AFFILIATED MARKETING CONTENT IN SHOPEE THROUGH TIKTOK MEDIA ON PURCHASE DECISIONS

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ABSTRACT

Purpose: The purpose of this research is to assess the influence of Affiliate Marketing Content at Shopee through TikTok media on purchase decisions.

Method: This research employs a survey-based quantitative approach, involving 110 TikTok users as participants. Online questionnaires using Google Forms were utilized to collect data.

Results and conclusion: The findings of this study indicate that affiliate marketing content on Shopee has a significant impact on purchase decisions, as Ha is accepted and H0 is rejected. The results obtained from the test indicate that this influence falls within the high category, with a percentage of 86.2%. Overall, the Shopee affiliate program and TikTok content marketing have a significant influence on consumer purchasing decisions, emphasizing the importance of engaging digital content for increased sales and brand visibility.

Research implications The research demonstrates that affiliate marketing content on Shopee, specifically through TikTok media, has a significant impact on purchase decisions. This implies that companies can effectively leverage the Shopee affiliate program and TikTok content marketing to increase consumer purchasing decisions and drive sales.

Originality/value: The research provides empirical evidence that the Shopee affiliate program and TikTok content marketing play a significant role in influencing consumer purchasing decisions. The findings highlight the importance of incorporating engaging digital content and leveraging social media platforms for increased brand visibility and sales.

Keywords: Content Marketing, Purchasing Decisions, Shopee Program Affiliate.

CONTEÚDO DE MARKETING AFILIADO NO SHOPEE ATRAVÉS DO TIKTOK MEDIA NAS DECISÕES DE COMPRA

RESUMO

Objetivo: O objectivo desta investigação é avaliar a influência do conteúdo de marketing dos afiliados da Shopee através dos meios de comunicação TikTok nas decisões de compra.

Método: Esta investigação utiliza uma abordagem quantitativa baseada em inquéritos, envolvendo 110 utilizadores do TikTok como participantes. Foram utilizados questionários online utilizando o Google Forms para recolher dados.

Resultados e conclusão: As conclusões deste estudo indicam que o conteúdo de marketing de afiliados na Shopee tem um impacto significativo nas decisões de compra, uma vez que Ha é aceite e H0 é rejeitada. Os resultados obtidos no teste indicam que esta influência se enquadra na categoria alta, com uma percentagem de 86,2%. De um modo geral, o programa de afiliados da Shopee e o marketing de conteúdo do TikTok têm uma influência significativa nas decisões de compra dos consumidores, enfatizando a importância do conteúdo digital envolvente para aumentar as vendas e a visibilidade da marca.

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Implicações da pesquisa: A investigação demonstra que o conteúdo de marketing de afiliados na Shopee, especificamente através dos meios de comunicação social TikTok, tem um impacto significativo nas decisões de compra. Isto implica que as empresas podem efetivamente aproveitar o programa de afiliados da Shopee e o marketing de conteúdos do TikTok para aumentar as decisões de compra dos consumidores e impulsionar as vendas.

Originalidade/valor: A investigação fornece provas empíricas de que o programa de afiliados da Shopee e o marketing de conteúdos do TikTok desempenham um papel significativo na influência das decisões de compra dos consumidores. As conclusões sublinham a importância de incorporar conteúdos digitais cativantes e de tirar partido das plataformas de redes sociais para aumentar a visibilidade da marca e as vendas.


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1 INTRODUCTION

Marketing tools play a crucial role in facilitating the sale of goods and services to consumers. The significance of this process has led to the development of various marketing strategies across different channels to optimize product sales (Piranda et al., 2022). Among these strategies, affiliate marketing has gained significant popularity in recent times. Affiliate marketing is a well-known tactic utilized by several e-commerce businesses in Indonesia, offering additional advantages to reseller business owners who compete to engage customers and create compelling content (Kee & Yazdanifard, 2015). This marketing content aims to capture the attention of digital consumers and motivate them to make purchases (Astari, 2017).

Indonesia has experienced a substantial increase in internet users, with the number continuing to rise. In 2018, the number of users grew by 54.25% compared to the previous year, and there was a remarkable 73.7% growth within that same period. As of January 2022, Indonesia's population reached 277.7 million, with over one third of the population having internet access. This surge in internet usage highlights the significant progress made in recent years across the country. It is expected that the government will continue to prioritize expanding internet access to all regions nationwide. In this digital age, the internet plays a vital role in providing the general public with access to educational, business, and recreational resources, making it an invaluable tool for various purposes.

Figure 1: The number of Indonesians who use the internet (2018–2022). Source: Annur (2022).
Shopee is an online platform owned by Sea Limited that offers a wide range of products, including electronics. Founded in 2009, Shopee initially launched in Singapore in 2015 and has since expanded its presence to other Southeast Asian countries. Currently, Tokopedia and Shopee remain the leading players in the Indonesian e-commerce market, with fierce competition between them evident in terms of average monthly visitors.

According to iPrice data, in the first quarter of 2022, Tokopedia had an average of 157.2 million monthly visitors to its pages, representing a 5.1% increase from the previous quarter's 149.6 million visits. Shopee secured the second position, with an average of 132.77 million monthly visitors during the same period. Although this marked a modest 0.6% increase from the previous quarter's 131.9 million visitors, Shopee still maintained a strong presence. Lazada surpassed Bukalapak during the first three months of the year, claiming the third position with average monthly visitors of 24.68 million, while Bukalapak had 23.1 million visitors. Orami moved up to fifth place, Blibli dropped to sixth, Ralali rose to seventh, and Zalora climbed to eighth. JD.ID experienced a drop to ninth place, and Bhinneka fell to the tenth position, as indicated by the breakdown of monthly visitors presented in the chart.

Shopee's success is evident in its significant market share within the online retail industry. In 2017, Shopee was ranked as the top online store in Indonesia. It has become the preferred platform for small, medium, and large businesses, surpassing other e-commerce platforms such as Tokopedia and Bukalapak.

The high demand for the Shopee affiliate program, combined with promotional strategies on social media, has generated significant interest among Shopee customers, particularly young women. It has become effortless to search for various items such as outfits, skincare products, room decorations, and more, by simply typing keywords into the search field. Shopee users participating in the affiliate program typically create video reviews and provide links in their bio section, which viewers can click on to access the review. This has led to an increased interest in purchasing products featured in these social media videos, commonly referred to as "spills" by young people.

During the Covid-19 pandemic, online shopping emerged as one of the key innovations. Online activities cater to diverse interests and requirements. Consequently, Shopee developed this affiliate program not only to simplify the process of finding items quickly but also to support the economies of Shopee affiliates and Micro, Small, and Medium Enterprises (MSMEs). According to SimilarWeb data, in August 2021, Shopee received 26.92 million visits from Android devices in Indonesia. It is projected that there will be approximately 834,520,000
monthly visits in August 2021. Many of these visits include comments left by affiliate users promoting their products on social media. This affiliate-customer cycle plays a crucial role in supporting the growth of micro and medium-sized businesses.

The presence of TikTok has added to the array of online entertainment options that can potentially help promote and foster businesses in Indonesia. While TikTok initially received negative feedback due to its focus on dance videos, which some perceived as uneducational and distinct from Indonesian culture, it has since become a phenomenon as the number of internet users continues to grow. The increasing user base and diverse content available on TikTok make it an attractive platform for advertising and promotion. TikTok's content recommendation algorithm analyzes users' preferences and interactions, providing them with specially selected videos based on their likes, shares, and comments, thanks to artificial intelligence algorithms (Wang, 2019). This modularity has contributed to TikTok's success.

In-depth analysis reveals that influencers on TikTok can significantly influence consumer behavior, particularly in the stages of judgment, decision-making, and post-decision evaluations in the Consumer Decision-Making Process (Tram, 2022). Digital marketing and sales promotion through the TikTok Shop have a positive and significant impact on purchase intentions, while electronic word-of-mouth has no effect on purchase intentions (Ratu et al., 2022). TikTok's ability as a social media marketing platform to influence purchase decisions is determined to be 73.3% according to the coefficient of determination, while the remaining 26.7% is influenced by other factors not examined (Fortuna, 2021). Having a basic understanding of marketing Pegipegi products through blogs, utilizing Google Ads and Facebook Ads to market blogs, and comprehending the functions of each affiliate marketing tool are crucial for the success of Pegipegi affiliate marketers (Natarina & Anugrah Bangun, 2019).

Marketing communications, as defined by Kotler and Keller (2016), refer to the methods employed by businesses to inform, persuade, and remind customers about their brands and products, whether through direct or indirect means. Shimp (2004) identifies two key components of marketing communication that help us understand its essence. Communication is the process of transferring ideas and understanding between individuals, while marketing involves the exchange of value between companies and customers. Integrated marketing communication, as Morrison (2013) explains, aims to unify a company's marketing and promotional activities into a coherent image for customers.

Content marketing, according to Pulizzi, involves the strategic creation and distribution of content with the goal of attracting, engaging, and ultimately driving profitable customer action (Bening, 2019). Content can take various forms, such as text, images, videos, audio, and more (Umami & Darma, 2021). This business strategy has been widely adopted by marketers to promote new products and capture audience interest (Chairina, 2020).

In 2020, the social media app TikTok gained significant popularity in Indonesia. Originally known as Douyin in Chinese, TikTok was initially used by its users for lip-syncing songs (Wang, 2019). Created by Zhang Yiming in 2016 under the ByteDance company, TikTok was introduced to Indonesia in 2017. However, it initially received mixed responses and was considered "tacky" by the residents. Its popularity surged in July 2018. TikTok is an app that enables users to create and share entertaining short videos with friends and other users, incorporating a variety of captivating special effects. The platform supports a wide range of music, allowing users to freely express themselves and inspire content creation(Bertuolo, 2022).

Virtual entertainment is a diverse form of media that offers a wide range of capabilities. In today's world, mass media consumers have access to numerous information sources and communication channels. However, not all experts provide reliable definitions when it comes to social media. It is crucial to design social media platforms in a way that benefits individuals
and maintains a clear focus on their intended function and purpose, as they have a significant impact on people's lives.

Henderi & Yuliana (2007) defines social media as a web-based social networking site that allows users to create public or semi-public profiles, connect with others, and explore connections made by other users. According to Phillip Kotler and Kevin Keller (2009), social media is a tool that enables customers to communicate with each other and with businesses, facilitating the sharing of text, images, videos, and audio content.

Figure 3: Affiliate programs work.
Source: Prepared by The Author, (2023)

Affiliate marketing involves a publisher promoting or selling products or services from another business and receiving a commission in return. The affiliate is compensated for achieving specific outcomes for the retailer or promoter, often through a deal. In some cases, affiliate marketing programs also offer compensation for different types of traffic, such as leads, free trial registrations, website clicks, or app downloads. Most affiliate programs allow free enrollment, eliminating the need for a significant upfront payment. With an effective affiliate marketing strategy, an online venture can turn into a successful source of income, even without substantial initial investment (Benoit, 2022).

Affiliate marketing refers to the promotion of goods or services online through various channels, including blogs, podcasts, social media platforms, and more. Affiliates earn a commission each time a purchase is made using the unique partner link they provide. Affiliates can be somewhat mysterious, as it is not always clear whether they have personally used the product or are simply promoting it for financial gain. Both scenarios are present in affiliate marketing today.

In 2009, renowned affiliate marketer Pat Flynn categorized affiliate advertisers into three groups, and understanding these types can provide insights into the various ways people earn money online, irrespective of personal moral considerations.

Affiliate marketing offers a wide range of earning potential. While some affiliate marketers earn six-figure incomes annually, others may only make a few hundred dollars per month. As an affiliate marketer, your income grows with the number of customers you attract. According to Payscale, the average annual salary for an affiliate marketer is over $53,000, with many earning even more. This information is based on data from over 7,000 compensation profiles. But how exactly do affiliates get paid?
When selecting an affiliate program to promote, there are several payment options available. It may be referred to as a cost model, payout model, conversion type, or other variations, but the payment model is based on the desired goals for which you will be reimbursed. For instance, if you are promoting a physical product, the desired action might be a purchase. Many programs use last-click attribution, which means the affiliate who receives the final click before a sale gets full credit. However, attribution models and reporting are evolving, so if there were multiple affiliates involved in a buyer's journey, they might all receive credit for the sale.

Affiliates can be compensated in five different ways:

1) **Pay-per-sale**: You earn a commission for each transaction made through your affiliate link. This payment method is common for online purchases.

2) **Pay-per-action**: You receive a commission for specific actions taken by users, such as clicks, contact requests, form submissions, etc. This payout model is popular among affiliate programs due to its adaptability and versatility for various offers.

3) **Pay-per-install**: You are paid for every installation of a mobile application or software initiated by website visitors. Your content should aim to persuade readers to download and set up these applications.

4) **Pay-per-lead**: Each time a client signs up for a service, you receive compensation. This payment strategy is widely used for contests, lead generation, and other offers. Cost-per-lead offers are popular among beginners because generating leads is generally easier than selling products directly to an audience.

5) **Pay-per-click**: This unique payment strategy compensates you for each click on your affiliate link. Large retailers often use pay-per-click campaigns to increase brand awareness.

To conduct a comprehensive analysis, it is advisable to visit the merchant's website without initiating a purchase or creating an account. It is worth noting that the affiliate niche chosen significantly impacts earnings. Notably, affiliate programs focusing on business achieved the highest average commission rate ($70.99) (Hayes, 2022). Conversely, categories such as books, media, and clothing received commissions just above $6. Interestingly, an exceptional maximum average commission of approximately $289.06 per transaction was observed (Hayes, 2022).

For content producers who possess expertise in leveraging social media platforms, the Shopee Affiliates program, offered by Shopee, presents a compelling opportunity. This program enables content producers to effectively promote diverse products and gain future rewards or commissions in return (Natalia, 2020). Registering with Shopee Affiliate not only offers the potential to earn commissions but also provides access to several significant advantages, including:

1) A fixed commission structure ranging from 2% to 10% for Shopee Mall, Shopee Supermarket, Star+, and Star Seller products.

2) An additional 100% commission from the seller.

3) Participation in Shopee campaigns, leading to complimentary products and vouchers.

4) A bonus amounting to IDR 1,850,000 for the first 120 orders.

5) A 15% bonus from the Shopee Affiliates Team.

Furthermore, it is important to consider the impact of consumer behavior on the purchasing decision-making process, as emphasized by Kotler and Keller (2016). Specifically, the necessity of information search is recognized as a vital step within this process, highlighting the significance of acquiring relevant product information.
The purchasing decision-making process can be divided into several stages, as depicted in Figure 4. These stages are as follows:

1) Recognition of Necessity: The initial stage involves recognizing the need or desire for a product or service.

2) Information Search: Once the need is identified, consumers engage in information search to gather relevant details about available options, features, prices, and other pertinent factors.

3) Evaluation of Alternatives: In this stage, consumers evaluate different alternatives based on the information gathered during the search phase. They compare various options to determine the best fit for their needs and preferences.

4) Choice about what to buy (Purchase Decision): After thorough evaluation, consumers make a decision regarding which product or service to purchase. This stage involves selecting a specific brand, model, or provider.

5) After-Purchase Behavior: Following the purchase, consumers exhibit post-purchase behavior, which can include feelings of satisfaction or dissatisfaction, word-of-mouth recommendations, and potential repeat purchases.

**Table 1: Study Variable and Indicator**

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Indicator</th>
<th>Sub Indicator</th>
</tr>
</thead>
</table>
| 1. | Content Marketing | Relevance | Product content as needed  
My question about the product is answered by the presence of TikTok content |
|    |                | Accuracy  | Respondents strongly agree that the Affiliate provides content with accurate information.  
Respondents believe honest affiliates with brands are promoted. |
|    |                | Worth     | Respondents strongly agree that affiliates can provide content with useful and useful information for consumers  
The affiliates is able to represent the product completely. |
|    |                | Easy to Understand | The content shared can be seen and understood easily by consumer  
The content is equipped with subtitles so that it is easy to understand by reading the text. |
|    |                | Easy to Find | Content on TikTok is the right medium to share information.  
The affiliate link is easy to open and directly connected to Shopee. |
Affiliated Marketing Content in Shopee Through Tiktok Media on Purchase Decisions

<table>
<thead>
<tr>
<th>Consistent</th>
<th>The affiliates may maintain the quantity of content provided to the consumer. The affiliates is always updated, provides regular updates through replying to comments and making reply videos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Purchasing Decisions Transactional Interests</td>
<td>Affiliates content on TikTok attracts respondents to buy products on Shopee</td>
</tr>
<tr>
<td>Referential Interests</td>
<td>Marketing content on TikTok affects respondents’ referential interests.</td>
</tr>
<tr>
<td>Preferential Interests</td>
<td>Marketing content on TikTok approved by respondents as an attractive factor to a product</td>
</tr>
<tr>
<td>Exploratory Interests</td>
<td>Affiliates content on TikTok is recognized as encouraging respondents’ interest in finding out details regarding the product</td>
</tr>
</tbody>
</table>

Source: Prepared by The Author, (2023)

2 METHODS

This study employs a survey research design, utilizing a quantitative approach. Data were collected through the distribution of questionnaires to a sample of 110 TikTok users. The sampling method employed in this study is purposive sampling, which involves selecting samples with a specific purpose in mind. Participants were chosen based on the researcher's judgment that they possessed the necessary information (Suryani, 2015).

By collecting existing data, this research aims to provide accurate and comprehensive insights into the factors influencing purchase decisions through Shopee affiliate marketing content. This approach allows for a clear understanding of the cause-and-effect relationship within the study. The collected data were analyzed using descriptive statistical techniques. By employing this research method, we can gain valuable insights into the factors impacting consumers’ purchase decisions and understand the role of Shopee affiliate marketing content.

2 RESULTS AND DISCUSSION

2.1 Analysis Results

The data collection process involved surveying 110 TikTok users who have made purchase decisions based on content they saw on the TikTok application, specifically related to Shopee affiliate features. The following presents a profile of the respondents who were selected as the sample for this study.

**Table 2: Respondents Characteristic**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Information</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Woman</td>
<td>90</td>
<td>81.81</td>
</tr>
<tr>
<td></td>
<td>Man</td>
<td>20</td>
<td>18.19</td>
</tr>
<tr>
<td>Age</td>
<td>11 to 14 years</td>
<td>5</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>15 to 18</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>19 to 22</td>
<td>76</td>
<td>69.09</td>
</tr>
<tr>
<td></td>
<td>23 to 26</td>
<td>18</td>
<td>16.36</td>
</tr>
<tr>
<td>Profession</td>
<td>Students</td>
<td>83</td>
<td>75.45</td>
</tr>
<tr>
<td></td>
<td>Public/Private Employees</td>
<td>13</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurial</td>
<td>5</td>
<td>4.5</td>
</tr>
<tr>
<td></td>
<td>Housewives</td>
<td>7</td>
<td>6.36</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td>Product Categories</td>
<td>Fashion</td>
<td>25</td>
<td>2.27</td>
</tr>
<tr>
<td></td>
<td>Beauty &amp; Health</td>
<td>45</td>
<td>40.9</td>
</tr>
<tr>
<td></td>
<td>Books &amp; ATK</td>
<td>2</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>Accessories, Hobbies &amp; Collections</td>
<td>23</td>
<td>2.7</td>
</tr>
</tbody>
</table>
In Table 2 above, it is evident that respondents from Generation Z show the highest demand for beauty and health products. This aligns with a report from lokadata.id (2020) indicating an increase in skincare product consumption during the pandemic, as well as a surge in demand for health-related products, reflecting the primary needs of consumers in the Covid-19 era. The collected data in this study were further analyzed to test hypotheses and quantify the impact of variables.

### 2.2 Hypothesis Testing

Linear regression analysis is a method used to examine research hypotheses and determine if the independent variable (X) has an influence on the dependent variable (Y). Before conducting the regression analysis, it is important to complete the necessary prerequisite analysis tests and ensure that the expected results are obtained.

**Table 3: Hypothesis test result**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>5.429</td>
<td>1.251</td>
<td>4.339</td>
<td>.000</td>
</tr>
<tr>
<td>Marketing Content</td>
<td>.862</td>
<td>.048</td>
<td>.683</td>
<td>9.626</td>
</tr>
</tbody>
</table>

a. Variable with Dependence: Purchase Decisions (Y)

**Source:** Prepared by The Author, (2023)

Table 3 displays the results of the regression analysis. The constant value has a regression coefficient of 5.429, indicating that the Purchase Decision (Y) is expected to increase by 5.429 when the Content Marketing variable (X) is zero. Additionally, the regression coefficient for Content Marketing (X) is 0.862, suggesting that for every one percent increase in the Content Marketing variable, the Purchase Decision is expected to increase by 86.2 percent.

The significance value (sig.) for the Content Marketing variable is 0.000, indicating its statistical significance. With a probability of 0.05 and a calculated value of 9.626, which is greater than 1.983, we can conclude that the Shopee affiliate program and TikTok social media content marketing have an influence on consumer purchasing decisions.

### 3 DISCUSSION

Interesting video content holds significance for consumers, as TikTok is primarily used for entertainment purposes. Therefore, businesses must create captivating video content that aligns with consumer preferences (Saputra, 2021). Analyzing current trends can help businesses understand consumer demands. Consistency in content creation by marketers is crucial, as it increases the chances of content appearing on the For You Page (FYP) of TikTok users. If video content appears on the FYP, more users will see it, potentially leading to viral exposure, often referred to as "Racun TikTok", which is a trend that features content that contains information about a product, such as unboxing or interesting reviews so as to attract viewers to shop online (Gratia et al., 2022). Consequently, more consumers are likely to engage in the purchase decision process.
The relevance of TikTok-based marketing content that meets customer needs influences their purchasing decisions. Detailed product information presented through TikTok and Shopee affiliate content enhances consumer motivation to make informed purchases (Jerath & Ren, 2021). In the digital age, the content of a message plays a critical role (Alghizzawi, 2019). Content marketing, as a strategy, involves planning, distributing, and producing content that attracts the appropriate audience and converts them into customers. Both attracting and converting audiences are key objectives of content marketing (Huda et al., 2021). The frequency of content uploads significantly impacts the information provided to potential buyers on TikTok, with higher posting frequencies correlating with increased consumer purchase likelihood (Xiao et al., 2022). For business people, TikTok serves as a platform to build brand awareness and promote products, including local businesses in Indonesia. Marketing plays a vital role in introducing products and reaching consumers, as Indonesian local products compete not only domestically but also internationally (Sri et al., 2022). Consequently, online merchants employ various marketing strategies, often incorporating captivating digital content to promote their products and increase sales.

4 CONCLUSION AND SUGGESTION

Based on the result, the study found that affiliate marketing content on Shopee, specifically through TikTok, significantly impacts consumers' purchase decisions. The regression analysis showed that a one percent increase in content marketing leads to an 86.2 percent increase in purchase decisions. Creating captivating video content on TikTok that aligns with consumer preferences and analyzing current trends is crucial for businesses. Consistency in content creation increases the chances of reaching more users through the For You Page (FYP) and gaining viral exposure. TikTok-based marketing content that meets customer needs and provides detailed product information enhances consumer motivation to make informed purchases. Content marketing plays a critical role in attracting and converting audiences into customers, and businesses should utilize TikTok as a platform to build brand awareness and promote products. Overall, the Shopee affiliate program and TikTok content marketing have a significant influence on consumer purchasing decisions, emphasizing the importance of engaging digital content for increased sales and brand visibility.

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Affiliated Marketing Content in Shopee Through Tiktok Media on Purchase Decisions


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