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Influence of TikTok affiliate video marketing strategies on Millennials' purchase intention

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Abstract

This research investigated the Influence of TikTok Affiliate Video Marketing Strategies on Millennials' Purchase Intention in Calapan City, addressing a gap in the literature that primarily focuses on Generation Z consumers in rural areas. The study's primary objective was to examine the influence of five key indicators– Perceived Usefulness, Trust, Promotion, Consumer Feedback, and Social Impact on the purchasing intentions of 384 millennials aged 25-34 in the suburban setting of Calapan City, Oriental Mindoro. Employing a quantitative, descriptive correlational design, the researcher collected data from Millennials in the specified location. The Pearson correlation coefficient was used to determine the relationship between the independent variable, TikTok affiliate video marketing strategies, and the dependent variable, Millennials' purchase intention. The results confirmed a statistically significant and positive relationship between the independent variable and such indicators, including Perceived Usefulness, Trust, Promotion, Feedback, and Social Impact, and Millennials' purchase intention, leading to the rejection of the null hypothesis. Specifically, the overall mean score indicated a very high intention among the surveyed Millennials to purchase products promoted through TikTok affiliates. Among the tested indicators, Social Impact and Consumer Feedback emerged as the strongest indicators, showing a moderate correlation and the most substantial role in driving purchase intent. The remaining indicators, such as Perceived Usefulness, Trust, and Promotion showed a low, though still significant, degree of correlation. These findings suggest that Millennials' purchasing behavior in this provincial setting is heavily influenced by social validation and peer-driven engagement within the platform. The study provides valuable insights for businesses and content creators on how to refine their digital marketing and affiliate strategies to effectively engage in this consumer segment.

Keywords: TikTok Affiliate; Affiliate Marketing; Purchase Intention; Perceived Usefulness; Trust; Promotion; Consumer Feedback; Social Impact

1. Introduction

Connecting with customers through digital marketing, sometimes known as "online marketing," where a large portion of their time is spent on the internet [1]. This tactic is often employed as a means to draw customers to various social media sites that influence their intention to buy accessible goods available for purchase [2]. There are numerous social media channels, such as TikTok, that are available for marketing purposes. Information from Chan (2024) shows that 56% of TikTok users were successfully introduced to new businesses, suggesting a successful platform for product marketing [3].

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Due to their greater familiarity with digital technology, young millennials are the ones who can obtain this kind of information. They are now more inclined to shop online and utilize social media to research products before making a purchase, which has had a big impact on their purchasing habits [4]. Millennials are the primary force behind e-commerce, according to Statista (2020) data, with the younger generation, especially those between the ages of 25 and 34, making up the majority of online transactions in the Philippines through social media platforms. 34% of Filipino internet shoppers are classified as female, which is partly due to their stronger interaction with social media platforms like TikTok. This indicates that the market is considerably gender-skewed, as TikTok began as a business and marketing tool in 2020 under the name TikTok Shop [5].

This research aims to examine how the independent variables analyzing indicators such as perceived usefulness, trust, promotion, consumer feedback, and social impact drive the purchasing intentions of female Millennials in Calapan City, Oriental Mindoro. This study only concentrates on assessing those indicators and limits the sample size, which signifies a restriction on the wider consumer population and geographic location. The study also excludes the role of other marketing channels or external factors that may affect consumer purchase intentions; thus, it does not examine the long-term effects of affiliate marketing on brand loyalty or customer retention.

2. Review of Related Literature

2.1. Affiliate Marketing

According to Azmi (2025), promoting goods from other people or businesses in return for a commission when a transaction is made via a recommendation is known as affiliate marketing [6]. The way the system operates is by sending users to the website via a unique link that the merchant has supplied. By collaborating with TikTok merchants, the affiliate marketing program offered by TikTok Shop gives creators a lucrative opportunity to profit from their influence and inventiveness in content [7]. Dung and An (2024) state that the investigation found a significant correlation between TikTok affiliate marketing and intent to buy [8]. Influencer-generated content, or creators, is essential in fostering favorable opinions of goods and establishing trust through reliable referrals and using social media comments to increase the allure of the product. This process creates an atmosphere that motivates viewers to think about purchasing by integrating aspects of social influence, influencer trustworthiness, and product information, thus boosting the desire to buy.

2.1.1. Perceived Usefulness

The degree to which an individual believes that using certain technologies, such as social media endorsements, online guidance, tutorials, and other user-generated content like images, videos, and reviews, will improve their job consulting business even in the absence of a direct improvement in performance is known as perceived usefulness. It is the idea that creating and sharing worthwhile content on social media can transcend national borders [9]. One of the two fundamental cognitive tenets of the popular Technology Acceptance Model (TAM), which describes how people come to accept and use new technology, is perceived usefulness in the context of technology adoption. Perceived usefulness is a basic driver in the TAM framework, which holds that a technology's perceived functional benefit is essential for the user's voluntary acceptance of it [10].

2.1.2. Trust

Trust is described by Azmi et al. (2025) as a crucial element impacting consumers' inclinations to buy, fostering a feeling of security and assurance when choosing which goods or services to buy [6]. Regarding TikTok affiliate marketing, confidence in the platform, content producers, and customers' intent to buy are greatly influenced by the legitimacy of the goods since they depend on reliable evaluations and social evidence to support their decisions [11]. Trust represents the confidence consumers have in the platform, affiliate marketers, and product authenticity within the TikTok affiliate marketing context. When consumers believe in the credibility and honesty of the platform's security, the transparency and integrity of the affiliate's testimonial, and the genuine nature of the product, their willingness to engage with the TikTok affiliate video marketing significantly increases. Highlighting those studies, trust plays a crucial role in the purchase intention of an individual.

2.1.3. Promotion

According to Christy et al. (2025), product promotion is a deliberate and calculated effort meant to attract both existing and potential new clients, they assert [12]. Its ultimate goal is to boost customer interest in making a purchase and support the company's overall financial growth. The goal of promotion is to change consumer behavior, given the purpose of educating them about the goods being sold [6]. This impact is frequently accomplished by using strategies

that increase the target's instant attraction to the products. audience. In the context of TikTok affiliate video marketing, promotion comprises the marketing incentives such as discounts, vouchers, flash sales, and special bundled offers. These incentives are strategically deployed through engaging video content to create an immediate and powerful drive for the consumer to move from passive viewing to active purchasing.

2.1.4. Consumer Feedback

Nadila et al. (2024) claim that customer-generated product reviews and comments are reviews or endorsements that describe individual shopping encounters and perceptions of having bought something. These evaluations are useful informational resources that let prospective consumers evaluate a product's dependability, functionality, and general quality from the standpoint of people who have already interacted with both the product and the seller. In the electronic marketplace, where it is frequently impossible to physically inspect things, such customer-uploaded feedback is crucial in bridging the knowledge gap between buyers and sellers [13]. In 2025, Rahandini claims that the customized content that affiliate testimonials generate enhances their credibility and encourages them to buy. aim, since users' shared experiences make them feel reassured and connected. The findings validated that testimonial content, which is consistent with the idea of shared experiences by other users, improves perceived trust considerably [14].

2.1.5. Social Impact

The term "social impact" refers to changes that result from new actions or specific activities. People's lives. The effect of social impact on buying intention is seen when individuals consider purchasing a product or service, such as advice from friends, family, and relations [6]. This concept is consistent with the established understanding that reference groups, such as family, friends, and colleagues, are reliable. Consumers typically consult sources of information when creating attitudes [15]. This network of influence means a person's intention to buy is heavily shaped by the advice and activity of their trusted peers and the broader digital community.

2.2. Consumer Purchase Intention

Purchase intention is the degree to which a consumer intends or plans to purchase a product or service [16]. Based on the study of Azmi et al. (2025), purchase intention can be defined as the possibility of a buyer purchasing the offered product. This chance increases as the intention to purchase strengthens [6]. TikTok Affiliate Video Marketing indicators, such as perceived usefulness, trust, promotion, social impact, and customer feedback, affect the relationship between buying intention and affiliate video marketing methods. Perceived usefulness is the degree to which the information or product offered via affiliate marketing satisfies customers' demands or resolves their issues, potentially boosting the possibility that they will make a purchase. Customers are encouraged to depend on affiliate recommendations by positive after-sales experiences, reliable affiliate claims, and brand legitimacy, all of which contribute to the development of trust. By attracting customers with discounts or unique offers, promotion increases purchase intention. The term "social impact" describes how social characteristics or peer judgments influenced by affiliate marketing content can influence consumers' purchasing decisions, particularly in social media communities. Finally, by offering validation and lowering perceived risk, customer feedback such as reviews and ratings distributed through affiliate channels plays a vital role in influencing purchase intention.

2.3. Theoretical Framework

2.3.1. Affiliate Motivation Theory

Affiliate motivation theory emphasized the need to understand the driving forces behind the decision of an individual to become an affiliate [17]. Based on Rachmad (2023), Affiliate Motivation Theory offers a comprehensive look at the complex motivations driving affiliate marketers. It provides valuable insights for companies looking to leverage affiliate marketing effectively, advocating for strategies that not only focus on competitive financial compensation but also foster a supportive and engaging affiliate environment [17].

2.3.2. Content-Driven Purchase Theory

Content-Driven Purchase Theory provides a comprehensive framework for understanding how content influences consumer behavior and decision-making processes. It underscores the importance of strategic content creation and distribution in driving sales and enhancing customer engagement in the digital age. This theory emphasized how marketers used social media to persuade consumers to purchase the product or services [18].

2.3.3. Arousal Theory

Arousal Theory, as applied to consumer purchase intention, helps to explain how affiliate marketers on TikTok utilize content that induces emotional reactions and gets the audience's attention. Such content videos that evoke excitement, surprise, or even fear of missing out, also known as FOMO, can elevate arousal to an optimal level for potential consumer engagement. Personalized content based on the preferences of the audience, along with the effect of social proof and peer interaction, enhances arousal further, leading consumers to act impulsively. These approaches are based on psychological models of emotional involvement and the role of social influence in decision-making, which support the use of arousal in consumer behavior [19].

2.4. Conceptual Framework



(Source: Dung and An, 2024; Azmi et al, 2025)

Figure 1 Conceptual Framework

The conceptual framework visually organizes the study's primary theoretical relationships, illustrating that the Independent Variable, TikTok Affiliate Video Marketing Strategies, is hypothesized to influence the Dependent Variable, Millennials' Purchase Intention. This framework defines the marketing strategies using five measurable factors: Perceived Usefulness, Trust, Promotion, Consumer Feedback, and Social Impact. The single-headed arrow connecting the marketing strategies to Purchase Intention indicates a directional relationship. The central idea is that positive views across these five factors will collectively lead to a greater intention among Millennials in Calapan City to purchase the products promoted through TikTok affiliate videos. Additionally, the presented output below, TikTok Affiliate Video Marketing Strategies for Businesses, will be based on the detailed analysis and useful findings uncovered through this framework. This framework is aligned with the presented study of Dung & An (2024) and Azmi et al (2023), in which the five indicators of the independent variable, TikTok Affiliate Video Marketing, such as perceived usefulness, trust, promotion, consumer feedback, and social impact, were identified as crucial elements of affiliate video marketing influencing consumer purchase intention [6,8].

2.5. Statement of the Problem

Online shopping is the most prominent use in today's era. TikTok has emerged as a marketing tool through promoting products using short-form video utilized by individuals in order to persuade consumers to purchase the product. This study aims to answer the following questions:

- How does TikTok affiliate video marketing influence Millennials' purchase intention, along with:
 - Perceived Usefulness;
 - Trust;
 - Promotion;
 - Feedback; and
 - Social impact?
- What is the extent of purchase intent of Millennials through TikTok affiliate video marketing?
- Is there a significant relationship between TikTok affiliate video marketing and Millennials' purchase intentions?

- Based on the results, what TikTok affiliate marketing strategies may be proposed?

2.6. Hypothesis

H0: There is no significant relationship between TikTok affiliate video marketing strategies on Millennials' purchase intentions.

3. Materials and Method

3.1. Research Design

This study will employ a quantitative approach. According to Pribadi et al (2025), the quantitative method approach aims to test a theory, examining the relationships between measurable variables to be analyzed using statistical procedures [20]. The method will aim to identify the relationship between TikTok affiliate video marketing strategies in such indicators, including perceived usefulness, trust, promotion, feedback, and social impact on purchase intentions of Millennials in Calapan City, Oriental Mindoro. This study uses descriptive-correlational research techniques. A descriptive component was used to assess which of the indicators' questions of the independent variable had the greatest influence on the dependent variable [20]. The correlational component examined the relationship between affiliate video marketing strategies in such indicators as perceived usefulness, trust, promotion, feedback, and social impact, and purchase intention of Millennials ages 25-34 in Calapan City.

3.2. Subject and Sampling

The respondents of this study are millennials in Calapan City, Oriental Mindoro. The researchers chose this group after reviewing relevant studies and recognizing that social media, especially TikTok, has become a popular medium for online shopping and influencing consumer purchase intention. Women millennials, ages 25-34, are responsible for the majority of online purchases through social media platforms, with a percentage of 34% [5]. The study included 384 millennial women; to determine the number of respondents, the researchers utilized Slovin's Formula, ensuring a 95% confidence level and a 5% margin of error. This study employed stratified random sampling. Stratified random sampling is a statistical technique that involves dividing the population into subgroups or strata based on certain characteristics and then selecting a random sample from each stratum [21]. Respondents will be grouped according to barangay areas within Calapan City to ensure fair representation and will help the researcher arrive at more accurate and equitable conclusions.

3.3. Data Gathering Procedures and Implementation

The researchers employed survey questions through printed survey questionnaires as the primary data collection method in assessing the influence of TikTok affiliate video marketing strategies on Millennials' purchase intentions. The core of the survey consisted of two main parts: one for gathering demographic information and the other using a 4-point Likert scale to measure the distinct variables of the study. This standardized scaling system was intentionally chosen to convert the subjective attitudes and perceptions of the Millennials regarding Perceived Usefulness, Trust, Promotion, Consumer Feedback, and Social Impact into quantifiable data points suitable for statistical correlation. Upon approaching the stratified sample of Millennials in the sixty-two barangays of Calapan City, the researchers ensured that each participant was fully informed of the study's objectives and provided their voluntary written consent before completing the printed survey. This careful procedure ensured that all ethical considerations, particularly those concerning the anonymity and confidentiality of the participants' responses, were strictly upheld throughout the entire collection process.

3.4. Reliability

To determine the instrument's internal consistency, a reliability test was conducted using Cronbach's alpha. The test was conducted on 30 responses to measure the internal consistency of the survey instrument. The computed Cronbach's Alpha value for all the items in the questionnaire was 0.945, which signifies a very high level of internal reliability.

Table 1 Cronbach's Alpha Values per Indicator

Indicator	Cronbach's alpha	Interpretation
Perceived Usefulness	0.776	Acceptable reliability
Trust	0.901	Excellent reliability
Promotions	0.730	Acceptable reliability
Consumer Feedback	0.910	Excellent reliability
Social Impact	0.836	Good reliability
Purchase Intention	0.826	Good reliability

In conclusion, the Cronbach's Alpha value of 0.945 confirms that the instrument used in this study is statistically reliable and suitable for examining the influence of TikTok affiliate digital marketing strategies on millennials' purchase intention in Calapan City

3.5. Data Analysis

To conduct an objective analysis of the gathered data, the researchers utilized descriptive statistics, such as *mean* to assess the effectiveness of TikTok Affiliate Video Marketing Strategies and the purchase intention of Millennials in Calapan City to determine the level of influence of such indicators of the independent variable, including Perceived Usefulness, Trust, Promotion, Consumer Feedback, and Social Impact. The study uses a structured four-point scale designed to translate numerical averages into qualitative descriptions of "influence." To analyze a mean value using this framework, one must identify which of the four distinct intervals the calculated score falls into: 0–1.0 (Very Low Influence), 1.1–2.0 (Low Influence), 2.1–3.0 (High Influence), or 3.1–4.0 (Very High Influence). A parametric test, the Pearson correlation coefficient, was utilized to measure the strength and direction of the relationship between TikTok Affiliate Video Marketing Strategies, including indicators such as Perceived Usefulness, Trust, Promotion, Consumer feedback, and Social Impact, and the dependent variable, purchase intention of Millennials in Calapan City. To analyze a specific correlation result, one must locate the calculated coefficient within five distinct numerical brackets that range from no significant relationship to a near-perfect association. Scores falling between .00 and .30 are classified as a Negligible Correlation, indicating that a change in one variable has little to no predictable effect on the other. As the coefficient increases to the .30 to .50 range, it is interpreted as a Low Positive relationship, while scores from .50 to .70 represent a Moderate Positive connection. The strongest levels of association are found in the upper tiers, where a coefficient of .70 to .90 is considered a High Positive correlation, and any value from .90 to 1.0 is deemed a Very High Positive relationship.

4. Results and Discussion

4.1. How does TikTok affiliate video marketing influence Millennials' purchase intention, along with:

Table 2 Mean Interpretation of TikTok Affiliate Video Marketing in Terms of Perceived Usefulness

Items	Mean	Rank	Interpretation
I buy TikTok affiliate marketer products because they fulfill my practical and hedonic needs, and I trust the shared reviews and seller reliability.	3.669	5	Very High Influence
I buy TikTok affiliate marketer products when they fulfill my needs, provide value, and match my personal style.	3.682	4	Very High Influence
I choose TikTok products that express my fashion sense and identity.	3.698	3	Very High Influence
I repurchase TikTok affiliate products that consistently meet my needs.	3.721	2	Very High Influence
I buy TikTok affiliate products from sellers offering good customer service.	3.753	1	Very High Influence

OVERALL	3.705		Very High Influence
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The data in this table reveals a highly positive perception of TikTok Affiliate Video Marketing among Millennials, with a weighted mean of 3.705, indicating that the platform successfully merges entertainment with functional shopping benefits. This high perceived usefulness is driven by TikTok’s algorithm, which curates personalized content that meets specific consumer needs [22]. Notably, Item 5 (customer service) emerged as the highest-rated indicator (3.753), suggesting that real-time interaction through live streams and comments is the most valued aspect of utility. Conversely, Item 1 (fulfillment of practical and hedonic needs) received the lowest relative mean of 3.669, likely due to the subjective nature of emotional satisfaction; however, it still maintained a "Very High Influence" rating. These findings align with the Technology Acceptance Model (TAM), confirming that perceived usefulness, specifically through tangible seller reliability and consistent service quality, is a fundamental driver of purchase intention [10].

Table 3 Mean Interpretation of TikTok Affiliate Video Marketing in Terms of Trust

Items	Mean	Rank	Interpretation
I buy TikTok affiliate products from sellers who are transparent in reviews and deals.	3.755	1	Very High Influence
I buy TikTok affiliate products based on trusted customer testimonials.	3.729	2	Very High Influence
I buy TikTok affiliate products from sellers offering warranties and reliable support.	3.724	3	Very High Influence
I choose to buy TikTok affiliate products from the influencer.	3.724	3	Very High Influence
I'm confident in buying TikTok affiliate products because I feel secure about the platform's privacy and payment processes.	3.680	5	Very High Influence
OVERALL	3.7224		Very High Influence

The findings in this table reflect a "Very High Influence" of trust in TikTok’s commercial ecosystem, evidenced by an overall weighted mean of 3.7224. This confidence is primarily driven by the transparent and organic nature of affiliate content, which consumers perceive as more authentic than traditional advertising. Item 1 (transparency in reviews) emerged as the highest-rated factor (3.755), reinforcing the Trust-Commitment Theory and Ohanian’s (1990) assertion that source credibility is mandatory for effective marketing [23]. Conversely, while still rated highly, Item 5 (platform privacy and payment security) received the lowest relative mean (3.680), highlighting a systemic caution regarding technical infrastructure and data handling [24]. Ultimately, these results align with the Model of Organizational Trust, suggesting that the perceived integrity of affiliate partners is the most powerful predictor of a Millennial’s willingness to engage in digital transactions [25].

Table 4 Mean Interpretation of TikTok Affiliate Video Marketing in Terms of Promotion

ITEMS	MEAN	RANK	INTERPRETATION
I choose to buy TikTok affiliate products when there is a discount.	3.732	4	Very High Influence
I choose to buy TikTok affiliate products when the seller offers additional prizes and incentives.	3.758	2	Very High Influence
I buy TikTok affiliate products during special promotions.	3.758	2	Very High Influence
I buy TikTok affiliate products when promotions are time-limited.	3.680	5	Very High Influence
I choose TikTok affiliate products with free shipping promotions.	3.773	1	Very High Influence
OVERALL	3.740		Very High Influence

The data in this table indicates a "Very High" level of consumer responsiveness to TikTok promotions, with an overall weighted mean of 3.740 driving significant engagement. Item 5 (free shipping) emerged as the most powerful motivator with the highest mean (3.773), confirming that eliminating extra costs is a critical psychological trigger that reduces checkout friction [26]. Conversely, Item 4 (time-limited promotions) received the lowest relative mean of 3.680, suggesting that while urgency-based tactics are effective, they can occasionally cause decision fatigue or skepticism compared to tangible financial savings. These findings align with Schiffman and Kanuk's (2000) Model of Consumer Decision Making, highlighting that for Millennial shoppers, the economic efficiency of free shipping consistently outperforms the pressure of time-sensitive offers [27].

Table 5 Mean Interpretation of TikTok Affiliate Video Marketing in Terms of Consumer Feedback

Items	Mean	Rank	Interpretation
I am attracted to TikTok affiliate products featuring high-engagement videos and real, credible testimonials.	3.771	4	Very High Influence
I buy TikTok affiliate products with positive reviews and high video interaction.	3.768	5	Very High Influence
I choose to buy TikTok affiliate products from responsive, engaging sellers.	3.779	3	Very High Influence
I feel more confident buying TikTok affiliate products when videos include credible user testimonials and social proof.	3.805	2	Very High Influence
I feel more confident buying TikTok affiliate products that are promoted with high engagement affiliate videos.	3.820	1	Very High Influence
OVERALL	3.789		Very High Influence

The statistical data in this table reveals that social proof is the most influential driver in the TikTok affiliate ecosystem, earning a "Very High Influence" overall mean of 3.789. Item 5 (high-engagement videos) emerged as the top-rated indicator (3.820), confirming that metrics like likes and comments serve as powerful psychological triggers that equate "virality" with product quality and authenticity [28]. While Item 2 (positive reviews and interaction) received the lowest relative mean of 3.768, it remains highly influential, suggesting that while static feedback is valued, dynamic social validation is a superior motivator. These findings align with Schiffman and Kanuk's (2019) Model of Consumer Decision Making, illustrating how the TikTok algorithm creates a cycle of collective approval that diminishes perceived risk [27]. Ultimately, the transition from viewer to confident buyer is driven by the seamless integration of entertainment and peer-driven credibility, which simplifies the mental evaluation process more effectively than traditional urgency-based tactics.

Table 6 Mean Interpretation of TikTok Affiliate Video Marketing in Terms of Social Impact

Items	Mean	Rank	Interpretation
I choose to buy TikTok Influence affiliate products when I see my friends and peers actively engaging in affiliate videos.	3.807	2	Very High Influence
I choose to buy TikTok affiliate products when my family member personally recommends an item in a video.	3.771	5	Very High Influence
I choose to buy products recommended by TikTok affiliates with positive feedback.	3.810	1	Very High Influence
I choose to buy products from TikTok-affiliated videos of influencers genuine knowledge.	3.805	3	Very High Influence
I choose to buy products featured in TikTok-affiliated influencer videos that are seen as authentic and relatable.	3.776	4	Very High Influence
OVERALL	3.794		Very High Influence

The data in this table reflects a "Very High" level of social impact with an overall mean of 3.794, suggesting that purchase intentions are driven more by broad public validation than by private social ties. Item 3 (recommendations from affiliates with positive feedback) ranked highest at 3.810, indicating that Millennials prioritize the perceived expertise and niche knowledge of content creators over personal connections when navigating new products [29]. Conversely, while still highly influential, Item 2 (family recommendations) ranked lowest at 3.771, as family members are often seen as less authoritative than dedicated affiliates in specific product categories. This finding aligns with the research of Ayamung and Nuangjamnong (2023), who state that familiar opinions are a key factor in the decision-making process for TikTok consumers, reinforcing the social nature of purchase behavior on the platform. However, modern consumers increasingly prioritize the perceived expertise and specialized knowledge of affiliates, whose reputations are built on the consistency of their niche recommendations [30].

4.2. What is the extent of purchase intent of Millennials through TikTok affiliate video marketing?

Table 7 Mean Interpretation of Purchase Intent of Millennials through TikTok Affiliate Video Marketing

Items	Mean	Rank	Interpretation
I purchase TikTok affiliate products with genuine, relatable content.	3.883	3	Very High Influence
I continue to purchase products through TikTok affiliate videos.	3.919	2	Very High Influence
I buy from TikTok affiliates who are authentic and experts.	3.875	5	Very High Influence
I purchase from TikTok affiliates who promote brands that align with my preferences.	3.880	4	Very High Influence
I trust and purchase the product recommendations made by TikTok affiliates.	3.930	1	Very High Influence
OVERALL	3.897		Very High Influence

The statistical analysis identifies trust as the foundational pillar for conversion, with Item 5 ("trust and purchase recommendations") achieving the highest mean of 3.930. This peak ranking suggests that Millennials prioritize "social proof" and peer-like endorsements over traditional corporate messaging, viewing them as more transparent and authentic. Conversely, Item 3 ("authenticity and expertise") received the lowest relative mean of 3.875, indicating that while expertise is valued, immediate product appeal and visual evidence often outweigh the formal credentials of a creator. These behaviors align with the Theory of Reasoned Action (TRA) and research by Xiao et al. (2020), which correlates perceived trustworthiness with purchase intent [31,32]. Ultimately, TikTok's hyper-personalized algorithm-and-frictionless checkout process hoten the consumer journey, transforming the market from "top-down" advertising to a "peer-to-peer" ecosystem where community trust is the primary currency.

4.3. Is there a significant relationship between TikTok affiliate video marketing and Millennials' purchase intentions?

The researcher found that all five indicators are positively and significantly correlated with purchase intention, as evidenced by uniform P-values of 0.000, which are below the 0.05 alpha level. The first three indicators, Perceived Usefulness ($r = 0.375$), Trust ($r = 0.332$), and Promotion ($r = 0.353$), exhibited a positive, low degree of correlation. Conversely, Consumer Feedback ($r = 0.507$) and Social Impact ($r = 0.539$) demonstrated a positive, moderate degree of correlation, marking them as the most influential factors in the study.

The differentiation between the "low" and "moderate" correlations reveals the Millennial consumers in Calapan City. The low correlation of Perceived Usefulness, Trust, and Promotion suggests that while these are functional essentials, meaning they must be present for a sale to occur, they are not the primary drivers that push a consumer to finalize a transaction. For example, a Millennial may trust a seller (Trust) and like a discount (Promotion), but they may still hesitate to buy. The transition from intent to action. It occurs due to the moderate correlation between Feedback and Social Impact. This suggests that Millennials are the socially driven shoppers; they require the emotional security of seeing others engage with a product before they commit. The dominance of Social Impact is rooted in the suburban

culture of Calapan, where community validation and peer trends carry more weight than traditional corporate advertising.

Table 8. Correlation between TikTok Affiliate Video Marketing and Purchase Intention of Millennials

INDICATOR	P-VALUE	Pearson's r value	INTERPRETATION		
			Direction	Degree	Significance
Perceived Usefulness and Purchase Intention of Millennials	0.000	0.375	Positive	Low	Significant
Trust and Purchase Intention of Millennials	0.000	0.332	Positive	Low	Significant
Promotion and Purchase Intention of Millennials	0.000	0.353	Positive	Low	Significant
Feedback and Purchase Intention of Millennials	0.000	0.507	Positive	Moderate	Significant
Social Impact and Purchase Intention of Millennials	0.000	0.539	Positive	Moderate	Significant
$\alpha = 0.05$					

4.4. Based on the results, what TikTok affiliate marketing strategies may be proposed?

Table 9 Propose TikTok Affiliate Video Marketing Strategies Plan

Key Components (Activity Titles)	Target Objectives	Gap Identified	Proposed Activities/Strategies
I. Practical and Hedonic Needs Content	To demonstrate product reliability and practical value.	Most of the Millennials use the TikTok Shop Program as an immediate customer service, which is not aligned with their personal preferences.	Launch a video series showcasing real-world problem-solving and practical product applications.
II. Security Content	To minimize buyer skepticism regarding data and payment security.	Lack of the platform's privacy and payment processes information leaves doubts for Millennial consumers.	Incorporate transparency badges and clear explanations of return policies within affiliate video content.
III. Combined Purposed Content	To shift focus from urgency to tangible consumer benefits.	Millennials consumer found it overwhelming, and they most value economic efficiency	Implement marketing campaigns highlighting free shipping and bundled discounts for time-limited offers.
IV. Consumer Validation Highlight Content	To leverage feedback for better consumer decision-making.	Most Millennials believe in affiliating with content when there's positive social proof about a product	Create highlight videos where affiliates react to and verify genuine comments from previous buyers.
V. Social Proof Focused	To build community-based brand loyalty through peers.	Lack of social proof to validate product features	Partner with local micro-influencers to produce unscripted, family-oriented content for the local market.

The researchers proposed a shift toward video content that prioritized real-world problem-solving and practical product applications. Showcasing how items functioned in everyday settings allowed affiliates to provide more tangible value to the millennial audience. This approach was designed to move beyond simple aesthetic appeal to establish the platform as a functional and reliable shopping guide. It was observed that when creators focused on utility, the target

demographic felt more empowered to make informed purchasing decisions. Consequently, the strategy aimed to bridge the gap between digital discovery and the practical needs of the local consumers.

To address concerns regarding data privacy and security, the plan introduced the systematic use of transparency badges and clear policy explanations. Affiliates were encouraged to explicitly discuss return processes and payment protections within their video descriptions to ease consumer anxiety. These measures were intended to build a more credible environment that fostered long-term shopper confidence in the digital marketplace. Institutionalizing these safety signals allowed the researchers to mitigate the skepticism often associated with suburban online transactions. Ultimately, the enhancement of trust served as the necessary foundation for a sustainable and secure affiliate marketing ecosystem.

The strategy focused on the combination of high-pressure countdown timers or time-limited offers with tangible incentives like free shipping and exclusive product bundles. This adjustment allowed local businesses to align their promotional language more closely with the specific lifestyle and preferences of the Calapan City community. The researchers intended to present marketing efforts as genuine opportunities for savings rather than aggressive or coercive sales tactics. Diversifying the types of rewards offered allowed the plan to sustain consumer interest over a much longer period. This shift emphasized value-driven engagement, which resonated more deeply with the sensible spending habits of the millennial demographic.

The plan utilized consumer feedback, encouraging affiliates to react to and verify actual comments from previous buyers directly within their video content. Incorporating credible user testimonials provided solid social validation that simplified the complex millennial decision-making process. The researchers believed that seeing honest interactions with real customers would significantly enhance the perceived integrity of the affiliate. This method transformed passive feedback into an active marketing tool that reinforced the reliability of the products being sold. Thus, the systematic use of feedback was designed to create a continuous loop of transparency and reliability within the platform.

The final indicator was addressed through recommending partnerships with local micro-influencers to create unscripted and relatable family-oriented content. This strategy leveraged the close-knit social structure of the city to build trust through authentic peer-to-peer recommendations. It aimed to transform digital marketing from a formal advertisement into a trusted suggestion from a relatable and known source. Focusing on relatability over expert status ensured that marketing strategies remained culturally relevant and emotionally resonant. This approach effectively utilized the power of social influence to strengthen the bond between the brand and the local audience.

5. Conclusions

The study reveals that TikTok affiliate video marketing thrives on a combination of practical value, credible reputation, and community engagement. Perceived usefulness remains a vital factor as millennials rely on clear product demonstrations to understand specific benefits before committing to a purchase. While trust levels are generally favorable, some participants maintain a level of caution regarding the security of their private data and payment transactions on the platform. Promotional strategies like free shipping and exclusive discounts prove highly effective in capturing the interest of the local market and driving immediate action. Consumer feedback serves as a critical pillar for decision-making, with viewers placing heavy reliance on reviews and testimonials from previous buyers to validate their choices. Furthermore, the social impact of influencers and peers significantly shapes millennial preferences through a shared appreciation for authenticity and relatability in digital content.

The survey found that there was a high level of purchasing intention. Participants showed a strong desire to purchase items viewed on the platform. The data reflected a consistent willingness to turn digital engagement into actual sales after viewing affiliation content. This strong intent meant that marketing efforts were not just viewed for entertainment; they also served as a true motivation for consumer action. Millennials have shown a willingness to trust the platform's shopping functions when supplied with relatable and high-quality video advertisements. As a result, the research found that TikTok has become a significant driver of consumption behaviors in this specific demographic.

The analysis of the relationship between variables confirmed that all identified marketing indicators significantly influenced the purchase intentions of the respondents. It was observed that while all factors played a role, social validation and feedback from other consumers served as the most substantial drivers of buyer behavior. This finding implied that the suburban community in Calapan City placed a higher premium on peer recommendations and collective experiences than on traditional promotional tactics. The statistical evidence supported the idea that as marketing strategies became more socially grounded, the likelihood of a purchase increased accordingly. Therefore, the study validated the essential link between interactive digital marketing and consumer decision-making processes.

Recommendations

The following suggestions are put forth in light of the study's findings: increase the influence of TikTok affiliate video marketing tactics on millennials' intention to buy in Calapan City:

- Affiliates were urged to give priority to genuine interactions that showcased the products. dependability in practical situations. Content producers should concentrate on addressing particular customer issues by emphasizing the products' long-term worth and usefulness. This tactical change sought to make TikTok a more reliable and useful shopping tool for the millennial consumer base.
- It was suggested that platform administrators and marketers work together to provide visible guarantees on payment security and data privacy. Affiliates ought to include a brief section or subtitles outlining official return guidelines and consumer protection initiatives to lessen the doubt of buyers. These actions were thought to be necessary to create an open and secure setting for cautious internet buyers.
- It was suggested that local companies combine limited-time deals with customized rewards such as special packages and free shipping. Promotional language ought to be customized to meet the unique demands and lifestyle of the Calapan City community in order to guarantee a sincere relationship. This change was made to portray marketing initiatives as worthwhile ventures instead of using pushy sales techniques.
- The researchers recommended that affiliates incorporate genuine customer reviews and evaluations into their video marketing efforts. Showcasing actual customer experiences was found to be a crucial technique for confirming product quality and boosting customer confidence. This strategy aimed to make peer review the main instrument for influencing the final purchasing choice.
- To connect, creators were urged to employ relevant narrative and social approval. deeper with the millennial audience in the area. Making use of the combined experiences of the Community was viewed as an effective way of fostering confidence as well as company loyalty. Moving was the aim, moving away from well-produced videos and toward information that reflected the genuine suggestions of a close friend or relative.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of Ethical Approval

The researchers strictly followed ethical guidelines while collecting information needed for the study. Participation in surveys is voluntary, and everything is in the right place; all personal information of each respondent is strictly disclosed. This will be ensured through an informed consent process where participants are free to make a decision regarding whether or not to participate in the research. To ensure that ethical standards are upheld, anonymity, confidentiality, and protection of participants from potential harm will be strictly observed. Personal identities, including names and any identifiable information, will not be disclosed. All collected data will be treated with utmost confidentiality in full compliance with Republic Act No. 10173, also known as the Data Privacy Act of 2012.

Statement of informed consent

Participants in this study on TikTok affiliate marketing in Calapan City acknowledge that they have been informed of the research's purpose and procedures. They understand that their participation is entirely voluntary and that they may skip any specific questions regarding their shopping habits at any time without penalty. All responses, including those related to "yellow basket" engagement and purchase intentions, will be handled with strict confidentiality, anonymized, and stored securely to protect participant privacy. By leaving signature, individuals confirm that they are engage on TikTok , have had the opportunity to ask questions, and freely agree to participate under these terms.

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