

Investigating Consumer Purchase Decision in Tiktok Affiliate Marketing in Malaysia

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ABSTRACT

Online affiliate marketing involves compensating third parties to promote a retailer's products and services, with the goal of increasing traffic and sales. Despite the number of affiliate marketing increasingly used by brands year by year, the number of studies on affiliate marketing from consumer purchase decision is still lacking. Therefore, this study intends to investigate how TikTok Affiliate Marketing affects customer purchasing decision and it is focusing in Malaysia. Semi-structured interviews were used to collect data, which was then thematically analysed. Four major themes emerged: i) credibility and relational trust, ii) content value and information quality, iii) platform-driven engagement and personalisation, and iv) technical comfort and perceived ease of use. The findings indicate that TikTok's seamless integration of short-form video content with e-commerce capability promotes both rational and emotional engagement, hence increasing customer trust and buy intent. The result also emphasises the success of affiliate-influencer methods in establishing social proof and emotional resonance, bolstering TikTok's position as a strong platform for affecting digital consumer behaviour. These findings add to the increasing research on social commerce and have practical implications for marketers looking to use TikTok's affiliate network.

Keywords: TikTok, affiliate marketing, purchase intention, social commerce, consumer behavior

INTRODUCTION

Social commerce is the seamless blending of e-commerce and social media platforms, allowing customers to buy things straight from sites like Facebook, Instagram, TikTok, and LINE. Initially launched on Yahoo! in 2005 as a platform for people to share product reviews and comments, social commerce has now grown into a variety of formats, such as customer-curated experiences, group buying, peer-to-peer sales, and participatory commerce. According to studies, social media marketing is crucial in mediating this change in behavior because it promotes user-generated information that affects purchasing decisions, builds trust, and improves convenience (Busalim & Ghabban, 2021; Liao et al., 2021; Rachmad, 2022).

From a platform for entertaining short videos, TikTok has grown into a significant force in social commerce (s-commerce) and e-commerce. It works well for product promotion through live streaming and short films because of its big user base, interesting content, and intelligent recommendation algorithm. TikTok has a lot of potential for expansion in the s-commerce area because of its popularity, particularly among Gen Z, and support for SMEs, despite obstacles including a limited shopping interface and fierce competition from well-known platforms like Taobao and Shopee (Andon & Annuar, 2023; Ma & Yu, 2021).

Affiliate marketing on TikTok involves having influencers, also known as affiliates, make videos that advertise things and provide links for viewers to purchase them. Particularly in Malang, this approach has a significant impact on Gen Z consumers' attention and purchasing decisions, claim Asadiyah et al. (2023). Purchases are more likely to occur when the product is easily accessible, the content is reliable, and the product is simple to understand. Additionally, the research indicates that affiliate marketing has a more powerful impact on a person's

choice to purchase if they are already considering a product. Affiliate marketing increases sales through entertaining and interesting content on TikTok Shop, which is quickly becoming a popular location to shop.

According to Tanwar and Sahu (2024), only few scholars have addressed the customer behaviour component of affiliate marketing in their articles and this is supported by Giron et al. (2025). As consumer is an integral part in the business, thus there is a need to explore the purchase decision and experience using affiliate marketing as suggested by Gibran and Juliandara (2025). Although several researchers highlighted that affiliate marketing do influencing consumer purchase intention (Azmi et al., 2025; Caballero et al., 2024) and decision (Asadiyah et al., 2023; Efefairoro et al., 2025; Fitria et al., 2024), however, Rahmawati and Maulana (2025) and Kertiriasih (2023) stressed that affiliate marketing is not significant in consumer purchase decision.

Hence, there is a need to explore consumer purchase decision in Tik Tok Affiliate Marketing and this study is focusing in Malaysia as there is a lack of study on affiliate marketing in Malaysia (Tanwar & Sahu, 2024). Jeerapong and Ru-Zhue (2025) suggested that qualitative research can be conducted to gain more insights on consumer purchasing decision and experience using TikTok affiliate marketing program. Therefore, this study will attempt to achieve the objective of exploring the factors that influence consumer purchase decision using Tik Tok Affiliate Marketing.

LITERATURE REVIEW

TikTok and Affiliate Marketing

The advent of social commerce represents a substantial shift in consumer behavior, with platforms such as Facebook, Instagram, and, in particular, TikTok now serving as both social networks and purchase channels (Rachmad, 2022). This trend is being pushed in part by the growth of short-form video platforms (SFVPs), which are distinguished from traditional social and e-commerce platforms by their intuitive design, high content density, and quick, engaging formats (Wang & Wu, 2024). SFVPs like TikTok lessen cognitive burden and provide an immersive user experience, increasing long-term engagement and impulsive decision-making. According to Levey (2025), the format enables consumers to consume vast amounts of fascinating material quickly, increasing product exposure and improving the effectiveness of affiliate marketing methods integrated in these dynamic digital ecosystems. According to Azmi et al. (2025), TikTok affiliate marketing is a digital marketing tactic in which affiliates, or content creators, advertise products on the platform in return for a commission on each sale brought about by their work. By using the influencer's following and reach on the network, this technique helps firms market their products at a low cost.

TikTok has quickly risen as a dominant player in the social commerce space, combining entertainment and online buying with innovative features like the TikTok Affiliate Program. This scheme allows content creators, or affiliates, to promote businesses using short-form films in exchange for commissions on resulting sales (Kwan, 2023). In practice, TikTok affiliate marketing follows a triadic model involving businesses, affiliates, and consumers: businesses provide goods or services; affiliates market these offerings via social media, blogs, or email; and consumers participate by purchasing or taking other targeted actions (Azmi et al., 2025). This paradigm elevates common users and influencers to essential middlemen in the digital marketplace, simplifying brand-consumer connections through algorithmically generated content.

Several studies have been conducted related to the impact of TikTok affiliate marketing on business. In article by Gutama et al. (2024), the researchers emphasise how information technology and communication advancements have changed marketing tactics, with social media emerging as an inexpensive but powerful medium for advertising and customer interaction. The survey highlights how social media has changed the way millennials think and live, which makes digital marketing especially affiliate marketing is a powerful tool for fostering connections between companies and customers. Promoting other people's goods in return for commissions is known as affiliate marketing, and it's marketed as a cooperative approach that benefits both parties and provides chances for passive income and increased market reach.

Numerous studies highlight TikTok's expanding position as a potent digital marketing and branding platform that functions as a sales accelerator and a brand-awareness generator (Chai & Aulia, 2024), providing companies

and artists with an affordable, high-impact medium for long-term growth in the digital era. Meilani et al. (2025) stated that TikTok affiliate marketing demonstrates how creators can increase product sales by using techniques like popular hashtags, regular content, relevant product selection, and captivating formats like unboxing or try-on videos. These tactics increase trust, visibility, and conversions while also fostering creativity, revenue, and personal branding. In a study by Putra (2022), persuasive, irrational advertising techniques such as the use of eye-catching talent, viral formats, and captivating presentations has create enormous viewership, high levels of engagement, and brand identification, solidifying the brand in the minds of consumers. Similar to this, Novalia et al. (2021) stated that the use of TikTok demonstrates how interactive and testimonial-based content delivered through promotional mix activities (advertising, sales promotion, direct marketing, and social media marketing) successfully connects with millennial and Gen Z audiences, fostering emotional connections and stimulating purchase interest. In addition, by using the influencer's following and reach on the network, this technique helps firms market their products at a low cost (Kwan, 2023). The variety of content produced on TikTok has the power to enthrall and influence viewers to buy products. The affiliate program will give consumers with enticing content to encourage them to make purchases (Sibulan & Limos-Galay, 2024).

Consumer Purchase Intention and Decision in Social Media Contexts

According to recent studies, the most influential elements driving purchase intentions in social commerce (SC) are trust, perceived usefulness, and simplicity of use. For example, Wang et al. (2022) discovered that trust particularly trust in sellers has a significant beneficial effect on consumers' propensity to buy. This effect is amplified by SC features such as online reviews, forums, and communities, which promote transparency and user involvement. Similarly, Onofrei et al. (2022) underlined that content quality and credibility have a significant impact on engagement and purchasing behaviour, emphasizing the importance of reliable information in social commerce contexts.

Along with trust, technological acceptance factors like perceived usefulness and simplicity of use constantly influence purchasing behaviour. Sin et al. (2012) and Kian et al. (2017) found that people are more inclined to shop online when platforms are easy to use, helpful, and fun. Wang et al. (2021) shown how feelings of closeness and familiarity with sellers or content can increase perceived value and buy intention, particularly for experience-based items. Riaz et al. (2021) emphasized that interactive social commerce features, such as reviews and community support, provide both emotional and informational assistance, with the latter having greater influence. KV et al. (2021) emphasized the significance of celebrity endorsements, emotional appeal, and eye-catching images, demonstrating how emotional and social factors can boost the effectiveness of social media advertising.

On TikTok, several studies concluded that consumer purchase intention influence by affiliate marketing. In a review paper by Nur et al. (2025), several key factors have been found influencing consumer purchase intention including trust, social influence, content quality, interactivity and perceived value. Ying et al. (2025) discovered that peer influence, electronic word-of-mouth (e-WOM), and brand knowledge are powerful purchase drivers among Generation Z, even when users are aware of possible hazards, demonstrating the power of social proof and platform usability.

Affiliate marketing has also been found influencing consumer purchase decision. In a study by Asadiyah et al., (2023) it reveals that affiliate marketing significantly influences consumers' decisions to buy, explaining 79.2% of the variation. The results highlight TikTok's growing influence on digital consumer behaviour by demonstrating how its affiliate-driven content effectively stimulates both purchase interest and subsequent purchasing behaviour, particularly when viewed as reliable and educational. In another study by Nasution et al. (2023) it looked into how product quality and affiliate marketing affected Medan's Gen Z TikTok users' purchasing decisions. They found that while product quality had a small impact, affiliate marketing had a significant and positive impact on purchase interest. Affiliate marketing influences consumer purchasing decisions by simplifying product information through videos or comparisons and instilling trust through genuine creator communication (Van Marsally & Dwiani, 2025). By providing direct links and incentives like cashback or discounts, it also lowers purchasing difficulties.

Nevertheless, empirical findings show mixed results, meaning affiliate marketing influences purchase decisions in some contexts but not all. In a study by Rahmawati and Maulana (2025), it shows that affiliate marketing may be non-significant when stronger social proof dominates. In the PLS-SEM study, affiliate marketing does not significantly influence purchase interest or purchase decision, while e-WOM and purchase interest are significant predictors of purchase decision. This implies that for some consumers, peer-generated information (e-WOM) may be more persuasive than commission-based promotion. The same result has been found in the study by Kertiriasih (2023). According to the study, affiliate marketing fosters interest in and confidence in items by favourably influencing consumer behaviour and purchase intention. However, it has less of a direct impact on purchasing decisions; instead, customer behaviour and purchase intention have a greater influence.

The Technology Acceptance Model (TAM), developed by Davis (1989), offers a solid theoretical framework for analysing consumer behaviour in digital contexts, such as social commerce sites like TikTok and has been widely used in studies related according to Nur et al. (2025). Perceived usefulness (PU) and perceived ease of use (PEOU), the two main components of TAM, are used to predict users' adoption and use of technology. TAM can provide insight into customer responses to TikTok advertising technologies. According to TAM, individuals are more likely to adopt and use new technologies if they perceive their utility and simplicity of use (Luan, 2024). This model serves as the underlying framework for this study, explaining how consumers interact with TikTok Affiliate Marketing and how this involvement effects their purchase intent.

Influencer Marketing

Influencer marketing and affiliate marketing are closely related practices that frequently complement one another. Promoting products and receiving a commission for each sale made via their special link are the goals of affiliate marketing. Conversely, influencer marketing is the practice of using well-known social media figures to market goods to their followers. Influencers who distribute affiliate links to their audience combine the two strategies of establishing credibility through their material and receiving payments for any sales that result. Because of this, influencer-affiliate marketing is an effective strategy, particularly on sites like TikTok where users can make purchases quickly after viewing engaging content.

Recent study shows that influencers have a significant impact in changing customer behavior on social media. Koay et al. (2021) and Ao et al. (2023) found that marketing activities such as trendiness, personalization, valuable material, interactivity, and word-of-mouth can boost followers' perceptions of an influencer's trustworthiness, attractiveness, and expertise. When followers believe influencers are trustworthy and relatable, they are more inclined to make impulse purchases. Similarly, Niloy et al. (2023) discovered that an influencer's familiarity, attractiveness, and product fit can all have a significant impact on purchasing decisions.

These significant impacts are frequently explained by what psychologists refer to as parasocial relationships (PSRs), which are one-sided emotional connections formed between followers and influencers. According to Leite and Baptista (2022), even if influencers do not personally know their followers, people feel connected to them and form genuine relationships with them. According to Naderer et al. (2021), the more appealing and engaging an influencer is, the more potent their words become, particularly when followers feel emotionally engaged through casual and relevant exchanges.

Masuda et al. (2022) demonstrate that PSR has a greater impact on purchasing intention than credibility or skill alone. Their research revealed that social attractiveness how nice or likeable an influencer appears is more important than shared ideals or even professional skills. They also observe that different sorts of influencers (e.g., YouTubers vs. superstars) construct PSRs differently. These findings show that marketers should prioritize influencers who can foster emotional and relevant ties, rather than just those who are renowned or knowledgeable.

METHODOLOGY

This study aims to explore consumers' purchase intention through TikTok Affiliate Marketing and their experiences. A qualitative approach was employed using purposive sampling to obtain rich, experience-based insights from participants who were familiar with buying through TikTok affiliate content (Creswell, 2018). This

methodological choice is aligned with established qualitative research design principles, which prioritize depth of understanding in exploring human experiences and perceptions (Creswell & Poth, 2018; Merriam & Tisdell, 2016). This approach also aligns with the naturalistic inquiry paradigm, which is appropriate for exploring social phenomena within their natural context to understand participant-constructed realities (Lincoln & Guba, 1985; McInnes et al., 2017). The sample is taken from individual in Pahang, Malaysia. The selection criteria are as follows; 1) consumer who has experience buying from TikTok Affiliate Marketing, 2) individual aged between 20 to 35 years old.

Data collection was conducted via a focus group interview consisting of five (5) participants who had experienced purchasing from TikTok Affiliate Marketing. The participants comprised two (2) females and three (3) males, aged between 20 to 35 years old representing both students and working individuals. All participants were TikTok users who engaged with or were exposed to affiliate-related content. A semi-structured interview format was used to guide the focus group discussion, allowing the researcher to ask predetermined questions while also probing for deeper explanations and examples as new ideas emerged. The focus group design and semi-structured protocol followed recommended practices for generating interactive discussion and detailed participant narratives (Krueger & Casey, 2015). The interview protocol was validated by an expert in marketing to strengthen the relevance, clarity and appropriateness of the questions. The overall interview session lasted approximately three (3) hours enabling sufficient time for participants to describe their experiences, perceptions and motivations in detail.

The interview data were analysed using thematic analysis as outlined by Braun and Clarke (2013). Thematic analysis provides a systematic yet flexible method for identifying, analyzing, and reporting patterns (themes) within qualitative data (Clarke & Braun, 2017). The focus group recording was transcribed verbatim prior to analysis. The researcher began by familiarising themselves with the material by reading the transcript several times and taking notes on their first impressions. The researcher then developed initial codes by methodically finding and labelling important text segments relating to consumers' purchase intentions and experiences with TikTok Affiliate Marketing. These codes were then reviewed and classified to look for larger trends. The following stage involved the researcher identifying and developing themes by grouping related codes into higher-level concepts that represented consistent and important meanings across individuals. The proposed themes were reviewed against both the coded excerpts and the full transcript to ensure the themes accurately reflected the dataset and did not rely on isolated statements. The researcher then refined, defined and named each theme by clarifying its scope, selecting representative examples and ensuring that each theme was distinct while still connected to the study objectives. Finally, the researcher produced the report by presenting the themes in a coherent narrative supported by relevant quotations and linking the results to the research aim and related literature.

To improve coding reliability and overall analytic trustworthiness, the researcher used consistent coding principles during coding and theme development. The coding process was iterative, which meant that codes and themes were examined and adjusted numerous times to decrease redundancy, avoid overlap and improve internal consistency. This iterative process aligns with the principles of trustworthiness in qualitative research, which emphasize reflexivity and systematic data engagement to ensure findings are credible and well-supported (Lincoln & Guba, 1985; Nowell et al., 2017). In addition, expert checking was implemented by reviewing the coding framework and interpretations with a marketing professional. This process helped to ensure that the themes were data-driven, logically built and relevant to the study's objective of understanding customer purchasing decisions in the TikTok affiliate environment.

Ethical considerations were addressed throughout the study to protect participants and uphold responsible research practice. Prior to the focus group session, participants were given clear information about the study's objective, procedures, and their rights as research participants, and their informed consent was obtained. Participation was entirely optional, and participants were advised that they might leave at any time without consequence. Any identifying information in the transcript was removed to ensure confidentiality and anonymity. These measures are consistent with standard ethical guidelines for research involving human participants, including those adapted for digital contexts (British Psychological Society, 2021; Sikes & Potts, 2008). All acquired materials, including audio recordings and transcripts, were kept secure and accessible only to the researcher. The researcher also ensured that the discussion was conducted respectfully in order to reduce

discomfort and avoid needless disclosure of personal or sensitive information, and that the findings were reported honestly and properly to reflect participants' perspectives and experiences.

FINDINGS

The researcher provided a thematic map summarising focus group data to better communicate study findings. This map offered a basic comprehension of the data and enabled the researcher to convey the idea more effectively. The map comprises of four major themes affecting consumer purchase intention in TikTok affiliate marketing. The first theme; credibility and relational trust explore how trust both parasocial (influencer-based) and social (peer-based) is critical to consumer decision-making in affiliate marketing environments. The second theme highlights on content value and informational quality. To effectively influence purchase decisions, content must be regarded as both visually appealing and informative. The third theme is platform-driven engagement and personalization that highlight TikTok's technology and cultural ecosystem, which curates and amplifies affiliate content to improve exposure and interaction. Last theme is technological convenience and perceived ease of use. Functional ease, such as in-app purchase, reduces complexity and allows for immediate decision-making.

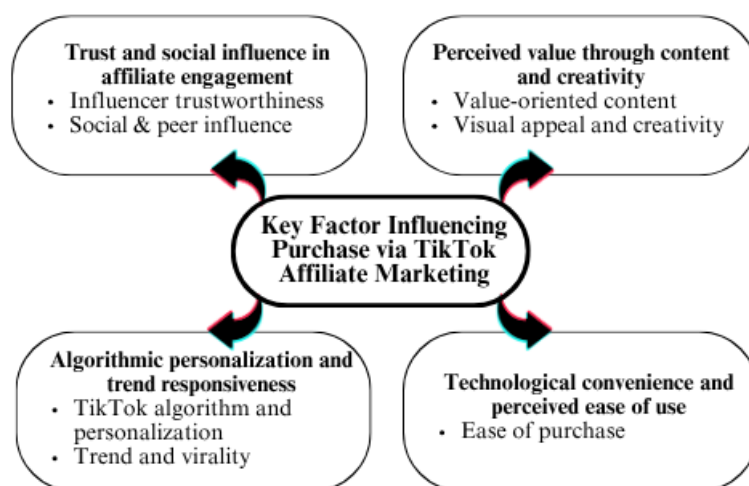


Figure 1 **Error! No text of specified style in document..**1 Key Factors Influencing Consumer Purchase via TikTok Affiliate Marketing

Theme 1: Credibility and Relational Trust

The first theme highlights influencer trustworthiness and social influence as critical factors that influence purchase decision. Influencer trustworthiness is an important factor in TikTok affiliate marketing, as it influences consumer purchasing decisions. It entails credibility (expertise and trustworthiness), authenticity (authentic, relatable content), consistency (alignment with the influencer's niche), and ethical behavior (disclosure regarding sponsorships and honest product reviews). When influencers are perceived to be educated, genuine, and discriminating in their endorsements, trust grows. The formation of parasocial interactions, in which followers feel a personal connection, reinforces this trust. Some participants trusted influencers, particularly those who were perceived as selective and consistent in their brand endorsements (e.g., Khairul Aming). They reported a greater inclination to buy things recommended by influencers they follow and trust. This is as explained by informants:

"If it's an influencer you trust, you'll buy. But if it's one you don't follow, even if it's the same product, you won't buy it. Like Khairul Aming, even though he sells his own product, he also affiliates with others."

However, others were skeptical, particularly of influencers who endorsed a large number of products in a short period of time (seen as paid evaluations). These participants opted to depend on official brand accounts or real-user reviews.

"I've never bought from an influencer because I feel they're just doing marketing."

In addition, social and peer influence improve affiliate marketing by utilizing social proof, such as user reviews, likes, and comments, to establish trust but gathered different perceptions. These interactions on TikTok provide real-time feedback, increasing consumer trust and willingness to purchase a product. When users witness others using or promoting a product, they are more likely to do the same since TikTok's interactive nature fosters sharing and reinforces the product's legitimacy. As reported by the informants:

"Because my brother and others said it was okay... so the people around me influenced me."

Meanwhile, some participants stressed a need-based purchase orientation, implying that emotional or social cues have little influence on their decisions. They practice rational assessment, thoroughly weighing product functionality, price, and relevance before making a purchase, regardless of persuasive material or influencer appeal. As informed by the informants:

"I only buy based on necessity, not just because others are buying it."

Theme 2: Content Value and Informational Quality

In this theme, two factors have been found influencing consumer purchase decision which are value-oriented content and visual appeal and creativity.

Value-oriented content is also important in influencing consumer purchasing decisions since it gives relevant information that enables purchasers to make informed choices but gathered different perspectives. Product demonstrations by affiliate marketers explain how goods perform in real life, whereas honest reviews provide a balanced picture of both advantages and disadvantages. Content that highlight the product's advantages, such as how it addresses an issue can lowers the ambiguity and fosters trust. This type of content helps consumers understand and feel more secure about their purchasing decisions, resulting in increased engagement and sales. Many informants preferred live material, which allowed them to connect, ask questions, and enjoy time-sensitive promotions such as discounts and free shipping. This is stated by informants:

"We rely on the reviews to verify the truth."

"Even if the visual doesn't show likes or engagement, sometimes it's just due to timing."

"So, reviews really matter. No matter what, it's the reviews that count."

Others relied more on pre-recorded videos, such as unboxing content or demonstrations that showed the influencer actually using or wearing the product. They distrusted live content that lacked visual evidence.

"I prefer watching unboxings. If they don't show themselves using it, I don't trust it."

In addition, attractive visual design and imaginative presentation styles play an important role in increasing user engagement, especially on sites like TikTok. Highly visual content, such as dynamic videos with appealing editing, captures and maintains viewers' attention longer, increasing the likelihood that it will resonate emotionally with them. The use of brilliant colors, inventive transitions, and eye-catching images can all contribute to a more immersive experience, attracting users and promoting interaction. This engaging structure not only increases the appeal of the information but also improves message communication, making it an excellent instrument for influencing consumer behavior. This is as explained by informants:

"The content is really creative like the way it's arranged and shot, it looks great."

"They just post a video and we see—wow the outfit looks nice! Then in the next video, they confirm it's a good buy."

Theme 3: Platform-Driven Engagement and Personalization

The third theme identifies two factors which are TikTok algorithms and personalization and also trend and virality that are able to influence customer purchase decision.

TikTok's algorithm is crucial in providing users content that fits their interests, including affiliate marketing articles. The application generates a tailored feed by tracking user behavior, such as what they like, watch, and search for. This makes product recommendations feel more relevant. This personalized strategy means that users are more likely to find things that they want or need, boosting the likelihood of spontaneous purchases. Because the material is personalized and frequently shared by trusted producers, users are more engaged, making TikTok an attractive platform for affiliate marketers to increase purchases. This is as explained by informant:

"We didn't search for it. The shop just appeared on the FYP (For You Page). Sometimes we don't even follow them, but their content shows up and it seems interesting."

Trends and viral content on TikTok have a significant impact on what consumers purchase. When products appear in popular challenges, memes, or viral videos, they attract greater attention and appear more desirable, particularly to younger audiences. People frequently don't want to feel left out, so they may purchase things simply to be part of the trend; this is known as FOMO (Fear of Missing Out). TikTok's features, such as likes, shares, and comments, amplify these trends by demonstrating a product's popularity. As a result, products linked to viral content frequently experience a rapid increase in sales and visibility, even if the purchasing decision is based on trendiness rather than true need. This is as explained by informants:

"If I don't try it, I feel left behind. Like when people were talking about Skintific, I didn't want to feel out of the loop, so I looked it up and ended up buying it."

Aside from that, some informants place a higher importance on objective product features than popularity indications such as likes or views. Their purchasing decisions are influenced by informative cues such as product specifications, material descriptions, and the credibility of user-generated reviews, which they regard as more trustworthy than algorithmically driven engagement signals.

"I don't even look at likes or viewers. I check the size, material, and reviews."

Theme 4: Technological Convenience and Perceived Ease of Use

The finding shows that TikTok Shop allows users to purchase things straight from the app, without having to visit external websites. Allowing purchases through links in videos, live streams, and articles minimizes the number of steps required to execute a transaction. This convenience fosters quick, often spontaneous purchases, particularly when users see things suggested by artists they respect. TikTok's technology also helps by displaying products that match users' interests, personalizing the shopping experience and increasing the likelihood of a sale. As stated during the interviews:

"If it's not linked to TikTok's official system, it can be risky like what if you have a problem and can't contact the seller quickly?"

"If it's not linked to an official store, that's when we get skeptical and don't buy."

DISCUSSION

This study highlights how TikTok Affiliate Marketing influences consumers' intentions to buy in social commerce settings. Four themes resulted from the study; i) credibility and relational trust, ii) content value and informational quality, iii) platform-driven engagement and personalization and iv) technological convenience and perceived ease of use. The main factors identified from the themes are perceived utility, platform usability, and trust in affiliate content; all of these align with TAM definitions. TikTok's smooth integration of e-commerce services with short-form video content makes it simple for users to interact and reduces purchase barriers. Consumer trust and purchase behaviour are increased by affiliate content that is regarded as authentic,

instructive, and aesthetically pleasing. This is in line with other findings (e.g., Wang et al., 2022; Onofrei et al., 2022) that emphasise the importance of credibility and trust in social media-based commerce.

Additionally, the combination of influencer and affiliate marketing creates a persuasive environment where users respond to peer interactions and social proof processes integrated into the platform in addition to promotional content. The practical utility of affiliate marketing content was demonstrated by Asadiyah et al. (2023), who discovered that it significantly explains the diversity in purchase decisions. Increased purchase intention is influenced by emotional engagement, parasocial interactions, and tailored recommendations made by TikTok's algorithm. These dynamics suggest that, in the context of an interactive and user-driven platform experience, a combination of emotional resonance and logical assessment influences customer decision-making in TikTok Affiliate Marketing.

CONCLUSION

In conclusion, TikTok Affiliate Marketing significantly affects consumers' intentions to make purchases by integrating technical ease of use, emotional resonance, compelling content, and credibility all on one platform. Its smooth shopping experience, affiliate content integration, and algorithm-driven personalisation create a user experience that promotes both impulsive and deliberate buying behaviour. Consumer confidence is increased and conversion is facilitated when affiliate content is regarded as reliable, educational, and aesthetically pleasing. As social commerce grows, marketers must use strategies that put an emphasis on emotional engagement, usability, and authenticity in order to effectively influence purchase decisions. This study supports TikTok's position as a significant consumer behaviour influencer, offering useful information for digital marketing strategies as well as a wealth of material for further scholarly investigation. Future research may explore the use of artificial intelligence (AI) in content creation and ethical marketing in affiliate marketing and how it influence consumer purchase intention.

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