

A Scoping Review of Brand Marketing Localization from the Perspective of Platform Ecology: Evidence from Douyin and Bilibili

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Abstract: The platformization of communication has increasingly subjected brand marketing to the shaping effects of platform ecology, including algorithmic distribution, content norms, interaction structures, and community cultures. Accordingly, brand localization should be reconceptualized as a shift from cultural localization to platform-context localization. This study aims to systematically review the conceptual definitions, theoretical and methodological lineages, thematic findings, and research gaps in studies of brand marketing localization from the perspective of platform ecology, and to develop an integrative framework for cross-platform comparison. This study adopted a scoping review approach. Journal articles published between 2018 and 2026 were searched in the CNKI Journals Database on February 4, 2026. A total of 491 records were identified in the initial search. After title and abstract screening, 78 records were retained; after full-text assessment, 15 articles were finally included for data extraction and thematic synthesis. The prominent research themes concern short-video and video-community platforms, content marketing, brand communication, purchase intention/conversion, and interaction mechanisms. The thematic synthesis shows that platform ecology influences communication and conversion outcomes through three-dimensional strategic adaptation involving content form, persona construction, and interaction mode. In the Douyin context, visibility is generated mainly through recommender distribution and performance metrics, while interaction functions both as audience feedback and as a signal for further distribution. In the Bilibili context, the ecosystem of UP creators, i.e., Bilibili content creators, synchronous danmu

or bullet-comment interaction, and community bonding are more prominent. The native fit of content and the management of creator role boundaries shape brand integration and relationship maintenance. This study proposes an integrative model of platform-ecology input, three-dimensional adaptation mechanisms, and outcome output. It extends the theoretical boundaries of brand localization and offers platform-adaptation suggestions for brands engaged in multi-platform portfolio operations. Future research should further strengthen the operationalization of platform-ecology variables, cross-platform comparison using consistent measures, and causal identification designs.

Keywords: Platform Ecology; Platform-Context Localization; Douyin; Bilibili; Content Marketing

1. Introduction

1.1 Research Background: Platformized Marketing and Platform-Context Localization

In the digital marketing environment, brand communication has become increasingly platformized. Brand strategies are no longer determined solely by products and audiences; instead, they are increasingly shaped by ecological factors such as algorithmic distribution mechanisms, content-form norms, and community cultures [1]. In this context, when brands conduct marketing on different platforms, they often need to adapt strategically to platform rule systems and users' interaction habits in order to achieve more effective communication and relationship building [2]. Among major Chinese platforms, Douyin, a short-video entertainment platform, and Bilibili, a medium- and long-form video community,

differ significantly in user structure, interaction mechanisms, and content norms. These differences provide a typical comparative context for analyzing the relationship between platform ecology and strategic adaptation [3]. Against this background, the concept of localization, which traditionally refers primarily to adaptation to geographical and cultural contexts, should be extended to online platform contexts. Brand localization is reflected not only in the adaptation of linguistic symbols and cultural elements, but also in adaptation to the ecological conditions of specific platforms. In this sense, localization can be understood as a strategic process of platform-context localization [4].

1.2 Research Significance and Current Research: From Scattered Topics to Systematic Integration

Existing studies have generally developed along two paths. One strand of research focuses on single-platform contexts and examines topics such as content marketing, brand personification, and user interaction mechanisms. Another strand emphasizes the importance of multi-platform operations from the perspective of brand communication planning [5]. However, when the research question turns to how different platform ecologies shape brand localization strategies, the conceptual boundaries, variable systems, and cross-platform comparative findings in the existing literature remain fragmented [6]. A systematic review and integration of this field is still lacking.

It is therefore necessary to adopt a review method that can map the research landscape and clarify the distribution of concepts and evidence. Such a review can provide a structured synthesis of the field and offer reusable theoretical and variable frameworks for future cross-platform empirical research and brand practice [7].

1.3 Research Objectives and Core Questions

This study adopts a scoping review and thematic synthesis approach to systematically examine the conceptual definitions, theoretical frameworks, research themes, and methodological approaches in studies of brand marketing localization from the perspective of platform ecology. It develops a unified thematic coding framework around three dimensions: content form, persona construction, and interaction mode. On this basis, the study summarizes the common mechanisms

and differentiated findings of strategic adaptation across platform contexts, and further proposes an integrative framework and a future research agenda.

RQ1: How is platform-context localization defined from the perspective of platform ecology?

RQ2: How do platform ecologies shape brand adaptation in content form, persona construction, and interaction mode?

RQ3: What research landscape, theoretical resources, data sources, and methods characterize this field?

RQ4: What evidence gaps remain for cross-platform comparison and causal identification?

2. Conceptual Definitions and Analytical Framework

This section addresses RQ1 by clarifying the conceptual definition of platform-context localization and constructing the analytical framework of platform ecology, strategic adaptation, and communication effects.

2.1 Definition of Core Concepts: From Cultural Localization to Platform-Context Localization

2.1.1 Platform ecology and platform logic

In this study, platform ecology refers to the communication environment and constraint system formed by the platform as a technological, institutional, and cultural assemblage. It includes at least four elements: algorithmic distribution mechanisms, content forms and production norms, interaction structures and participation mechanisms, and community culture and user structure. Platform logic is reflected in how platforms systematically shape visibility, attention, and interaction through technologies and rules, thereby influencing the strategic space and effect pathways of brand communication.

2.1.2 Marketing localization: redefinition in the platform context

In the traditional sense, localization mainly emphasizes the adaptation of linguistic symbols, cultural elements, and value narratives to local markets and cultural contexts. This study extends localization to platform-context localization. That is, brands make strategic adjustments to content form, persona construction, and interaction mode according to differences in platform ecology, in order to

achieve communication effectiveness and relationship stability.

2.1.3 Content form, persona construction, and interaction mode: three-dimensional strategic elements

To facilitate cross-study integration and cross-platform comparison, this study adopts three-dimensional strategic elements as the main axis of thematic synthesis. Content form includes video length and pacing, narrative structure, information density, visual and auditory symbols, discourse style, and related elements. Persona construction includes brand anthropomorphism, IP-based branding, personification of official accounts, and endorser-like personas formed through collaboration with creators. Interaction mode includes interactive structures such as comments and danmu, topic challenges, livestream interaction, secondary creation and co-creation, and community management.

2.2 Insights from the Literature Landscape: Source Categories and Structural Features of Study Types

Judging from the statistical characteristics of source categories and study types, this topic shows a distribution pattern characterized by concentration in core sources and long-tail diffusion. Applied and development-oriented studies account for a relatively large share, indicating that the field is strongly practice-driven while gradually incorporating model testing and mechanism-based explanations.

2.3 Analytical Framework: Platform Ecology, Strategic Adaptation, and Communication Effects

This study proposes an input-mechanism-output, or IMO, integrative framework. The input dimension consists of differences in platform ecology, including algorithmic distribution, content norms, interaction structures, and community culture. The mechanism dimension consists of three-dimensional strategic adaptation, namely content form, persona construction, and interaction mode. The output dimension consists of communication outcomes, relationship outcomes, and commercial outcomes.

As shown in Figure 1, this study treats differences in platform ecology as input variables. These variables include four types of

elements: algorithmic distribution, content norms, interaction structure, and community culture. The three dimensions of content form, persona construction, and interaction mode constitute the strategic adaptation mechanisms, which are used to describe brands' strategic choices and adjustments in different platform contexts. The output dimension is summarized into three types of outcome variables: communication outcomes, relationship outcomes, and commercial outcomes. These variables make it possible to align and compare effect indicators across different studies.

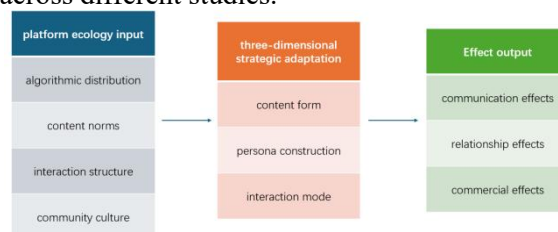


Figure 1. Integrative Framework of Platform-context Localization: An IMO Model

2.4 Operationalization of Cross-Platform Comparison: Douyin and Bilibili as Typical Platform Contexts

Douyin and Bilibili represent two typical platform-ecology contexts. Douyin tends toward feed-based consumption and metric-driven diffusion, whereas Bilibili is more characterized by community context, danmu interaction, and the UP creator ecosystem. Brand localization in these two contexts is reflected in different emphases on content, persona, and interaction strategies, as well as in different forms of boundary management.

3. Research Methods: Scoping Review Design

This section explains the scoping review design used to address RQ1 to RQ4, including the search strategy, screening process, data extraction, and thematic synthesis procedures.

3.1 Method Selection and Research Design

This study adopts a scoping review method to conduct systematic searching, screening, information extraction, and thematic synthesis of research on brand marketing localization from the perspective of platform ecology. The purpose is to map the research landscape, identify research themes and evidence gaps, and construct an integrative framework for cross-platform comparison.

3.2 Search Sources and Search Strategy

The source database was the CNKI Journals Database. The search was conducted on February 4, 2026. The document type was limited to journal articles, and the publication period was set as 2018 to 2026. The search string was constructed around two groups of subject terms: platform/media objects and brand communication/marketing behaviors. Technical studies involving deep learning, neural networks, computer vision, and related topics were excluded to reduce noise. Figure 2 presents the search strategy and inclusion/exclusion criteria, including the final search string.

Database: CNKI (Specific sub-database: Journals)⁴²

Retrieval Date: 2026-02-04⁴²

Final Retrieval Formula ⁴²

(SU='Short Video' OR SU='Short Video Platform' OR SU='Douyin' OR SU='Video Community'

OR SU='Bilibili' OR SU='Bilibili' OR SU='Danmaku')⁴²

AND ⁴²

(SU='Brand Marketing' OR SU='Brand Communication' OR SU='Content Marketing' OR

SU='Social Media Marketing' OR SU='Account Operation')⁴²

NOT ⁴²

(SU='Deep Learning' OR SU='Neural Network' OR SU='Computer Vision')⁴²

Restrictions: Year Range 2018-2026⁴²

Document Type: Journals⁴²

Figure 2. Search Strategy and Inclusion/Exclusion Criteria, Including the Final Search String

3.3 Inclusion and Exclusion Criteria

The inclusion criteria were as follows: the research object involved short-video or video-community platforms and related mechanisms; the core issue involved brand communication, brand marketing, content marketing, social media marketing, or account operation; and the study could provide explanatory clues for platform-context localization.

The exclusion criteria were as follows: studies mainly concerned with technical implementation, such as computer vision or deep learning, and only weakly related to brand communication; non-academic publications; and studies whose full texts could not be obtained for review.

3.4 Screening Process: PRISMA-ScR Record

A total of 491 articles were identified in the

initial search. After deduplication, 491 records remained. After title and abstract screening, 78 records were retained. After full-text assessment, 15 articles were finally included. The screening process is shown in Figure 3.

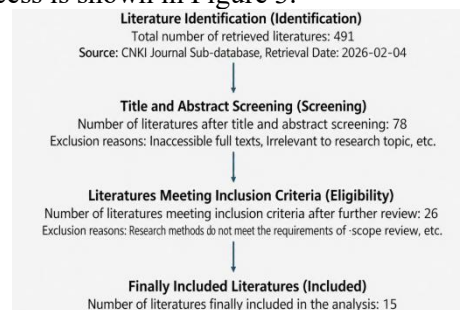


Figure 3. Literature Screening Process: PRISMA-ScR

3.5 Data Extraction and Thematic Synthesis

The extracted information included basic bibliographic information, theoretical frameworks, methods and data sources, and themes and conclusions centered on content form, persona construction, and interaction mode. Thematic synthesis adopted a combined theory-driven and data-driven strategy. The three-dimensional framework served as the first-level thematic structure; second-level themes were then generated under each dimension. The findings were further embedded into the integrative logic of platform-ecology input, strategic adaptation mechanisms, and outcome output.

4. Results: Research Landscape and Overall Characteristics

This section mainly addresses RQ3 by mapping the research landscape, including literature volume, source categories, study levels, research types, and major thematic distributions.

4.1 Literature Volume and Screening Results

This study retrieved 491 articles in the CNKI journal sub-database. After title and abstract screening, 78 were retained for full-text rescreening, and finally 15 were included in the evidence base. Figure 4 further shows the annual publication trend from 2018 to 2026, indicating changes in the literature volume over time.

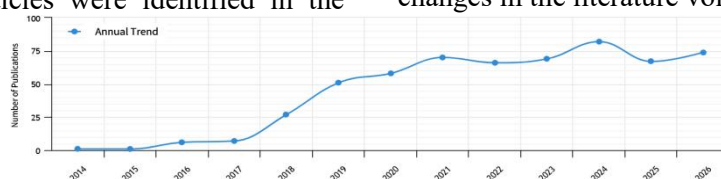


Figure 4. Annual Publication Trend, 2018–2026

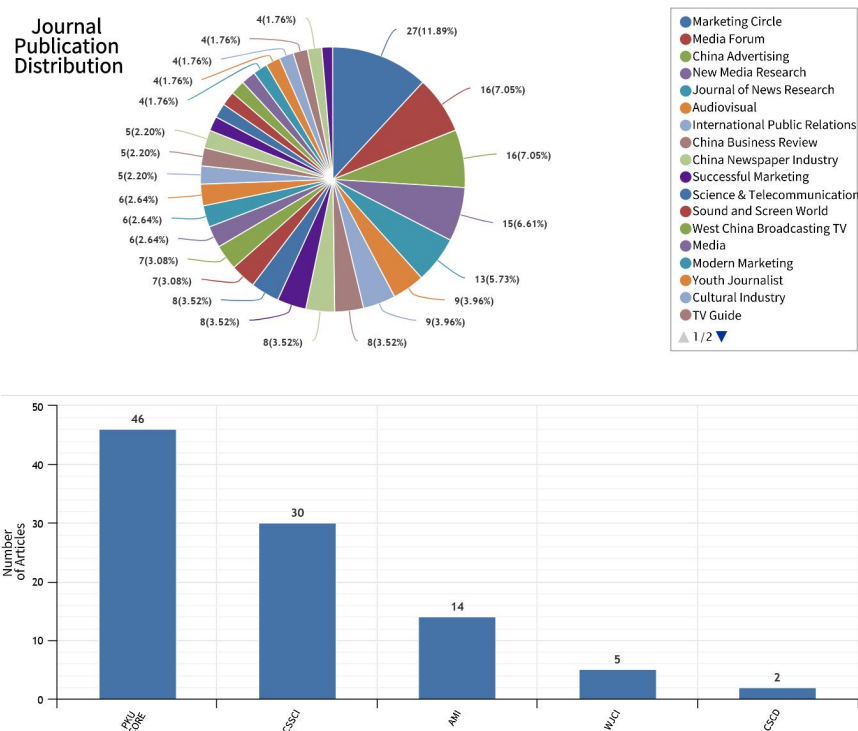


Figure 6. Distribution of Study Levels and Research Types

4.2 Source Categories and Journal Distribution

In terms of source journals, the literature shows the coexistence of concentration in core journals and long-tail diffusion. This indicates that the topic has entered mainstream academic fields such as communication and marketing, while also extending to industry-oriented and applied research journals. Figure 5 shows the distribution of source categories.

4.3 Study Levels and Research Types

Applied and development-oriented studies account for a relatively large share, reflecting the close connection between this research field and platform practice, including account operation, content strategy, and interaction mechanisms. At the same time, questionnaire surveys,

S-O-R-based model testing, fsQCA, and related methods have begun to appear, indicating a growing emphasis on mechanism-based explanation and methodological rigor. Figure 6 shows the distribution of study levels and research types.

4.4 Research Themes and High-Frequency Topics

Based on the thematic coding of the included studies, High-frequency themes are concentrated in short-video and video-community platforms, content marketing, brand communication, consumers and purchase intention, and interaction mechanisms. This suggests that the main research trajectory has developed around the explanatory chain of strategy, mechanism, and effect. Discussions of cross-platform portfolio operations and platform adaptation

have also gradually emerged.

5. Thematic Synthesis: Content Form, Persona Construction, and Interaction Mode

This section addresses RQ2 by synthesizing how platform ecologies shape brand adaptation through content form, persona construction, and interaction mode.

5.1 Content Form: Brevity, Efficiency, Native Narrative, and Differences in the Effects of Content Types

Research on short-video platforms emphasizes short length, fast pacing, and template- or tool-based content production, which adapt to feed-based consumption and algorithmic distribution [2,8]. Research on Bilibili emphasizes the native fit of content and community context. In this setting, danmu, or bullet comments, function as part of the content itself and promote secondary interpretation and diffusion through secondary creation [3,9]. Effect-oriented studies further divide content into measurable types, suggesting that informational, entertaining, and emotionally resonant content may have different effects on purchase intention and interaction [10,11].

5.2 Persona Construction: Trust Building and Risk Governance Mechanisms

In many studies, persona construction functions as a mechanism of trust building and risk management. Professional expertise and personal traits can reduce perceived risk and influence purchase decisions [12,13]. In the Bilibili context, persona construction is strongly constrained by community norms. Brand collaborations require role-boundary management and need to respect creators' content logic and fan relationships [6,7]. In vertical fields, a combined strategy of professional endorsement and affinity-based expression is often observed, along with governance of commercialization boundaries [14].

5.3 Interaction Mode: Interaction as Algorithmic Input, Community Bonding, and Co-Creation Diffusion

In the Douyin context, interaction is both an audience response and an algorithmic distribution signal. Mechanisms such as challenges and topic hashtags encourage user-generated content participation and promote

viral diffusion [8,15]. In the Bilibili context, interaction is more strongly characterized by the synchrony of danmu and community bonding. It emphasizes shared context, relationship maintenance, and co-creation governance [3,9]. Multiple studies suggest that traffic does not equal conversion. Conversion should be understood within a mechanism chain that includes trust and user experience [5].

6. Cross-Platform Comparison and Integrative Model: Differentiated Paths of Douyin and Bilibili

This section further addresses RQ2 by comparing the differentiated adaptation paths of Douyin and Bilibili and integrating them into a cross-platform analytical model.

Content form determines how a brand speaks; persona construction determines who speaks; and interaction mode determines with whom communication is co-produced. Cross-platform differences are therefore not simply differences in communication effects. Rather, platform ecology shapes different effect pathways through three-dimensional strategic adaptation.

Short-video and video-community platforms differ markedly in algorithmic mechanisms, community structures, and interaction cultures. These differences in platform ecology affect brand content communication strategies and their effect pathways [1,15].

First, in terms of platform-ecology input, Douyin centers on algorithmic recommendation. It continuously generates content visibility through multi-layer recommendation pools and interaction metrics [2,8]. Whether content can achieve wider dissemination often depends on the accumulation of interaction indicators such as completion rate, likes, and comments. By contrast, Bilibili places greater emphasis on the UP creator ecosystem and community culture. Through danmu and comments, users form synchronous interaction, thereby constructing a content discussion space with a shared context and further promoting community diffusion and secondary creation [3,9].

Second, in terms of strategic adaptation, the two platforms show clear differences across the three dimensions of content form, persona construction, and interaction mode. With respect to content form, Douyin content emphasizes pacing density, scenario-based immersion, and compatibility with platform metrics in order to improve dissemination efficiency under

algorithmic recommendation[2]. Bilibili content, by contrast, places greater emphasis on native narrative, knowledge expression, and story structure, enhancing users' sense of participation through contextualized content [3].

With respect to persona construction, Douyin creators are more inclined toward efficiency-oriented trust building. They often establish user trust quickly through product-experience demonstrations, professional explanations, or scenario-based use. Bilibili creators, by contrast, are more characterized by relational identity negotiation[6,7]. They gradually develop stable creator identities through continuous content production and community interaction.

With respect to interaction mode, Douyin interaction more often functions as a diffusion trigger. Likes, comments, and shares help activate algorithmic recommendation. Bilibili interaction, by contrast, places greater emphasis on shared context and relationship maintenance [9]. Danmu discussion and comment-based interaction strengthen users' sense of community connection.

Third, the two platforms also show different characteristics in their effect pathways. On Douyin, the relationship between traffic and conversion is often nonlinear. High exposure does not necessarily lead to high conversion; therefore, trust mechanisms and user experience need to be incorporated into the communication chain. On Bilibili, brand collaboration is often constrained by community norms and user expectations. Whether commercial collaboration is accepted depends largely on the degree of fit with the content context and on the maintenance of creators' role boundaries.

Based on the above analysis, this study proposes an integrative model of platform-ecology input, three-dimensional strategic adaptation mechanisms, and communication-effect output. It further puts forward three research propositions. First, on platforms with stronger recommender distribution, metric-compatible content and structured interaction are more likely to trigger content visibility. Second, in risk-sensitive categories, professional personas are more conducive to reducing users' perceived risk and building trust. Third, on platforms with stronger community norms, the native fit of content and the management of creator role boundaries are more conducive to the formation of sustainable relationship assets.

7. Research Gaps and Future Research Agenda

This section addresses RQ4 by identifying evidence gaps and proposing future directions for cross-platform comparison, measurement consistency, and causal identification.

Existing studies have extensively discussed short-video platform marketing from the perspectives of content strategy, creator roles, and user interaction. Nevertheless, several deficiencies remain.

First, at the conceptual and measurement levels, platform-ecology variables largely remain at the stage of descriptive discussion. A systematic quantitative indicator system is still lacking. For example, variables such as the intensity of algorithmic recommendation, the strength of community norms, and interaction density have not yet been measured in a unified way. At the same time, although the concept of platform-context localization appears frequently in practice-oriented research, academic research still lacks a unified operationalization scheme, scale, or coding framework.

Second, at the methodological level, existing studies show a polarization between summaries of applied experience and questionnaire-based model analysis. Longitudinal tracking studies, quasi-experimental designs, and cross-platform comparative studies using consistent measures remain insufficient. Because platform algorithms are relatively opaque, future research can further explore communication mechanisms through platform experiments, multi-source data integration, and network diffusion modeling.

Third, in terms of research contexts and research objects, the differences in communication mechanisms across platforms, industries, and product categories still lack systematic comparison. For example, the conditions under which Bilibili qiafan, or creator-sponsored content, and native advertising are accepted by users have not yet formed a clear boundary model. Meanwhile, although secondary creation and user co-creation can expand brand communication, they may also lead to loss of control over brand image or public-opinion risks. Their governance mechanisms therefore require further examination.

Future research may proceed around the following questions: How can a quantitative indicator system for platform ecology be constructed? How can cross-platform

comparative research be carried out using consistent measures? Do creators' professional personas operate differently across platforms? What are the boundary conditions under which Bilibili qiafan content is accepted? Do the weights of interaction signals in algorithmic recommendation differ across platforms? How is the nonlinear mechanism between traffic and conversion formed on short-video platforms? How should brand risks arising from secondary creation be governed? How can the division of labor and synergistic effects among different platforms in multi-platform portfolio operations be evaluated?

8. Conclusion and Implications

This section integrates the findings corresponding to RQ1 to RQ4 and summarizes the theoretical and practical implications of platform-context localization.

Based on existing research, this study systematically reviews and compares brand content communication strategies in video-platform contexts. The findings show that the ecological structures of different platforms influence the pathways of brand communication through content-distribution mechanisms and community interaction modes, thereby forming differentiated logics of strategic adaptation.

Overall, Douyin places greater emphasis on visibility generation driven by algorithmic recommendation and interaction metrics. Brand content on Douyin therefore needs to be optimized in terms of pacing design, scenario-based expression, and interaction triggers in order to improve dissemination efficiency. By contrast, Bilibili places greater emphasis on the UP creator ecosystem and community culture. Brand content on Bilibili needs to maintain native fit and respect creators' role boundaries, while accumulating relationship assets through contextual co-creation and community interaction.

The study also shows that traffic does not necessarily equal conversion. On short-video platforms, trust mechanisms and user experience often play a key role in the transformation of communication effects into commercial outcomes. Theoretically, this study extends the concept of localization by further developing it into platform-context localization. It also proposes a reusable three-dimensional strategic coding framework and constructs an integrative model of platform ecology, strategic adaptation,

and outcome output, thereby providing a theoretical basis for subsequent empirical research.

At the practical level, the findings provide several implications for brands conducting content marketing on different platforms. On Douyin, brand content needs to balance pacing, creativity, and practical value. It should improve user acceptance through natural brand integration and promote content diffusion through interaction design. On Bilibili, brand collaboration should place greater emphasis on fit with the content context, respect the creative styles of UP creators and community culture, and accumulate user relationship assets through long-term collaboration and community interaction.

In multi-platform portfolio operations, brands should clarify the functional division of labor among different platforms. For example, Douyin can be used as a platform for reach and diffusion, whereas Bilibili can serve as a platform for relationship management and content asset accumulation. In this way, brands can achieve synergy between communication and conversion.

This study also has several limitations. First, the literature sources mainly come from the CNKI Journals Database, and the sample scope remains limited. Second, as a scoping review, this study does not integrate effect sizes across different studies. Third, because platform algorithms are opaque, some communication mechanisms remain at the stage of inferential explanation. Future research can further validate these mechanisms through cross-platform data analysis, experimental research, and longitudinal tracking.

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