



The Effect of Affiliate Marketing on Impulse Buying

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Abstract. This study aims to determine the effect of affiliate marketing on impulse buying tendencies among TikTok application users in Bandung. Affiliate marketing has become a popular marketing strategy in the digital era, with a significant impact on consumer behavior. Meanwhile, TikTok has become one of the most popular social media platforms among the younger generation in various parts of the world, including in Bandung. This study uses a quantitative approach with a survey method via online questionnaires. The research sample consisted of TikTok application users in Bandung who were involved in affiliate marketing activities. The collected data were analyzed using regression techniques to identify the relationship between the influence of affiliate marketing and impulse buying behavior. The results of the study showed that affiliate marketing had a significant influence on impulse buying tendencies among TikTok application users in Bandung. TikTok users who were exposed to product conservation and promotion through video content tended to be more prone to impulse purchases compared to those who were not exposed. These findings indicate that affiliate marketing plays an important role in influencing consumer behavior on the TikTok platform. Interesting video content with conflicting links can influence users to buy products or services on impulse. This provides opportunities and challenges for marketers to take advantage of TikTok's potential as an effective marketing platform.

Keywords: Affiliate marketing, Impulse buying, TikTok app users.

1 Introduction

Current societal behavior from a social perspective is greatly influenced by technological developments which are marked by the Industrial Revolution 1.0 to the Industrial Revolution 4.0. These changes are one of the factors that influence people's life behavior [1]. People's habits and lifestyles have changed in a relatively short time towards wasteful and excessive living which ultimately leads to a consumptive lifestyle [2]. This sudden and strong impulse gives rise to panic buying which is often associated with little consideration in shopping [3]. Previous research stated that panic buying due to the scarcity of goods greatly influences consumer buying interest [4].

Consumptive behavior makes people tend to have unlimited consumption, especially with attractive promotions and offers of convenience resulting in excessive shopping beyond their needs and also occurring impulsively [5]. Impulse buying is defined as an

unplanned purchase characterized by relatively fast decision-making [6]. Consumers who are involved in impulse buying are consumers who have experience of desires with a hedonic nature because of the emotional impulse that gives them a feeling of joy and happiness when shopping and impulse buying occurs [7].

Spontaneous buying behavior or impulse buying cannot be separated from the concept of psychological variables. The concept that is closest to this problem can be indicated as the concept of locus of control [8]. Consumer impulse buying when shopping can be driven by hedonic consumption tendencies and emotional factors [9]. The use of celebrity endorser has several benefits namely the possibility of being known, credibility, and also attractiveness, advertising, sales promotion or sales promotion, interactive marketing or interactive marketing, word of mouth marketing or word of mouth marketing, and so on that influences impulse buying [10]. Other research states that the Shopee affiliate program influences impulse buying behavior [11].

Several studies that have been conducted previously showed that the problem of impulse buying can be overcome through advertising and the shopping lifestyles of each consumer. There are still few, if not rare, statements that affiliate marketing can influence impulse buying behavior.

Shopee and TikTok have created affiliate programs so that many people can promote products and can earn royalties from doing so. The social media TikTok often gives rise to many viral videos, which are very popular with all groups for entertainment and also as a place for creativity for consumers and business people [12]. It is hoped that the application of affiliate marketing on various platforms can generate impulse buying behavior which will increase sales. Based on the description presented, it is considered that research on "The Influence of Affiliate Marketing on Impulse Buying (Survey on TikTok social media users)" is needed.

2 Literature Review

The theoretical approach used in this panel is the consumer behavior theory put forward by Schiffman and Kanuk [13] which comes from the grand theory of digital marketing. Digital marketing is a strategy that has quite an impact on increasing the number of consumers in this era [14]. Utilization as a strategy occurs because currently, technology is increasingly developing, one of which is in terms of business communication. Many people like social media because it has fast and wide access and reach [15]. Consumer behavior is the main focus of digital marketing which is used as a benchmark for the success of an offer [16]. Understanding consumer behavior is important for every company, so that it can understand consumer needs, desires, and expectations so that purchases can occur [17].

Consumer behavior define as the behavior displayed by consumers in searching for, purchasing, using, evaluating, and consuming products and services that they expect and will satisfy their needs [18]. Consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires [19]. There are many factors that make an individual or group make a purchase, including pleasure (hedonic) factors [20],

needs, and style factors [21]. Apart from purchasing factors, other factors need to be investigated that influence consumer behavior using theory.

3 Methods

Based on considerations of research objectives, the type of research used is descriptive and verification research. Descriptive research is research used to describe something, usually the characteristics of relevant groups, such as consumers, sellers, organizations, or market areas [22]. Through descriptive research, a detailed picture of the respondents' views on affiliate marketing can be obtained, which consists of emotional shopping, situational factors, characteristics, as well as a picture of impulse buying, including content, social interaction, and value generated among TikTok social media users. Verification research is carried out to test the truth of existing science, in the form of concepts, principles, procedures, postulates, and practices of the science itself [23]. Verification research was carried out to test hypotheses through data collection in the field to obtain an overview of the influence of affiliate marketing on impulse buying on TikTok social media followers.

4 Discussion

4.1 Affiliate Marketing

Technological developments are very influential in improving the systems implemented by E-commerce, one of which is the emergence of affiliate marketing programs [24]. Affiliate marketing is an effective marketing model via Internet because it can save offline promotion costs, has a wide marketing reach, and is more flexible in time [25]. To understand more about affiliate marketing, here is the definition of affiliate marketing from experts shown in Table 1

Table 1. Affiliate marketing definition according to experts.

Definition
Affiliate marketing is a business model in which a company or individual promotes someone else's product or service and receives a commission on any sales or actions generated through their marketing efforts [25]
Affiliate marketing is a marketing system in which affiliate marketers receive a commission for each visitor they direct to a website or sale generated through their affiliate links [26].
Affiliate marketing is a marketing method in which affiliated individuals or companies promote products or services from other companies and receive commissions based on the resulting actions, such as sales or clicks [27].
Affiliate marketing is "a marketing model in which affiliate marketers earn commissions when users take certain actions, such as purchases, through affiliate links they provide [28].

Affiliate marketing is "a marketing program in which an affiliate marketer seeks to drive visitors or potential customers to a company's website through the use of affiliate links and receive a commission on the resulting sales." [29]

1. Based on the experts' definitions in Table 1 regarding affiliate marketing, it can be explained that there are similarities between these definitions, namely that affiliate marketing is a marketing system that encourages visitors to make purchases through marketed links so that affiliates will get a commission [25-29]
2. Affiliate Marketing is measured through several factors, including:
3. Content. The content dimension is used in this research because it can measure how interesting the content created by affiliates is
4. Social Interaction. The social interaction dimension is used in this research because it can describe social interactions between consumers and sellers or affiliates [30]. Having a sense of empathy in a relationship will create trust so that when approaching, consumers will evaluate the seller's attitude and work performance. When trust is established, it is hoped that it can increase purchasing interest [31].
5. Value Generated. The value generated dimension is used in this research because it can describe how attractive the value generated is to attract consumer interest.

4.2 Impulse buying

Impulsive buying is defined as a sudden and immediate purchase without any prior purchase intention [32]. Impulse buying creates happiness that is triggered by satisfying hedonic goals when individuals shop, has an aspect of enjoyment, and pays more attention to pleasure (hedonic) than to the utility obtained from the product purchased [33]. To better understand impulse buying, the definition of impulse buying according to experts taken from several sources is presented in Table 2 below:

Table 2. Citation of definition of impulse buying

Experts	Definition
(Schiffman & Kanuk 2008:11) in (Morissan, 2010)	When a consumer makes what is essentially an emotional purchasing decision, little attention is paid to seeking information prior to purchase [34].
(Rook & Fisher, 1995)	Impulse buying is defined as a purchase that is not planned in advance, is done spontaneously, and is influenced by environmental factors or social norms [35].
(Verplanken & Herabadi, 2001)	Impulse buying involves purchasing actions that are influenced by feelings and emotions, where consumers lack rational consideration before buying [36].
(Dittmar & Drury, 2000)	Impulse buying is closely related to individual efforts to strengthen self-image or social identity through purchasing consumer goods [37].

(Beatty & Elizabeth Ferrell, 1998)	Impulse buying is defined as a purchasing action that is carried out without prior intention, occurs spontaneously, and is influenced by situational, emotional or hedonic factors [38].
(Stern, 1962)	Impulse buying is a purchase that occurs suddenly and without prior planning, triggered by emotional impulses or stimulation when shopping [39].

Based on the definitions regarding the meaning of impulse buying put forward by experts shown in Table 2, impulse buying is generally the process of purchasing an item without any prior intention to buy or a purchase made immediately [40-42]. Impulse buying is used as a target in several strategies because of the scope of purchases made only because of a sense of interest [43]. Based on these opinions, it can be concluded that impulse buying is the behavior of someone who spontaneously decides to get the desired item due to external influences.

The factors that influence impulse buying, and the explanation is described as follows:

- Emotional Factors. The emotional factors dimension is used in this research because it can measure the influence of emotions on impulsive buying behavior. Emotional factors, such as mood, current emotional state, and emotional reactions to purchasing stimuli, can influence consumers' decisions to make impulsive purchases [36].
- Situational Factors. The Situational Factors dimension is used in this research because it discusses the influence of situational factors on impulsive buying behavior. These situational factors involve the physical, social, and temporal contexts in which impulse buying decisions occur[38].
- Characteristics. The characteristics dimension is used in this research because it can measure what kind of character influences consumers.

Research findings stating that affiliate marketing can influence impulse buying are still relatively few. One of the findings is a research conducted by Kristiyono [11] which suggested that affiliate marketing had a significant influence on impulse buying because affiliate marketing can provide comprehensive information through promotional content shared by affiliates via TikTok social media so that it can lead to impulse buying in other customer.

5 Conclusion

From several expert opinions regarding affiliate marketing, it can be concluded that affiliate marketing is a marketing system that encourages visitors to make purchases through marketed links so that affiliates will get a commission. There are many impacts resulting from the existence of this affiliate marketing system, one of which is impulse buying behavior. Affiliate marketing is measured based on content, social engagement, and value generated.

Impulse buying behavior, as stated by experts, is generally the process of purchasing an item without any prior intention to buy or a purchase made immediately. The measurements carried out are based on emotional, situational, and the characteristics of consumers.

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