# TikTok's influence reshapes digital commerce landscape



As digital commerce continues to evolve, retailers and brands are adapting to changing consumer behaviours, with TikTok emerging as a significant influence in both online and offline sales. A recent study by Ipsos, in collaboration with TikTok, highlights this trend, revealing that 81% of TikTok users regard the platform as a reliable source for authentic product reviews. The report, titled Commerce Redefined, reflects insights gathered from U.S. consumers and TikTok shoppers, alongside interviews with marketers across various sectors, including consumer packaged goods, beauty, and electronics.

The study indicates that TikTok is reshaping the consumer journey by enhancing discovery, authenticity, and seamless shopping experiences, which ultimately provide opportunities for businesses of all sizes. A fashion executive involved in the research remarked, “The big change has been a move away from traditional search engines as a point of discovery to something more engaging, like TikTok. TikTok becomes the point of discovery.”

TikTok’s unique appeal lies in its ability to foster discovery through personalized content via its For You feed, which is curated based on individual interests rather than a social graph. Jessica Phan, senior vice president at Ipsos, noted that “TikTok is more than just an entertainment platform. It’s reshaping the commerce landscape, turning everyday scrolling into a gateway to exploration and transaction.” This feature allows brands to introduce their products in an engaging manner, as seen with the resurgence of petroleum jelly, popularised by K-beauty enthusiasts demonstrating skincare techniques on the platform.

The Ipsos research reveals that 68% of TikTok shoppers find it easier to locate their favourite brands and products on the platform compared to other media. Despite the relatively recent launch of TikTok Shop in September 2023, users perceive it as having the potential to deliver personalized recommendations similar to well-established e-commerce platforms.

An essential factor driving TikTok’s commerce success is its emphasis on authenticity. The platform has become a valuable space for product launches and brand storytelling, fostering genuine customer relationships through interactive features like live shopping and creator partnerships. Aaron Jones, vice president of e-commerce and media at Liquid I.V., highlighted the effectiveness of TikTok Shop in their strategy, recounting how an affiliate creator’s honest review led to a significant sales increase, resulting in over 59,000 orders: “Of the Hydration Multiplier Popsicle Firecracker purchasers in May and June, 88% of the orders were new customers to Liquid I.V., which proved to us the importance of TikTok Shop as a sales channel.”

On another front, the blending of digital and physical commerce was a key topic at the NRF 2025 conference, where Salesforce introduced its new generative artificial intelligence (GenAI) powered point-of-sale (POS) system. Nitin Mangtani, senior vice president and general manager of retail at Salesforce, commented on the transformative potential of this technology. “We’re not here to complement the status quo — we’re here to replace it,” he stated, emphasising that modern retailers need technology to enhance the entire shopping experience, from discovery to checkout.

The concept of unified commerce has become increasingly critical, as retailers acknowledge that consumer journeys now intertwine physical and digital experiences. For example, a shopper might discover a product on TikTok, purchase it online, and then collect it in-store. Mangtani asserted that "Unified commerce is not just a buzzword. It’s table stakes," reflecting the necessity for systems that facilitate this integration.

Salesforce’s new POS solutions aim to streamline the retail experience, acting not only as transaction facilitators but also as intelligent agents personalizing customer interactions. This includes features that refine product recommendations in real time, smooth out post-purchase inquiries, and enhance order accuracy.

As physical retail experiences have remained static for decades, Mangtani sees an opportunity for disruption, particularly in the checkout process, stating, “Why should checkout be a 20-minute ordeal?” He advocated for more mobile and flexible POS systems that accommodate the evolving retail landscape.

Despite the rapid adoption of innovative technologies, retailers remain focused on return on investment. Mangtani observed that businesses equipped with AI-powered unified commerce solutions are experiencing improved customer service and higher sales conversion rates, particularly evident during peak shopping seasons where staffing shortages often lead to compromised service quality.

While competition in the POS market continues to grow, Salesforce's approach appears to signal the opening of a new category within retail technology. Mangtani draws comparisons to the evolution of payment services over the past decade, suggesting that the POS market is similarly poised for significant transformation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://rootdigital.co.uk/blog/tiktok-shop-statistics/> - This URL supports the claim that TikTok is a significant influence in both online and offline sales, highlighting its role in driving purchases and providing shopping inspiration.
* <https://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell> - This resource provides insights into how product descriptions can effectively engage customers, similar to how TikTok fosters discovery and authenticity in product reviews.
* <https://sproutsocial.com/insights/tiktok-stats/> - This URL offers statistics on TikTok's user base and its impact on the social media landscape, supporting its influence on consumer behavior.
* <https://influencity.com/resources/studies/tiktok-influencer-marketing-study-statistics/> - This study highlights TikTok's role in influencer marketing and its effectiveness in reaching a vast audience, which aligns with its influence on commerce.
* <https://www.noahwire.com> - This is the source of the original article discussing TikTok's influence on digital commerce and unified retail experiences.
* <https://www.jfklibrary.org/learn/about-jfk/life-of-john-f-kennedy/john-f-kennedy-quotations> - Although not directly related to the article, this URL provides a collection of quotations from historical figures, which could be useful for broader research on influential statements.
* <https://www.tiktok.com/en/privacy/privacy-policy> - This URL provides information on TikTok's privacy policy, which is relevant to understanding how user data is used in enhancing shopping experiences.
* <https://www.salesforce.com/products/retail/> - This URL supports the discussion on Salesforce's unified commerce solutions and their impact on retail technology.
* <https://www.ipsos.com/en> - This is the website of Ipsos, the research firm involved in the study mentioned in the article, highlighting TikTok's role in commerce.
* <https://www.tiktok.com/en/business> - This URL provides information on TikTok's business solutions, including how brands can leverage the platform for marketing and sales.