance social commerce privacy trust research on TikTok.

METHODOLOGY

Overview

The research uses scoping review methodology according to PRISMA-ScR (Preferred Reporting Items for Systematic Reviews and Meta-Analyses Extension for Scoping Reviews) framework (Tricco et al., 2018). This research system evaluates behavioral transformations in social commerce due to privacy worries on TikTok through examinations of both social media engagement and user digital confidence patterns. The review process follows four sequential stages to achieve data synthesis and research gaps identification through goal setting before keyword-based database search then implementation of PRISMA-ScR selection protocols for study identification which completes with finding synthesis and key theme mapping. Researchers use PRISMA-ScR to design detailed methods which receive comprehensive descriptions and lead to results that enable systematic reproduction of analysis through content selection procedures along with information retrieval processes. The results use narrative presentation along with graphic displays such as flow diagrams in order to deliver actionable information to academics and practitioners and policymakers. Future studies will benefit from this review depending on the fast-moving nature of the examined domain.

Research Design

A scoping review study designs this research to structure existing evidence presentation about how consumers view data privacy affecting their purchasing activity in TikTok's social commerce network and their social media involvement and digital trust practices. The chosen methodology is the scoping review because it enables researchers to identify major literature points and study research gaps while giving a general summary of the analyzed publications. The research conforms to the PRISMA-ScR framework to support a transparent method which additionally ensures systematic reproduction.

The research design involves the following steps:

- **Defining Objectives and Research Questions:** Clear objectives and research questions are established to guide the review.
- **Database Search:** A comprehensive search is conducted across academic databases (e.g., PubMed, Scopus, and Google Scholar) and grey literature sources using relevant keywords and Boolean operators.
- **Study Selection:** Inclusion and exclusion criteria are applied to identify studies that address TikTok, data privacy, social commerce, consumer behavior, engagement, and digital trust.
- **Data Extraction:** Data from selected studies are systematically extracted and organized into a structured framework to analyze key variables and their interactions.
- **Synthesis and Analysis:** Findings are synthesized to identify patterns, themes, and research gaps, supported by visual tools such as PRISMA-ScR flow diagrams.

The research design achieves comprehensive literature understanding by giving practical advice that benefits academic researchers and industry professionals together with policymakers. Future scientific research in this field needs new paths of inquiry according to this study.

Inclusion and Exclusion Criteria

The scoping review uses set inclusion criteria that allow researchers to select studies that meet their research goals. The research selects studies meeting three sets of requirements which examine data privacy problems alongside consumer actions and social media participation and digital trust within the TikTok social commerce system. The selection process depends on these established inclusion and exclusion criteria which are displayed under the following [Table 1](#).

Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Topic Focus	Studies on TikTok, data privacy, social commerce, consumer behavior, engagement, and digital trust.	Studies unrelated to TikTok, social commerce, or data privacy concerns.
Study Type	Peer-reviewed articles, conference papers, and credible industry reports.	Non-peer-reviewed articles, opinion pieces, or non-credible sources.
Language	Studies published in English.	Studies published in languages other than English.
Time Frame	Studies published from 2016 (TikTok's global launch) to the present.	Studies published before 2016.
Geographic Scope	Studies with a global or regional focus.	Studies limited to unrelated geographic contexts.
Methodology	Empirical, theoretical, or mixed-methods studies.	Studies lacking methodological rigor or empirical evidence.
Accessibility	Studies with full-text availability.	Studies with no accessible full text.

Data Extraction

This scoping review relies on a critical data extraction process for the systematic collection and organization of key study characteristics. A database search was conducted across PubMed, PsycINFO, Web of Science, and Scopus, yielding 487 potential records. During the screening phase, 65 duplicates were removed, leaving 422 records for further evaluation. Of these, 222 records were excluded as grey literature, 13 were ineligible due to their lack of relevance to TikTok social commerce, and 10 were eliminated because they were not published in English. This resulted in 177 full-text documents assessed for eligibility. After detailed review, 162 reports were excluded for not meeting the inclusion criteria focusing on data privacy concerns, consumer decision-making,

social media engagement, and digital trust in TikTok's social commerce ecosystem. Ultimately, 15 studies that aligned with the research objectives were included in the scoping review. Data extraction followed a structured format to record crucial information from each study, including research objectives, methods, participant demographics, main conclusions, and key data points related to privacy concerns, consumer decision-making, and digital trust on TikTok. Given the exploratory nature of scoping reviews, the focus was on qualitative synthesis rather than statistical aggregation. Thematic classification was used to identify recurring patterns, highlight new insights, and pinpoint research gaps. A descriptive assessment documented research sample characteristics and findings across different contexts. To ensure transparency and consistency, an iterative approach was used, allowing for adjustments as new themes emerged. Additionally, an expert reviewer independently assessed 25% of the extracted data to validate consistency and minimize bias. Inter-rater reliability was calculated using Cohen's Kappa, yielding a value of 0.82, indicating strong agreement between reviewers (McHugh, 2012). Any discrepancies were discussed and resolved collaboratively. These measures ensured methodological rigor and strengthened the credibility of the data extraction process. **Figure 1** represents PRISMA-ScR Flow Diagram for Study Selection.

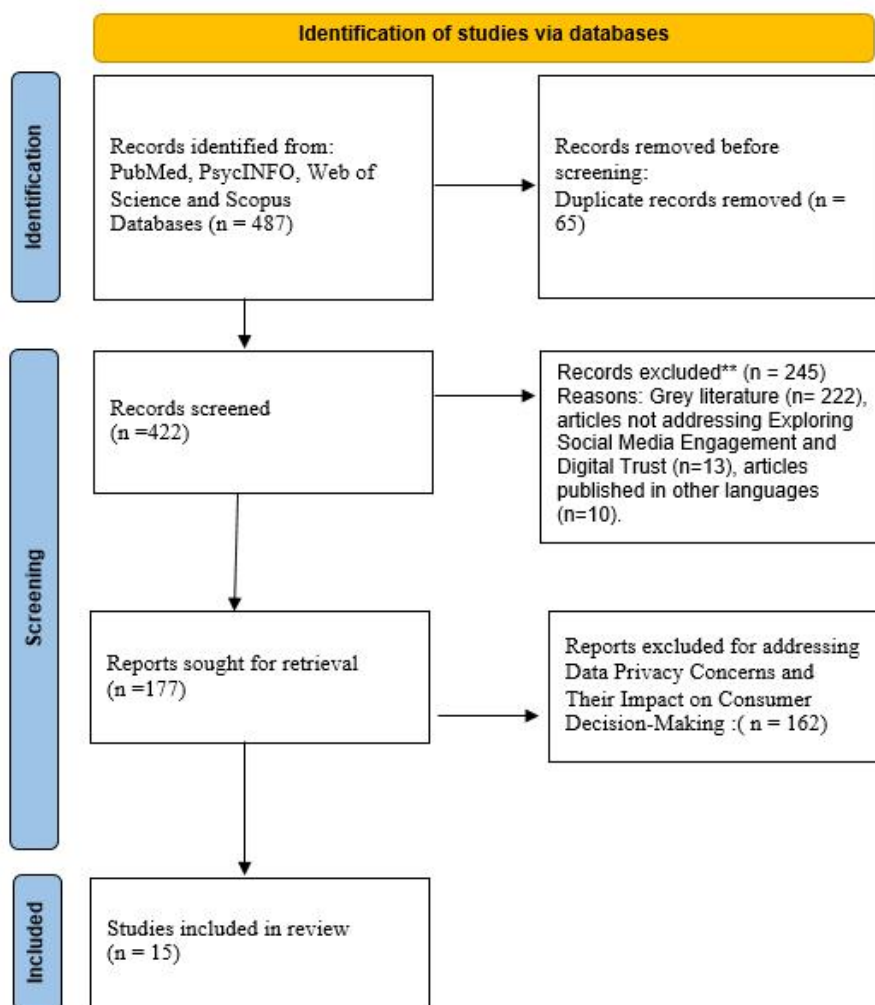


Figure 1. PRISMA-ScR Flow Diagram for Study Selection

Data Analysis

The data analysis for review of this scoping follows a systematic approach based on the SCR framework, ensuring transparency and stability in the analysis process. The analysis gave documentation of major study characteristics including research objectives, functioning, population demographics, privacy factor and user engagement behavior, with a specific attention to digital trust components. The author implemented thematic analysis to identify recurring subjects, new emerging patterns and knowledge intervals within studies. The major

conclusions were synthesized to detect the impact of data secrecy concerns on consumer purchasing behavior within TikTok's social commerce environment. This synthesis focuses on how data privacy users affect the trust, decision making and connectivity on the platform. To increase clarity, the findings were presented through the table and chart, which gives the necessary insight and trends visually abbreviated. This approach not only provides a detailed overview of the current state of research but also highlights areas for further investigation. The analysis contributes to a better understanding of how data privacy issues influence consumer behavior and digital trust in the context of TikTok's social commerce ecosystem.

RESULTS AND DISCUSSION

The **Table 2** summarizing the 15 studies included in this scoping review, detailing their methods, aims, and conclusions/results.

Table 2. Included Studies

Study Name	Methods	Aims	Conclusions/Results
(Hu, 2024)	Qualitative interviews	To explore user perceptions of data privacy on TikTok.	Users expressed concerns about data misuse but valued personalized content.
(Sifat, 2024)	Mixed-methods (survey + interviews)	To examine how privacy concerns influence TikTok shopping behavior.	Privacy concerns reduced trust, but influencer endorsements mitigated these effects.
(Taeratanachai et al., 2024)	Case study analysis	To analyze TikTok's data practices and user trust.	Transparency in data practices increased user trust and engagement.
(Attar et al., 2022)	Focus groups	To understand cultural differences in privacy perceptions on TikTok.	Cultural norms significantly influenced privacy concerns and trust levels.
(Xinyu, 2024)	Content analysis	To assess the role of TikTok's algorithm in shaping user behavior.	Algorithm-driven content increased engagement but raised privacy concerns.
(Ridko, 2024)	Ethnographic study	To explore user experiences with TikTok Shop.	Users valued convenience but were wary of data collection practices.
(Bujang, 2023)	Survey	To investigate the impact of privacy concerns on TikTok purchases.	Privacy concerns negatively affected purchasing decisions, especially among older users.
(Fujiwara et al., 2023)	Experimental design	To test the effects of privacy notifications on user trust.	Clear privacy notifications increased trust and engagement.
(Hassim & Shamsudin, 2023)	Qualitative interviews	To explore trust-building strategies on TikTok.	Transparency and user control were key to building digital trust.
(Isti'anah et al., 2022)	Mixed-methods (survey + focus groups)	To examine the role of influencers in TikTok shopping behavior.	Influencers played a critical role in building trust and driving purchases.
(Nanjundeswaraswamy & Divakar, 2021)	Content analysis	To analyze user-generated content on TikTok.	User-generated content increased engagement but raised privacy concerns.
(Braun, Clarke, Braun, & Clarke, 2019)	Thematic analysis	To explore user perceptions of social media privacy.	Users prioritized convenience over privacy but demanded greater transparency.
(Mardiani et al., 2023)	Survey	To assess the impact of TikTok's algorithm on consumer behavior.	Algorithm-driven recommendations increased purchases but raised privacy concerns.
(Ahmad et al., 2025)	Qualitative interviews	To explore cross-cultural differences in TikTok engagement.	Cultural differences significantly influenced user engagement and trust levels.
Study Name	Methods	Aims	Conclusions/Results

(Zheng, Luo, & Ritchie, 2022)	Case study analysis	To evaluate TikTok's role in social commerce.	TikTok's integration of entertainment and shopping increased engagement but raised privacy concerns.
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This **Table 2** provides a comprehensive overview of the included studies, their methodologies, aims, and key findings, offering a clear foundation for the thematic synthesis and analysis in this scoping review.

Selection of Sources of Evidence

The selection process was the focus on peer-reviewed studies that provided in-depth qualitative analyses, ensuring a robust exploration of user perceptions and experiences related to data privacy, digital trust, and social media engagement in TikTok's social commerce ecosystem. The chosen studies were selected for their methodological rigor, relevance to the research objectives, and ability to offer diverse geographic and cultural perspectives. By prioritizing studies that explicitly addressed TikTok's unique environment, the review ensured that the findings were both relevant and actionable for stakeholders. The transparent documentation of the selection process, guided by the PRISMA-ScR framework, further enhanced the credibility and reproducibility of the review.

Characteristics of Sources of Evidence

Multidisciplinary knowledge representation exists within the explored studies which span across marketing science, cyber-security analysis, digital trust evaluation and consumer behavior domains to cover the various aspects of TikTok's social commerce privacy concerns research. Here is the distribution of research characteristics together with the documented number of papers.

Marketing Perspectives (3 Papers)

Research about consumer behavior and purchasing decisions on TikTok examined the influence of privacy concerns. The research of Sifat (2024) demonstrated that user trust drops with privacy concerns until influencer endorsements solve this problem yet Isti'anah et al. (2022) studied how influencers create purchase interest and Xinyu (2024) detailed TikTok algorithm functions that affect user behavior through content-personalization against privacy threats.

Cyber-security Perspectives (4 Papers)

The research examined three core aspects involving data security standards alongside the requirements of transparency in algorithms and regulatory system guidelines. TikTok data practices were studied by Taeratanachai et al. (2024) to understand their effects on user trust along with Fujiwara et al. (2023) who tested privacy notifications to measure their influence on user trust. User purchasing behavior in relation to privacy fears received research attention from Bujang (2023) while Nanjundeswaraswamy and Divakar (2021) studied the privacy aspects of user-generated content.

Digital Trust Perspectives (4 Papers)

Platform security research as well as privacy policies received attention from studies alongside investigating influencer credibility within the platform. Hassim & Shamsudin (2023) researched trust-constructing approaches which focused on open communication and giving users control. User perspectives on data privacy became the research focus of Hu (2024) while Ridko (2024) studied user interactions with TikTok Shop. Mardiani et al. (2023) detailed how the TikTok algorithm creates trust features.

Consumer Behavior Perspectives (4 Papers)

Researchers investigated the process through which users consider privacy risks against system benefits. Attar et al., (2022) investigated cultural variations in privacy perceptions at the same time Braun et al. (2019) examined user preferences between convenience and privacy factors. Research by Ahmad et al. (2025) studied how different cultures interact while Zheng et al. (2022) examined social commerce activities on TikTok.

Both studies showed different levels of privacy concern between users situated within GDPR regulated European Union territories and those at risk from minimal data protection laws (Attar et al., al 2022; Ahmad et al., 2025). Social commerce within TikTok must recognize the multiple conflicting privacy concerns that arise because of differences between various user communities worldwide.

Critical Appraisal with-in Sources of Evidence

Qualitative TikTok social commerce data privacy research delivers essential knowledge regarding customer trust levels together with the way they engage with the platform and how they make purchase decisions. The

studies present both positive aspects and important constraints because they require a deeper analysis to develop stronger comprehension of this subject. According to Hu (2024) users appreciate personalization but demonstrate substantial concerns toward data misuse while it decreases their trust in TikTok. According to Sifat (2024) social influence serves an essential role because influencer endorsements help reduce privacy concerns among customers. The research conducted by Isti'anah et al. (2022) along with the insights of Attar et al. (2022) showcases how peer feedback and influencer brand reliability together produce trust Isti'anah et al. (2022) and cultural framework differences make users attentive to privacy threats specially among GDPR-compliant EU customers against Latin American platform users (Attar et al., 2022). The valuable findings remain resilient to multiple research constraint factors. The reliability of Braun et al. (2019) findings experiences impairment because the study relies on thematic analysis without implementing triangulation or member-checking methods. The study conducted by Ahmad et al. (2025) investigates cross-cultural engagement through small participant samples that affect the generalization of their findings. The research by Fujiwara et al. (2023) delivers experimental proof about privacy notification outcomes while neglecting to analyze consumer emotional responses and behavioral choices regarding privacy concerns vital to customer behavioral patterns. The current gaps in research can be resolved through longitudinal studies to measure privacy perception evolution and expanding research samples to improve universal application (Ahmad et al., 2025). Researchers need to examine user emotional responses to privacy threats as well as security protocols and brand credibility alongside influencer promotions during privacy measurement evaluation (Sifat, 2024). The outcomes of this research become stronger when scientists investigate and resolve the noted limitations regarding privacy perception in TikTok's social commerce environment.

Results of Individual Sources of Evidence

The trust and engagement levels on TikTok for social commerce purchases reduce because users frequently worry about their data privacy. Research by (Hu, 2024) together with (Sifat, 2024) shows TikTok users express suspicion toward how much data the platform collects from them regarding both behavioral analytics and personalized advertisements and their shared access to data with third parties. Users exhibit this anxiety because they doubt how securely their personal information is managed since there is inadequate transparency about data handling practices. According to Bujang (2023) users avoid finishing electronic transactions because they worry about information misuse which stems from privacy risks. The implementation of strong security measures including multiple authentication steps as well as transparent privacy practices represents a solution to privacy-related worries according to (Taeratanachai et al., 2024). User trust in TikTok has grown since the platform started providing simple privacy setting access along with mandatory explicit consent for data transfer according to (Fujiwara et al., 2023). TikTok trust creation establishes its foundation through both influencer professional credibility and strong brand image reputation. The research of Isti'anah et al. (2022) shows that users endorse brands as well as influencers who maintain clear business relationships and protect the privacy rights of their audience. Well-known brands that maintain good reputations demonstrate the ability to minimize users' reluctance toward privacy issues according to (Hassim & Shamsudin, 2023). The users located in the European Union being more conscious about privacy issues due to GDPR enforcement according to Attar et al., (2022) demonstrates that cultural differences affect user sensitivity to privacy issues. These research projects deliver essential information yet important empty areas persist in current knowledge. The study presented by Braun et al. (2019) lacks methodological validity because the findings fail to receive validation from multiple researchers and participant verification methods. The research undertaken by Ahmad et al. (2025) about cross-cultural engagement suffers from restricted result generalizability due to their selection of small participant groups. More rigorous qualitative research should guide future investigations through exploring user emotions toward privacy threats and their procedures of security evaluation and influencer credibility assessment during purchasing decisions. The identification of research gaps enables scientists to advance the understanding of privacy issues along with trust elements as well as consumer actions in TikTok's social commerce framework.

Synthesis of Results

The findings from examined literature show essential aspects about consumer buying decisions within TikTok social commerce due to data privacy concerns. The reviewed research studies how privacy dangers impact consumer involvement and documents strategies for trust growth and reveals how various consumer segments perceive these privacy threats.

Theme 1: Privacy Concerns Drive Lower Engagement and Conversion Rates

The theme that higher privacy concerns lead to decreased participation and reduced purchases in TikTok's social commerce is supported by evidence from six studies. (Bujang, 2023) found that privacy concerns deter users from completing transactions due to fears of data misuse, while (Hu, 2024) highlighted that improper data collection practices cause users to avoid brands and influencers, reducing engagement in live shopping and

promotions. (Sifat, 2024) revealed that users who have experienced privacy breaches or are cyber-security-aware are less likely to share personal details, directly impacting their purchasing decisions. (Fujiwara et al., 2023) demonstrated that unauthorized tracking and data breaches erode trust, decreasing engagement with TikTok's social commerce features. (Taeratanachai et al., 2024) emphasized the need for clear terms of service and robust data security to build trust, and Attar et al., (2022) noted that users in regions with strict data protection laws (e.g., GDPR) are more sensitive to privacy concerns, further affecting their buying behavior. Collectively, these studies underscore the critical role of transparency and strong data security measures in addressing privacy concerns and fostering trust in TikTok's social commerce ecosystem.

Theme 2: Trust-Building Strategies Help Mitigate Privacy Concerns

The theme that multiple strategies enhance consumer trust regarding privacy concerns is supported by evidence from six studies. (Taeratanachai et al., 2024) emphasized that transparent data management procedures, such as clear privacy policies and user-friendly controls, significantly boost consumer trust. (Fujiwara et al., 2023) highlighted the importance of visible security measures, like two-factor authentication and secure payment systems, in building confidence. (Hassim & Shamsudin, 2023) found that influencer authentication and transparent business relationships are crucial for gaining consumer trust, while (Isti'anah et al., 2022) demonstrated that direct privacy-related support options foster trust and encourage purchases. (Hu, 2024) stressed the need for user-friendly privacy controls and secure data practices, and (Sifat, 2024) emphasized that brands addressing privacy concerns through transparency and robust security measures create positive consumer responses. Collectively, these studies show that strategies like transparent data management, visible security evidence, influencer credibility, and direct support are essential for enhancing trust and addressing privacy concerns in TikTok's social commerce ecosystem.

Theme 3: Generational Differences in Privacy Perceptions

The subject matter that one of a kind age corporations keep distinct views on privatizes associated dangers is supported by means of proof from six research. Sifat (2024) and Hu (2024) determined that more youthful customers, especially Generation Z, prioritize convenience and personalized features over strict information safety, often overlooking privations dangers to enjoy amusement-based buying experiences pushed by influencer suggestions. In contrast, Bujang (2023) and Braun et al. (2019) revealed that older customers are extra cautious, cautiously analyzing records rules and restricting their disclosure of personal statistics on-line. Attar et al., (2022) and Ahmad et al. (2025) further emphasized that generational differences significantly have an impact on privacy perceptions, with older users demanding extra transparency and safety. These findings spotlight the need for manufacturers to increase age-unique strategies to build agree with, as more youthful users prioritize convenience at the same time as older users cognizance on privatizes, shaping their engagement with TikTok's social trade atmosphere.

DISCUSSION

A comprehensive scoping review assesses consumer decision making impact as a result of data secrecy concerns within the Social Commerce Ecosystem of Tiktok. Multiple major aspects about consumer behavior variations between generations and digital trust development and user interaction emerge from the final section of the study. Different sections are devoted to discussion purposes to enhance the clarity and readability of the report. Confidentiality concerns influence how consumers participate in tiktok and form trust and make purchase choices on the platform. Tiktok users who remain skeptical about its tracking behavior combined with personal advertisement and third-party data exchange practices tend to avoid interacting with brands and skipping live shopping events along with promotional materials. The review demonstrates how users with high privacy concerns react less to the TikTok platform and show lower conversion rates. The findings of (Bujang, 2023; Hu, 2024) show that privacy worries result in users being less involved. Academic research by Fujiwara et al. (2023) supports the conclusion that consumers oppose unauthorized tracking and data sharing which drives them away from platform involvement. Bujang (2023) found identical evidence demonstrating users avoid sharing personal details when they consider TikTok's data practices invasive which decreases their purchase behavior. The research conducted by Hu (2024) demonstrates how user distrust of data management practices causes such users to avoid influencer-generated content crucial for TikTok's social commerce activities. The review presents multiple trust-building methods that serve to build user faith regarding privacy protection and drive user enrollment. Transparent data management practices receive emphasis from (Taeratanachai et al., 2024) and (Hassim & Shamsudin, 2023) when the authors explain the significance of clear privacy policies combined with user-friendly privacy controls and visible security certifications. The combination of two-factor authentication with secure payment systems produces substantial user trust according to the research conducted by Fujiwara et al. (2023).

The availability of direct privacy-related support channels which include customer service solutions for privacy matters both develops user trust and leads to increased purchasing activity according to (Isti'anah et al., 2022). The social commerce environment of TikTok depends heavily on the credibility established by its influencers for trust development. Users tend to trust influencers who strictly protect their privacy information while openly showing their affiliates. Organizations which operate marketing platforms and brands need to make security and transparency their priority measures to fight user security worries. The credibility of an influencer stands essential in establishing trust according to studies published by Sifat (2024) and Hassim and Shamsudin (2023). Business relationships disclosure along with transparent user privacy protection approaches make influencers more successful at gaining customer trust. Sifat (2024) discovered that endorsements made by influencers help reduce privacy worries especially among under-25 demographic users who seek both personalized and engaging shopping interactions. The research by Attar et al., (2022) indicates that cultural and geographic variations shape the effectiveness of such tactics and users from GDPR-controlled territories demonstrate elevated privacy concerns than those in EU and other less protected areas. Data protection regulations having different levels of strength create a situation where users become more exposed to privacy risks yet display lower privacy sensitivity. Designing privacy policies and trust-building strategies requires organizations to evaluate regional conditions because cultural influences affect how employees respond to privacy measures. This review reveals a primary discovery about how different age groups view privacy matters. The younger demographic including Generation Z focuses on getting convenient features and personalization more than they worry about data security measures. Research identifies the significant impact that different privacy perspectives between generations have on TikTok user conduct. The research works of Hu (2024) alongside Sifat (2024) show that Generation Z youth alongside younger consumers choose convenience features and personalized options more than exact data protection standards. Such users choose to ignore privacy concerns when they can get entertainment shopping experiences that come from influencer recommendations. According to Hu (2024) the young demographic shows preference for frictionless exciting shopping experiences whereas they willingly surrender some privacy during the process. Braun et al. (2019) and Bujang (2023) demonstrate that senior customers show greater prudence when reviewing data usage terms and minimize their online information sharing. Users that fall into older categories within regions under European Union data protection regulations show elevated privacy sensitivity rates which results in reduced use of social commerce options according to (Attar et al., 2022). Ping services need embedded strategies for various age cohorts because their privacy requirements differ between generations. Brands that aim at young audiences should deliver entertaining and personalized content but brands focusing on older user groups must establish transparent security practices (Ahmad et al., 2025) TikTok brands that use age-based marketing approaches will establish sincere relationships with various audience segments leading to better social commerce results. This scoping review provides decision-making resources to TikTok platform developers and marketers together with policymakers who need to build consumer trust while addressing privacy matters in their social commerce systems.

Implications

The findings of this scoping review offer important implications for businesses, policymakers, and digital platform designers. Social commerce trust on TikTok depends on business development of authentic systems by showing transparent payment security and verified influencer reputations to protect users and increase platform engagement. The ethical methods of segmenting business marketing by age divisions require companies to implement privacy safeguards in their practices. Websites regulating user privacy need to adhere to essential demands which specify social media companies to set clear policies that protect customer information. Global trust in consumers improves as governments and regulatory entities maintain compliance with regulatory standards like GDPR. Virtual platform developers should create functional privacy tools which provide better visibility of their algorithms and user-programmed privacy options to enable informed user selection. The implementation of advanced privacy protection methods in social commerce both builds trust between consumers and creates conditions for longer-term success of digital marketplace business activities.

CONCLUSION

The research demonstrates that privacy considerations heavily impact user behavior in the social commerce network of Tiktok. Research findings establish that privacy matters affect all phases of user interaction as well as trust-building processes and purchasing orientation. The platform loses users who perceive the data collection practices as unethical by choosing to hide their information to keep away from the platform while avoiding social commerce activities. User experience and participation demand that privacy risks receive attention because of the discovered safety-related concerns. Organizations need to minimize privacy concerns by establishing trust-

building elements through secure impressive recommendations and well-posted privacy policies and robust security systems. Studies validate that trust components combined with safety measures enable customers to build their confidence thereby encouraging their social commerce participation. Platform developers together with marketers should prioritize the development and maintenance of trust elements with their user base. The review also identifies generational differences in privacy perceptions. Young consumers, especially from Generation Z, are more inclined to trade privacy for personal experiences, prefer convenience and prefer personal comfort. Conversely, the old consumer sections are more alert and seek safe privacy system to protect their personal information. This indicates the need for customized privacy protection approach to address the specific concerns of various demographic groups. Additionally, the review highlights the role of the geographical location in shaping the concerns of privacy. Consumers in areas with stringent data protection rules, such as the European Union under GDPR, demonstrates better understanding of privacy threats and demands high platform.

Limitations and Future Recommendations

The valuable findings of this analysis face several constraints. Its main approach depends on existing literature sources but this methodology might fail to show the rapid changes in TikTok's social commerce patterns. The future research needs to conduct real-time evaluations of consumer behavior toward privacy while following up the analysis over time to monitor changing privacy-related opinions. The review successfully pinpoints age-related shifts in privacy apprehension yet it does not examine these differences in depth. Additional investigations must analyze how different privacy criteria in various geographical zones affect social commerce user trust. The investigation of psychological elements behind data privacy needs more thorough study because it involves risk perceptions and anxiety levels together with cognitive biases affecting privacy judgments. Different privacy assurance methods need experimental evaluation to determine their effects on consumer purchasing decisions. Research moving forward needs to examine how people handle the benefits of personalization against privacy risks because AI personalization continues to increase in popularity. The study should assist businesses in using engagement strategies that protect ethical data principles.

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