

TikTok affiliate marketing: Factors influencing purchase intention of young professional consumers in Santa Cruz, Occidental Mindoro

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Abstract

Short-form video content, profitable advertising, and rising affiliate partnerships attract businesses to TikTok. This study evaluates TikTok as a marketing platform, studies participants' market niche, and affiliate marketing's impact on customers. According to the report, TikTok can be an effective marketing platform if firms use its advantages: word-of-mouth marketing, higher possibility of being widely shared, and influencer marketing potential. The study discovered that young professionals have distinct purchase behavior, therefore the researcher defined five market niches: savvy and streamlined customers, health and beauty junkies, spontaneous shoppers, experience-driven purchasers, and peer-generated endorsement. The researcher's market niche indicates that segmenting markets helps businesses provide targeted messages to certain people. This boosts ad and content engagement, enhancing campaigns and ROI. Finally, TikTok affiliate marketing's content quality, audience engagement, product presentation, pricing comparisons, and source legitimacy influence selected young professionals' purchase decisions. This study informed TikTok users about affiliate marketing and offered new strategies to improve their platform and reputation as a successful marketing platform. This research helps TikTok marketers and those contemplating it. Finally, researchers in various industries and e-marketing platforms will benefit from this study by having a more in-depth investigation. Thus, it is recommended that businesses should also consider TikTok's escalating pricing, demographic bias, and platform instability; businesses should also engage with the right materials for the right audience, market segmentation may be done effectively because having a solid market niche helps ensure that specific customers will want to buy from your business instead of the competition.

Keywords: Affiliate marketing, TikTok, market niche, young professional, marketing platform, social media marketing

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1. Introduction

In September 2021, Bytedance, the parent company of TikTok, announced that the app had 1 billion monthly active users. These user statistics indicate that the app has had rapid growth and has taken a significant portion of the market since 2016 (Dean, 2024). TikTok's distinctive selling proposition is that the site primarily provides material in short video format—these may be generated, modified, and shared on the platform. Dean (2024) added that in 2021, TikTok was recognized as the sixth most popular social media app, even though it had just been created in 2016. X (Twitter), Telegram, Reddit, Pinterest, and Snapchat have all been exceeded by TikTok in terms of the number of monthly active users. The presence of these numbers cleared the way for businesses all over the globe to embrace this social media platform, which then became their new channel for marketing.

Businesses are increasingly embracing TikTok and are ready to invest in the platform. TikTok content development often accounts for 15% of a company's overall marketing expense. 43% of these organizations focus on content related to their product, with additional popular types including product/service reviews, video tutorials, personal anecdotes, and trending memes or challenges (Macready, 2024). Businesses were collaborating with different influencers and public figures on TikTok to endorse their products and services in return for compensation, a strategy often known as affiliate marketing. The 2023 Cambridge Dictionary defines affiliate marketing as an agreement where an individual or organization places a link to a company's product on their website and receives payment each time a product is sold through that link (Affiliate Marketing, 2023). Affiliate marketing is a contemporary marketing communication strategy that involves collaborating with a company to promote its products (Batu et al., 2020). The purpose of affiliate marketing material produced on TikTok is to influence the purchasing inclination of young people towards TikTokShop. The diverse material generated on TikTok can captivate and persuade users to make purchases. Consumers will be enticed to make purchases through the appealing material provided in the affiliate program. Purchasing decisions are made when individuals select from a range of available product options (Engel et al., 2000).

Businesses are increasingly interested in TikTok affiliate marketing due to the platform's effective advertising methods and a growing number of affiliate partnerships, leveraging its reputation for short-form video content (Jaffar et al., 2019). Affiliate marketing involves content producers or influencers partnering with marketers to promote goods or services through compelling video content. Collaborations on TikTok have significant potential to increase customer engagement and boost brand exposure. According to Jarboe (2022), the increasing number of TikTok affiliates offers an interesting opportunity to study influencer marketing dynamics on this quickly developing social media network. TikTok's significant user base and high engagement rates have positioned it as a key focus for affiliate marketing techniques as social media platforms develop. Despite the promising outlook for the platform, obstacles continue to exist as 53% of company owners want to increase their investment in TikTok affiliate marketing next year. 33% of organizations find it difficult to increase interaction rates, while 25% have challenges in continuously providing content (Macready, 2024).

The popularity of TikTok affiliate marketing entices young professionals because according to TikTok reports young professionals constitute a substantial niche of the worldwide population, and this digitally proficient and receptive group has demonstrated their significance within the TikTok community. Young professionals were raised alongside technology and are widely regarded as the inaugural cohort of individuals who are native to the digital realm. They have readily embraced digital platforms as part of their regular routines. This is evident in Mileva's (2023) study that Canadian and US affiliate marketing increased internet sales by 16%. However, affiliate marketing is not as effortless as it is made out to be and the rewards are not as substantial. Inexperienced individuals will encounter numerous traps and problems in the realm of affiliate marketing. Indeed, this is substantiated by

statistical data indicating that nearly 95% of affiliate marketers ultimately experience failure (Csizmadia, 2023).

Amarasekara and Mathrani (2015) describe a disadvantage linked to affiliate marketing networks. Affiliates may see data on the leads generated by their clicks on these platforms, but they usually do not have insight into the actual sales made as a consequence of those clicks. Affiliates must trust platforms significantly since they usually cannot see the tracking codes for sales. Affiliate marketing platforms can manipulate the money generated by affiliates (Snyder & Kanich, 2016). They observed a major issue with online advertising affiliates' perceived dependability. Affiliates try to turn their following into retail leads using one of numerous marketing methods. Conversely, some content producers sell directly to clients. They also discovered that consumers trust affiliate ads more than content-driven commerce. However, some conditions may lower affiliate ad dependability.

The frequency of sharing has an impact on the effectiveness of both affiliate links and content (Tafesse & Dayan, 2023). To effectively cater to consumers and optimize revenue, content makers must strategically arrange the scheduling and distribution of their content. Regularly distributing content is crucial due to the accessibility of consumers and the constant uploads by other authors. Inadequate frequency of posting can hinder relationships with customers. According to the researchers' observations, it is evident that the difficulties encountered by marketers when employing TikTok affiliate marketing worldwide, including in the Philippines, are closely linked to their impact on consumer purchasing habits. There is a substantial body of research on how affiliate marketing impacts consumer purchase intent on TikTok, particularly within the Philippines. However, there is a lack of research specifically focusing on how it affects customers' purchase intention in rural and provincial areas. Therefore, the researchers decided to conduct a study on the factors that impact the purchase decisions of young professionals living in Santa Cruz, Occidental Mindoro. This research aims to present an analysis of the different aspects of TikTok affiliate marketing and its impact on influencing customer purchasing decisions.

The researchers' choice to pursue the study was mainly motivated by a desire for intellectual exploration. The researchers were confident that conducting this study would provide a valuable academic contribution to fully grasp TikTok affiliate marketing and its impact on consumers. Furthermore, it would allow companies to customize their strategies for rural areas, thereby supporting economic growth and progress.

Research Objectives - This research study aimed to provide an overview of the various characteristics of TikTok affiliate marketing and highlight its significant impact on a customer's choice to purchase a product or service. Specifically, the research objectives that the study aimed to achieve were as follows: (1) Explore the function of TikTok as a marketing platform targeting young professional customers; (2) Determine the purchasing patterns of young professionals on TikTok and develop market niches that accurately represent them and (3) Identify various factors of TikTok affiliates that influence the purchase decision process of young professionals.

Significance of the Study - The findings of this study presented knowledge about the role of TikTok as a marketing platform and examined the influence of its affiliate marketing feature on the purchase intention of young professional consumers. It is especially significant to the TikTok community, businesses engaged in TikTok, startups, and consumers. To the TikTok community, this research will them with an opportunity to get a better understanding of their affiliate marketing feature and generate various tactics, both of which are crucial for the improvement of their platform and the enhancement of their reputation as an efficient marketing platform. In this manner, TikTok will be persuaded to investigate and search for more effective methods that will entice additional people to become a part of their community as well as other organizations to use their affiliate marketing program as a marketing technique. To businesses engaged in TikTok community and startups, this research is going to be beneficial for business enthusiasts who are already involved in the TikTok community as well as those who are considering entering the community and using it as a marketing channel. There is a possibility that these business owners will find this study to be useful in terms of creating goals for their companies and acquiring an understanding of the relevance of effective marketing promotion to the overall success of the company in question.

To consumers, the findings of this research will give customers a full grasp of affiliate marketing and provide them with the skills necessary to make an informed decision on what to buy on TikTok that will offer the most

satisfaction to their requirements. The researcher believed that customers who had sufficient information about the business with whom they were interacting would be able to make purchase choices that are by their preferences, which would ultimately result in satisfaction. To the researcher, the researchers' academic requirement for the research methodology subject that is part of the Masters of Business Administration program has been partially satisfied by this study. It was through the process of carrying out the study that the researcher was able to use their prior expertise in the management of marketing and advertising to good use and to impart their knowledge to other individuals. To future researchers, Any individual performing research on comparable topics throughout a wide range of business sectors and e-marketing platforms will find the data gained from this study to be of great use. In addition to this, another potential use of this study is to collect pertinent information to do further research that is connected to the aims of this study.

Scope and Delimitation of the Study - The purpose of this study is to explore TikTok as a marketing platform and analyze its affiliate marketing program through the viewpoints of selected young professional participants, focusing on content quality, influencer credibility, audience engagement, and product relevancy. The researcher analyzed how TikTok's affiliate marketing scheme affects young professionals' purchasing intention in terms of recognition of necessity, information search, evaluation of alternatives, purchase decision, and after-purchase behavior. The study utilized a qualitative research methodology, specifically employing a case study approach. The research was centered on the unit analysis of several young professional TikTok users from Santa Cruz, Occidental Mindoro. For the research, the selection of participants was accomplished through the use of a combination of convenience sampling and criteria sampling methods. Only three barangays, namely Mulawin, Poblacion I, and Poblacion II, which are all located within the municipality of Santa Cruz, Occidental Mindoro, were included in the scope of the study. Hence, the research was restricted to the downtown area of Santa Cruz. The researcher used focus group discussions and in-depth interviews, using both virtual and face-to-face approaches. The data was extensively analyzed utilizing a thematic analysis technique, and the findings were clearly explained descriptively. The research used pertinent scholarly literature and academic articles to validate, support, or question the study's conclusions.

2. Methodology

Research Design - The purpose of this study was to conduct a complete, in-depth examination and analysis of the factors that influence TikTok affiliate marketing to a particular set of young professionals. The qualitative research approach applying case study methodology was used to accomplish this. The researcher can conduct an in-depth analysis of the data by using the case study methodology, which allows them to do so within the framework of a particular circumstance. For the most part, a case study method will choose a very specific geographical location or a relatively small number of people to act as the participants of the research. This is because the scope of the study is quite restricted. Case studies, in their purest form, are a method of studying and investigating contemporary real-life phenomena. This is accomplished by undertaking an in-depth contextual assessment of a restricted number of circumstances or occurrences, as well as the linkages that exist between one another (Zainal, 2017).

To be more specific, the researcher used a case study that is both interpretive and evaluative. To interpret the data, the researcher intended to construct conceptual categories that would either support or question the assumptions that were made about the subject matter. This was accomplished with the use of secondary resources, such as studying the studies and literature that was accessible. The researcher went even further by including their judgment into the occurrences that were discovered in the data. A case study that is both interpretative and evaluative will be used by the researcher to provide a greater level of specificity. To provide an interpretation of the data, the researcher attempted to establish conceptual categories that would either validate or call into question the assumptions that were made on the subject matter. Through the use of secondary resources, such as the examination of the studies and books that were available, this objective was successfully realized. In addition to this, the researcher went even further by including their own opinion on the occurrences that were found in the data.

Participants of the Study - According to Creswell and Creswell (2018), there are no hard and fast guidelines about the amount of people that should be included in a qualitative research study. This is because no two people are the same. On the other hand, some researchers consider that a range of ten to fifty participants is sufficient, according to the kind of study being conducted and the research question that is being attempted to be answered at the present moment. As a result, according to the professional judgment of the researcher, the number of people who participated in this study was twenty young professionals residing in Santa Cruz, Occidental Mindoro, and three digital marketing experts.

A non-probability sampling strategy that integrated criteria and purposive sampling methods was used in this study. The selection of samples was made based on the researcher's professional judgment about an appropriate characteristic for the sample selection. In a nutshell, research samples are individuals who were willing to take part in the process of data collecting and were selected by the researcher based on the criteria that were set by the researcher. Criteria in the selection of participants are young professional consumers, residents of Santa Cruz, Occidental Mindoro, male and/or female, 20 to 40 years old, TikTok user for at least 6 months, and purchased to TikTok shop at least 3 times. In addition, digital marketing specialists are male and/or female, with Bachelor's degree holders in marketing, or any other related field, 2+ years of direct hands-on experience executing, running, and managing digital display campaigns and SEM campaigns, particularly affiliate marketing, and residing anywhere in the Philippines.

Research Instrument - To gather data sources, this research conducted focus group discussions with young professional consumers and an in-depth semi-structured interview guide for experts in the field of digital marketing. A focus group is a moderated group discussion on a pre-defined topic, for research purposes. The semi-structured interview guide was validated using content and face validation from the researcher's adviser and from experts in the field of research and business. The comments and suggestions were incorporated to the refinement of the semi-structured interview.

Data Gathering Procedure - The technique of gathering primary data consisted of dividing twenty young professional customers into two groups and having them participate in a virtual focus group discussion before the data was collected. The researcher sent a letter of intent to selected young professional consumers in order to ask them to take part in the study. After receiving the letter, the participants were scheduled for focus group discussions based on their availability. owing to the fact that the researcher is unable to conduct in-person interviews with individuals owing to the distance between them, each group was performed electronically via the use of Google Meet. A fresh set of interview questions is developed by the researcher after they have conducted focus groups with young professional customers and decoded the ideas that have learned. In order to verify the main data that was collected, the researcher carried out in-depth interviews with five professionals who are specialists in digital marketing industry—the same procedure was carried out in a virtual manner. An investigation of the relevant studies and literature was carried out in order to shed light on some of the unclear results that were derived from the two sets of interviews. This was done in order to analyze and/or support the ideas that were the focus of the research by comparing the findings of other studies that were linked to it.

Statistical Treatment of the Data - In this qualitative research that was based on a case study, the data were broken down using thematic analysis since it had a tendency to exhibit consistent patterns that were tied to the time period. It is generally agreed that theme analysis is the approach that is most suited for any research project that seeks to find via the use of interpretations. As a result, data analysis is enhanced with a systematic component. This provides the researcher with the ability to establish a connection between a frequency analysis of a topic and a content study of the complete text. The overall significance of the study will be strengthened as a result of this, since it will increase accuracy and complexity. In order to do qualitative research, it is necessary to grasp and collect a wide variety of aspects and data.

The researcher used thematic analysis to evaluate the links between ideas with the replicated data in order to locate these relationships with more precision. Through the use of theme analysis, it was feasible to compare the

numerous ideas and viewpoints expressed by the participants with the data that was gathered in a variety of settings over the course of the research. Any interpretation is an option that may be considered. The researcher used Miles & Huberman (1994) model for the thematic analysis process that was found in Ibrahim and Aljarah (2018) study. It is composed of three link phases, which are the reduction of data, the presentation of data, and the drawing of conclusions and verification of data. Selecting, focusing, simplifying, constructing, and manipulating data are all steps that are involved in the process of data reduction. During this phase, new concepts are conceived with reference to the information that will be shown on the screen. A range of presentation strategies, including as quotes, narrative prose, figures, tabulating differences and similarities, and describing the connection, including its accompanying complexity of data, are used throughout these phases, which are very important. The primary focus of these stages is to visualize the data. The researcher used theme analysis to establish connections between various thoughts and viewpoints expressed by the participants. These connections were then compared to data obtained from previous studies that had been gathered in a variety of settings and at a variety of periods. As a consequence of this, the process of thematic analysis provides the researcher with a comprehensive strategy that enables them to discover a great deal of connections between the growing themes and the full collection of data (Ibrahim & Aljarah, 2018).

Ethical Considerations - This study adheres to ethical guidelines and principles to protect the rights and well-being of participants. The key goal of this study was to encourage the voluntary involvement of participants, while assuring that no undue influence or force was applied. The researcher guaranteed that participants were thoroughly told that choosing not to participate would have no adverse implications or ramifications. Providing participants with a detailed letter of consent allows them to make well-informed decisions about their involvement in the study by understanding the advantages, disadvantages, and official approval from the institution. Preserving the anonymity and confidentiality of respondent data is an essential part of research. Researchers adhered to the provisions of Republic Act 10173 - Data Privacy Act of 2012 by abstaining from gathering any personal identifying information. Examining the safeguarding of human rights and the observance of corporate principles, regulations, and legislation: A research viewpoint. The researcher diligently cited all pertinent literature and research related to the study's conclusions to avoid any instances of plagiarism. Academic fraud is the prohibition of engaging in activities such as fabricating and altering data, as well as misrepresenting the results of a study. As a result, researchers strongly supported the maintenance of academic integrity. Moreover, the research findings were reported accurately and objectively, without any bias or misrepresentation. Participants' identities will remain confidential in all publications or presentations. By addressing these ethical considerations in the research process, the researcher ensured the protection of participants' rights, maintain the integrity of the study, and contribute to the responsible conduct of research.

3. Results and Discussions

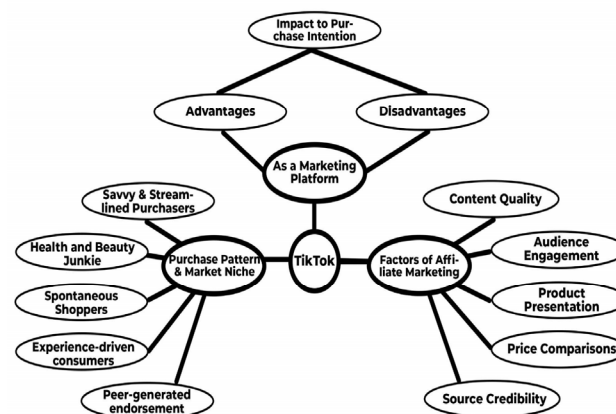


Figure 1. Final Thematic Map of the Study

In order to convey the findings of the study more effectively, the researcher presented a thematic map that summarized the data collected from focus group sessions with young professional consumers from Santa Cruz, Occidental Mindoro, as well as in-depth interviews with digital marketing experts. This map provided an initial understanding of the findings and allowed the researcher to communicate the message more clearly. The map consists of three primary themes regarding TikTok. The first theme explores TikTok as a marketing platform, focusing on the advantages and disadvantages associated with employing TikTok and its influence on consumers' purchasing decisions. The second theme focused on the purchasing behavior of participants and their demographic profile. The researchers identified niches in order to accurately depict these patterns. The third theme examines the characteristics of TikTok affiliate marketing and analyzes their impact on the purchasing decisions of the participants. Furthermore, in order to gain a more profound comprehension, relevant studies were utilized to either corroborate or challenge the established themes.

Theme 1: TikTok as a Marketing Platform

Currently, TikTok, a previously less prominent platform compared to Facebook and Instagram, is growing in significance. As stated by Vancottem (2021), TikTok is a brief video platform that can be likened to Vine. In 2018, it merged with Musical.ly and it is increasingly becoming the preferred social media network for the younger generation. In addition, based on the insights provided by the inquired marketing professionals, TikTok emerged as the clear leader during the Covid-19 pandemic outbreak. According to SensorTower's report in 2020, there were 315 new installations of the app during the first quarter, which is the greatest download rate ever recorded for an app in a single quarter. According to marketing experts, TikTok's unique selling point (USP) lies in its ability to provide content primarily in the form of short videos, which users may produce, edit, and publish directly on the network. The platform provides a user-friendly tool for defining marketing goals. In June 2020, the platform introduced their commercial product called "TikTok for Business". This tool offers many features that allow marketers to create and publish campaigns to engage with TikTok consumers. According to marketing experts, TikTok provides businesses with the chance to enhance their marketing initiatives by utilizing extra innovative tools and performance tracking functions.

The interview conducted by the researcher highlights the significance of TikTok as a marketing tool for targeting the younger generation. It provides insight into the challenges marketers face in reaching this demographic. Content that demands reliability is now more critical than ever before, especially for this generation. Thus, the researcher highlighted the various advantages and disadvantages of TikTok as a marketing tool targeting the young adult demographic.

Advantages of Utilizing TikTok for Marketing Purposes

1. Leveraging the power of word-of-mouth marketing with TikTok

The data collected from the marketing experts shows that electronic word-of-mouth (eWOM) plays a crucial role in influencing people's purchasing decisions. In the study conducted by Dwivedi et al. (2017), provided a definition of eWOM that describes it as the ongoing exchange of information about a brand, product, company, or service. This information is shared on the internet and can be accessed by anyone, involving both past, current, and potential consumers. In accordance to the interview, TikTok has emerged as a popular social media platform for consumers looking to gather information about the products they are interested in purchasing. Due to the rise of eWOM on this platform, businesses have begun incorporating TikTok into their marketing strategies. Word-of-mouth has a significant impact on how consumers behave. In a study conducted by Indrawati et al. (2023), it was demonstrated that online reviews and recommendations from fellow customers hold the same level of trust for consumers as personal recommendations. This emphasizes the impact of electronic word-of-mouth on shaping buying choices. Businesses can leverage the power of satisfied customers to effectively promote their products and services through eWOM. According to Rawat (2023), promoting customer reviews and encouraging them to share their experiences can boost brand visibility and increase sales. Marketing experts interviewed assert that

electronic word-of-mouth (eWOM) plays a crucial role in establishing trust and credibility. According to Taylor (2018), businesses that actively interact with customers' feedback, resolve complaints, and deliver exceptional service have a higher probability of receiving good electronic word-of-mouth (eWOM). Consequently, this aids in the establishment of trust and credibility among potential clients.

Thus, the TikTok platform has evolved into a central hub for electronic word-of-mouth (eWOM). Brands have the ability to interact with customers, disseminate information, and foster conversations. Utilizing social media in a strategic manner can enhance electronic word-of-mouth (eWOM) and expand the reach to a wider audience.

2. Higher probability of becoming widely shared

In accordance to the marketing experts involved in the study, the "for you page" in TikTok aims to assist users in discovering fresh content. TikTok offers brands a valuable chance to connect with a broader audience compared to other platforms. Therefore, the TikTok platform can be efficiently utilized to capitalize on viral marketing. Viral marketing refers to a method that stimulates individuals to share a marketing message with others, leading to the possibility of exponential growth in the message's reach and impact (Wilson, 2000). In essence, "network-enhanced word-of-mouth" is a loose translation that can be used to describe viral marketing, as stated by Datta et al. (2005).

The interview results indicated that businesses should possess a clear understanding of the distinction between viral marketing and electronic word-of-mouth (eWOM). According to Liu & Wang (2019), the effectiveness of viral marketing largely relies on effectively utilizing a specific channel or endeavor, such as a social media post or a viral video, to spread the message. Conversely, word of mouth marketing utilizes several touchpoints and networks to efficiently and rapidly spread the message. Marketing experts recommend utilizing viral marketing as a means to effectively sell items by reaching individuals who are not generally targeted by traditional marketing efforts. By extending its scope, the company can venture into untapped markets and potentially boost its customer base. Content that gains widespread attention has the potential to reach a large, global audience, making it a valuable tool for startups and small businesses seeking to grow their customer base. Bhattacharya et al. (2019) state that viral marketing content has a unique ability to captivate and engage the audience, making it more appealing than traditional marketing methods. Hendijani-Fard & Marvi (2020) emphasized the importance of effective viral marketing in gathering valuable data that can be used to inform future content, products, or services.

3. There are numerous potential for influencer marketing

Within the realm of digital marketing, TikTok influencer marketing has proven to be a powerful tool in campaigns, surpassing other platforms in terms of its effectiveness. Based on the interview findings, it is clear that prominent influencers have significant impact on TikTok. Working with TikTok influencers and integrating them into the business's social media strategy can effectively broaden the businesses' reach and increase visibility among the target audience. In Lebow (2022) report highlights a significant rise in the adoption of TikTok for influencer marketing among US marketers. In 2020, there was a remarkable 33% increase, bringing the total to 36%. The percentage saw a slight increase to 42% in 2021 and is expected to continue its upward trend until the end of our forecast in 2025. Due to the increasing popularity of TikTok in influencer marketing, it is expanding on Facebook's territory. Moreover, nowadays e-commerce brands are showing a strong preference for TikTok influencers over other platforms, as indicated by this report.

Disadvantages of Utilizing TikTok for Marketing Purposes

1. Rising costs for startups

The data collected from the interview indicates that sponsored content influencer collaborations and paid marketing can become costly, particularly for small firms operating with restricted budgets. As stated by Hasim & Sherlina (2022), TikTok imposes fees on purchases, resulting in cumulative expenses that can escalate and result

in higher expenditures. The initial costs amount to 1.8% for the first 90 days, after which they increase to 5%. Geysler (2024) disclosed that the starting price for TikTok ads is \$10 per CPM (cost per 1000 views). In addition, they mandate a minimum expenditure of \$500 for a campaign. Therefore, the expense of advertising on TikTok may pose a significant obstacle for small enterprises.

2. Demographic Skew

The data from the interviewed marketing experts shows that the majority of TikTok's user base is under 30 years old, which can limit the marketing reach of businesses if the target audience falls outside of this age group. The majority of TikTok's user base is composed of younger demographics, including Generation Z and millennials. If the business intended demographic is not inside this age bracket, allocating effort and resources towards TikTok may not produce the anticipated outcomes. Gesmundo et al. (2022) stated that this constraint can be a challenge for enterprises that cater to older age groups or specialized markets, rendering TikTok a less feasible choice in comparison to other platforms that have a broader range of users.

3. Platform Instability

The future security of TikTok is still skeptical due to persistent political and regulatory worries. According to the marketing experts interviewed, investing time and resources into the platform could pose a potential danger for marketers. According to Patnaik & Litan (2023), TikTok is subject to diverse legislation and laws in different nations, and it has encountered prohibitions or limits on certain occasions. Thus, businesses must possess knowledge of the legal environment and guarantee adherence to applicable legislation in order to prevent any legal consequences or harm to their reputation.

The legal challenges businesses encounter while using TikTok primarily revolve around privacy and data protection. The platform's data gathering procedures are currently under constant examination. Umblr (2023) reported that in 2020, TikTok incurred a \$5.7 million fine from the US Federal Trade Commission due to its infringement of rules safeguarding children's privacy. The platform was also prohibited in India due to concerns over the privacy and security of user data. Businesses must possess a clear understanding of the legal ramifications and potential hazards associated with utilizing TikTok for marketing and promotional endeavors. Businesses must take into account many legal concerns, such as privacy and data protection, intellectual property rights, and advertising rules. In the current era of digital technology, it is crucial for businesses to remain knowledgeable about the legal and copyright concerns linked to social media platforms such as TikTok. This will enable them to efficiently and ethically utilize these platforms to connect with their target audiences and achieve their business objectives.

Theme 2: Young Professional Consumer Buying Pattern and Market Niche

Purchase patterns are the basis for improving consumer experiences by tailoring interactions to individual preferences. Gaining insight into the motivations behind customer purchases, the timing of their buying decisions, and the various elements that can impact the purchase process will enable businesses to develop tailored customer journeys. Becchetti (2023) believes that as an organization, success lies not just in providing a product or service, but also in understanding, evaluating, and adjusting to the complex patterns of customer purchasing behavior that drive market dynamics. By comprehending consumer purchasing patterns, organizations can customize their goods to more effectively fulfill client requirements, thus broadening their target market and enhancing their financial performance. Upon collecting data on the purchasing habits of young professional consumers from Santa Cruz, Occidental Mindoro, the researchers identified market niches that accurately reflect the participants' purchasing patterns and behaviors.

1. Savvy and Streamlined Purchasers

Young professionals are also known as digital natives because they have grown up under the ubiquitous

influence of the internet and other modern information technologies (Gillis, 2020). The researcher created a niche called 'Savvy and streamlined consumers' to represent some young professional consumers from Santa Cruz, Occidental Mindoro, because they exhibit good judgment when choosing products to buy due to the influence of technology. This allows them to ensure that they are purchasing the most effective product for their comfort and budget.

The 'Savvy and streamlined consumers' market niche comprises highly educated persons who hold a bachelor's degree or higher and have already established themselves in prominent positions within private corporations or government institutions. They earn a minimum wage of Php30,000 and utilize it to financially support their family by paying expenditures. Additionally, they may have already moved out and are either renting or owning a house or flat. This type of customer typically buys innovative products like gadget accessories and home/office items on TikTok at more budget-friendly costs. Prior to making a purchase, they thoroughly examine reviews and actively seek out other options from various TikTok shops or different online platforms such as Shopee and Lazada.

According to Szwajlik (2020), social media is predominantly utilized by young adults as a means of acquiring knowledge regarding cutting-edge products. Additionally, a correlation was discovered between the utilization of social media and a favorable disposition towards product innovation. This finding implies the existence of a substantial cohort of innovators inside the realm of social media. Simultaneously, young adults who possess a favorable disposition towards product innovation refrain from utilizing conventional media as a means of acquiring information about new items. Therefore, the ability of 'savvy and streamlined consumers' to properly navigate online shopping platforms enables them to seek information that aids them in making purchasing decisions.

2. Health and Beauty Junkie

Southeast Asia's skincare market is anticipated to continue expanding in terms of both value and volume, with the facial skincare sector holding the highest volume share (Piyawathin & Hoffman, 2018). The demand for facial skincare products that promote health and natural ingredients is expected to rise due to the growing awareness of health and wellness among young adult consumers.

The majority of women who open their TikTok accounts belong to the 'health and beauty junkie' market group. They mostly seek for skincare and beauty products and make purchases at least three times a month. This market niche has a strong affinity for consuming content and evaluations from their trusted TikTok influencers. These customers are willing to experiment with products at least once, and if they find them effective and satisfying, they will stockpile these items and also promote them to others. These characteristics of aforementioned market niche is parallel to Rani's (2021) study on millennial purchasing patterns which revealed that 94% of millennial women were engaged in the purchase of beauty and skincare goods, with 65% of them making these purchases through their mobile devices. These customers have a heightened sensitivity to quality in regards to the products they use on their skin and body, as well as their digital experiences.

Based on interviews with marketing experts, social media influencers have a significant impact on the purchasing decisions of the 'health and beauty junkie' market niche. This finding of the study aligns with previous studies conducted by Koay et al. (2021), which emphasize that the perceived attractiveness and trustworthiness of social media influencers play a crucial role in mediating the relationship between observed social media marketing activities and online buying. In addition, a study conducted by Putri and Fikriyah (2023) found that influencers have a positive and significant impact on purchases of Halal Cosmetics in the TikTok Shop.

3. Spontaneous Shoppers

Since the emergence of online purchasing, there are now two categories of consumer shopping behavior: impulsive and sensible (Zhang & Shi, 2022). Impulsive purchasing behavior refers to the tendency of individuals to make spontaneous and unplanned purchases without careful consideration or evaluation. Commonly known as

a fast, convincing, and aesthetically intricate impulsive purchasing activity that lacks deliberate contemplation of alternative options and currently available data (Parmar & Chauhan, 2018). Based on the aforementioned description, it is evident that a portion of the young professional consumers from Santa Cruz, Occidental Mindoro exhibit impulsive buying behavior online, particularly in TikTok Shop. The researcher has coined the term 'Spontaneous Shoppers' to refer to this type of consumers. The 'Spontaneous Shoppers' market category consists of young professionals who have already established themselves in prominent roles within government and corporate entities. Typically, they have less or no responsibilities towards their family and they consistently anticipate great promotions on TikTok to make mass purchases. Particularly, this specific market niche frequently makes purchases on TikTok, at a minimum of once per week. They are open to exploring new and innovative businesses, rather than relying on established and trustworthy brands. This niche replicates the conclusions of Woo (2022) that the level of loyalty towards a brand among young people is little, regardless of the business's previous success with them.

Based on the interview conducted with marketing experts, "spontaneous shoppers" make impulsive purchases due to seasonal sale promotions such as double-double sales day and pay-day sale, which offer various sales promotion schemes within a restricted time frame. The study by Martinez-Ruiz et al. (2017) confirms that sales promotions, such as discounted pricing and offers, have a significant impact on impulse buying behavior, leading to an increase in unplanned purchases by 12%-13%. Consequently, consumers engage in impulsive buying due to their attraction to discounts, coupons, and prizes. Increases or decreases in the pricing of items have a direct impact on consumers' impulsive purchasing behavior (Borremeo et al, 2022).

4. Experience-driven Consumers

Woo (2022) found that a half of millennials have a preference for investing their money in experiences rather than tangible possessions, and they are prepared to pay a premium for such experiences. Indeed, numerous firms have already acknowledged this and are embracing experiential marketing as a means to establish connections. This result agrees to the survey conducted by Poll (2014) where over 78% of millennials prefer to allocate their funds towards participating in an experience or event rather than purchasing something they desire. One factor for this trend is influenced by the cultural environment in which millennials were raised. In these households, the acquisition of material goods was often employed as a means of displaying affluence and social standing. However, a significant number of millennials entered the job market during The Great Recession, which posed challenges in attaining significant life goals such as purchasing a house or a new car. This experience permanently altered their perspective on what is considered essential or non-essential. Based on the facts presented regarding the purchasing habits of millennials and young people, the researcher developed a market niche dubbed 'Experience-driven Consumers' to accurately reflect this demographic.

The "Experience-driven Consumers" refer to a demographic of young professionals who typically do not engage in online shopping. They have a preference for purchasing items in physical stores in order to thoroughly evaluate the products they intend to buy. While they may have some discrepancies in their shopping pattern, they consistently make bulk purchases when they do decide to buy. According to the interviewed marketing professionals, these consumers have already altered their purchasing behavior and are already engaging in online shopping, particularly on TikTok. Due to affiliate promoters who genuinely review and utilize the product they endorse, this market sector is gradually becoming more involved in online purchases due to the immersive virtual experience provided by these affiliate marketers.

According to the study conducted by Holmberg-Wright et al. (2017), Millennials have a strong need to find meaning and significance in their lives. Approximately 50% of the surveyed millennials have a positive sentiment towards firms that create advertisements and engage with them on social media in a way that is personally meaningful. Personalization and relevancy are crucial for this demographic, and it is essential for all marketers to consider this. Therefore, the emergence of affiliate marketing through video content and live selling on TikTok has successfully targeted this specific market niche, resulting in increased online purchases on their platform.

5. Peer-Generated Endorsement Centered

According to the gathered data, it is evident that when making purchases on TikTok shop, participants tend to postpone their actions until they receive confirmation from a trustworthy person. Nadanyiova and Das (2020) contend that despite the inclination of young adults towards originality, they deliberately ignore marketing efforts by companies and place more importance on suggestions from peers and product reviews. Therefore, the researcher devised a market niche to specifically represent consumers of this nature, which is referred to as 'Peer-generated Endorsement Centered.'

This market niche, known as the 'Peer-generated Endorsement Centered', consists of young professionals who are the primary consumers of TikTok. Typically, they spend 3 to 4 hours daily browsing TikTok and thoroughly enjoy consuming user-generated video material. They possess extensive understanding regarding TikTok's affiliate marketing scheme and typically review 5 to 8 video contents from affiliates before making a purchase. According to De Almeida (2019), recommendations from individuals who are already familiar to the consumer continue to be the most trusted source of information. However, the author also notes that two-thirds of consumers also trust content that is publicly available online. As a result, MacKinnon (2012) discovered that 66.3% of consumers rely substantially on user-generated content online when attempting to make purchasing decisions, while at the same time, 65% of consumers trust electronic word-of-mouth more than content produced by advertisers. Furthermore, according to marketing experts consulted for the study, a key factor driving the use of user-generated content in decision-making is the perception of third-party information as reliable.

Theme 3: TikTok Affiliate Marketing Factors Influencing Purchase Decision

The affiliate marketing scheme offered by TikTok Shop provides creators with a profitable chance to generate income from their content, creativity, and influence by partnering with sellers on TikTok. Novita et al. (2023) found that by leveraging TikTok's creator marketplace, sellers can form successful collaborations with other content creators. These collaborations involve the promotion and sale of products to the respective audiences of the content creators. Creators can leverage the diverse range of products offered in the Affiliate Product Marketplace to promote and perhaps earn a commission.

According to Nasution et al. (2023), TikTok offers two methods for affiliate marketing: organic unpaid content and paid advertising. In addition, affiliate marketers may capitalize on TikTok's demographics to effectively reach their intended audience, considering the significant level of impact it possesses. Asadiyah et.al (2023) states that utilizing TikTok for affiliate marketing could be an excellent strategy to enhance brand recognition, get fresh customer base, and foster consumer loyalty. Users are highly receptive to businesses that exhibit both a relatable and enjoyable personality, and TikTok actively promotes this type of content. An essential element that contributes to the success of affiliate programs on TikTok is the platform's focus on genuine and relatable content. TikTok users positively react to content that appears authentic and not excessively promotional. This provides content makers with a chance to effortlessly incorporate affiliate promotions into their videos in a manner that feels authentic and connects with their viewers. Given the success of TikTok affiliate marketing, it is indisputable that a significant portion of TikTok users are being swayed by affiliates when making purchasing decisions. The researcher offered a range of factors from the collected data that influence the purchasing decisions of selected young professionals from Santa Cruz, Occidental Mindoro in the TikTok affiliate marketing program.

1. Content Quality

In line with the marketing experts consulted, visuals play a crucial role in marketing as consumers frequently base their purchasing decisions on visual stimuli. Online video content on TikTok has a distinct edge in this case as it has the ability to visually showcase products or services in an appealing style. For the chosen participants of the study, video content from affiliates offers an authentic portrayal of a product or service, enabling them to witness how the product is used or the outcomes that may be attained. This undoubtedly impacts their inclination

to purchase the product.

A research supports the assertion that the quality of TikTok affiliate content has an impact on consumers' purchasing decisions. The research conducted by Salasbila and Ramdhan (2022) examined the impact of TikTok content on women's decision-making process while purchasing skincare products. The findings indicate that engaging online video content has a favorable impact on customer buying choices. The findings of this study indicate that online video content exerts significant influence on consumer behavior within the TikTok Shop. In addition, Wijayanto et al. (2023) findings indicate that TikTok users exhibit a desire for products showcased in captivating and enlightening video content, hence increasing their inclination towards making purchases.

The study's findings suggest that the quality of content has a significant influence on the intention to make a purchase. To effectively engage with their intended audience, businesses must offer content of extraordinary quality. This content functions as a symbolic link, carefully crafted to meet the particular needs of the audience. High-quality content has the capacity to improve brand awareness, develop trust with customers, and ultimately lead to increased sales. Therefore, by forming partnerships with affiliates that continuously deliver superior content, businesses are strengthening their brand visibility and enhancing brand loyalty, ultimately leading to increased sales and profits.

2. Audience Engagement

Enhancing audience engagement is a vital objective in the realm of digital marketing. Online engagement is the level of attention, interest, and involvement that an audience demonstrates towards a brand, product, or service on the internet. Active audiences are more inclined to have confidence, retain information, and endorse a brand, as well as act upon its propositions. Hence, the selected young professionals who are consumers from TikTok Shop evaluate the quantity of purchases, comments, and ratings of a certain product prior to making a purchase.

Bhukya and Paul (2023) assert that the social environment has a significant impact on individuals' purchasing and consumption behaviors. Audience engagement is a key aspect of social influence and has been extensively studied in consumer research, particularly in the context of consumer behavior. It is recognized as one of the most important aspects that can greatly impact individuals' behavior (Kulviwat et al., 2009). Social influence, as described by Liang et al. (2017), refers to the alterations in an individual's thoughts, emotions, beliefs, or actions that occur as a result of interacting with another individual or a group. According to Lehmann et al. (2012), the audience that is engaged for a particular product is one that is both active and has an intentional orientation toward the product under consideration. When consumers are involved with a product, they spend their time, attention, and feelings in the product. As a result, other consumers put trust in the opinions of other consumers who are actively involved in experiencing a product. Specifically, the findings of this study highlight the significance of audience engagement as a key factor in determining the intention to make a purchase. In order to greatly boost the probability of converting consumers, businesses can significantly raise their chances of proactively engaging their audience and developing meaningful connections.

3. Product Presentation

In the realm of online buying, a product that is presented in a visually appealing manner not only attracts buyers to an online platform, but also facilitates their purchasing decisions when they are unable to physically interact with the item. Based on the insights from the interviewed marketing experts, the way a product is presented is crucial as it directly impacts the emotional and intellectual responses of online buyers, particularly when they are unable to physically examine the goods prior to making a purchase. This emotional and intellectual reaction has a significant influence on the shopping experience and outcomes. The importance of online product display is heightened for items such as apparel that involve sensory elements in the process of consumer decision-making (Yoo & Kim, 2012).

The study conducted by Boardman & McCormick (2019) revealed that a diverse range of images and videos

positively influenced decision-making by instilling a sense of confidence among customers regarding their purchasing choices. This, in turn, might potentially enhance their intention to make a purchase. They also indicated that millennials customers exhibited a greater tendency to carefully examine product presentations and devoted more time to their decision-making process compared to other consumers. Their findings mirrors to the researcher's study findings, young professionals are actively looking for products that are highly pertinent to their needs.

The study indicates that product presentation significantly influences consumers' buying decisions by aligning their requirements and desires with the qualities and benefits of a product. Businesses and affiliate marketers should give high importance to this component because comprehending the objective of product presentation enables them to customize the content in order to ensure it aligns with business goals. A crucial reminder for affiliate marketers is that the precise conditions may vary, and each presentation is distinct. The primary goals for product presentations usually involve inspiring, enlightening, or persuading.

4. Price Comparison

In today's era, where young professionals possess a high level of online literacy, it is unsurprising that there is an increase in the number of smart consumers. Despite having easy access to abundant information, these consumers still engage in price comparisons to inform their purchase decisions. They believe that spending their money on a product/service will offer them sufficient value according to their needs, thus making them willing to make a purchase.

According to the collected data, young professionals continue to evaluate prices because, for these consumers, price frequently acts as a reliable measure of quality. Marketing professionals interviewed concurred with this assertion, as they stated that consumers often see price as a reliable indicator of a product's quality. Due to the disparity in quality, people tend to choose the higher-priced option among two product ranges. Consumers generally associate greater pricing with higher quality. Therefore, price serves as an important indicator in assessing the quality of a product (Baroroh et al., 2022), in accordance with the rule of demand which states that as the amount of a product purchased increases, the price decreases, and conversely, when the quantity of a product purchased decreases, the price increases. In the study conducted by Wijayanto et al. (2023) found that the obtained data analysis showed a positive and substantial correlation between pricing and purchasing decisions of fashion products on TikTok Shop. This study also highlighted that that an increase in product price was associated with an increase in purchasing decisions. In a business context, this finding supports the notion put forth by Jocks et al. (2023) that higher prices may not necessarily deter consumers from making purchase decisions. This is particularly true when consumers perceive that the value offered by the product aligns with its price.

Based on this discussion, it can be deduced that the price of a product greatly influences consumer buying decisions. Price is a crucial criterion for comparison among consumers. Consumers frequently engage in price comparisons while making purchasing decisions to assess which option provides the most favorable value for their money. Price comparisons allow consumers to evaluate affordability, uncover potential cost reductions, and make well-informed decisions based on their budget and preferences. Furthermore, price is a vital factor in generating money for businesses and pricing strategies are crucial for businesses aiming to attain a competitive edge. In addition, the implementation of flexible pricing techniques, such as dynamic pricing or promotional pricing, allows businesses to take advantage of opportunities, efficiently control inventories, and adapt to changing customer preferences. This ensures that they maintain a high level of agility and responsiveness in a constantly evolving market environment. Therefore, the process of determining prices and applying discounts must be executed with great caution, as it has the potential to either lead to the success or failure of a business.

5. Source Credibility

Electronic word-of-mouth (eWOM) is a recent phenomenon that has arisen due to the replacement of traditional word-of-mouth by social media platforms (Hussain et al., 2017). Furthermore, TikTok influencers are

considered to be one of the impactful channels for eWOM marketing. Based on the collected data, reliable and trustworthy TikTok influencers engaging in affiliate marketing content are effectively persuading young professionals to make purchases.

Interviews with marketing experts have shown that TikTok influencers are considered a reliable source that consumers consistently turn to when making purchases. According to Lin & Nuangjammong (2022), TikTok influencers are exerting influence on customers due to their display of exterior traits such as elegance, beauty, and a pleasing voice. TikTok influencers have the requisite knowledge, experience, and skill to effectively promote and sell a product, which can be referred to as their expertise. Influencers possess a larger number of followers and enjoy greater prominence compared to regular broadcasters. Influencers can establish trustworthiness with a product by showcasing their willingness to utilize it to their followers (Van der Waldt et al., 2009). Moreover, the appeal of influencers is often determined by characteristics such as appearance, size, and voice (Wang et al., 2022). The credibility of the influencer is taken into account by customers when they view the material on the site (Munnukka et al., 2016).

The findings of this study indicate the credibility of the source significantly affects the buying intention of young professionals. Credibility is a crucial factor in influencing consumer behavior. The greater the credibility of the source, the more likely the consumer will develop a good attitude towards the product. The credibility of a source is contingent upon the communicator's competence, integrity, and attractiveness. Therefore, businesses that want to enhance their purchase intentions through the use of influencer marketing should rigorously choose trustworthy influencers that strongly connect with their target audience. High levels of perceived competence, integrity, and authenticity do not necessarily lead to a rise in sales.

4. Summary of Findings

The study found that TikTok influences young professionals' shopping decisions. Enterprises benefit from TikTok's user-friendly tool for defining marketing goals. Businesses may increase their marketing with TikTok's comprehensive features and performance tracking. The study indicates that TikTok can leverage electronic word-of-mouth to market enterprises. This can boost firms' chances of widespread spreading and help them maximize viral marketing. TikTok influencer marketing has outperformed other platforms in digital marketing. In particular, TikTok influencer marketing can assist companies build relationships with influencers for future use. However, businesses should consider TikTok's marketing downsides. Startups and budget-conscious entrepreneurs may find TikTok costly. Most TikTok users are under 30, which can limit businesses' marketing reach if their target audience is older. Thus, TikTok is less suitable for firms that serve older age groups or niche markets than other platforms with a wider user base. Businesses should also examine TikTok due of its legal difficulties, such as privacy and data protection, intellectual property rights, and advertising laws. Addressing these drawbacks would allow businesses to use TikTok ethically and efficiently to reach their target audiences and achieve their goals.

The study also found that young professionals have distinct purchase behaviors and the researcher came up with difference market segments to represent these consumers effectively. (1) The 'Savvy and streamlined purchasers buy new gadget accessories and home/office items on TikTok at reduced pricing. Before buying, these customers check TikTok, Shopee, and Lazada reviews and costs. (2) Women who use TikTok are generally 'health and beauty junkies.' Three times a month, they buy skincare and cosmetics products. TikTok influencer reviews are popular in this niche. These customers will trial things, hoard them, and recommend them if they enjoy them. (3) The 'Spontaneous Shoppers' market segment includes young professionals in top government and corporate positions. They usually have few family responsibilities and wait for TikTok discounts to buy in bulk. This market niche makes TikTok purchases at least once a week. Instead of trusting established companies, they are receptive to new and innovative firms. (4) The "Experience-driven Consumers" are young professionals who rarely shop online. They like shopping in stores to thoroughly analyze merchandise. While their buying habits vary, they always buy in bulk. (5) The 'Peer-generated Endorsement Centered' includes young professionals, TikTok's main customers. They spend 3–4 hours a day on TikTok and love user-generated videos. They comprehend TikTok's

affiliate marketing strategy and watch 5–8 affiliate videos before buying. The researcher's creation of a market niche demonstrates that segmenting markets enables businesses to effectively target specific individuals with tailored information, rather than using a general message for the entire audience. This enhances the likelihood of individuals interacting with the advertisement or content, leading to more effective campaigns and enhanced return on investment for businesses.

5. Conclusions

The study findings indicated that various factors of TikTok affiliate marketing influence the purchase decision of selected young professionals, namely; content quality, audience engagement, product presentation, price comparisons, and source credibility. Therefore; Content quality affects purchase intention. Businesses need good content to engage customers. This information is audience-specific symbolism. Quality content increases brand awareness, trust, and sales. Businesses increase brand recognition, loyalty, sales, and profits by working with high-quality affiliates. Audience engagement is a crucial determinant in purchase intention. Businesses that actively engage and connect with their audience can dramatically increase their chances of converting customers. Product presentation influences consumers' purchases by combining requirements and wants with rewards. This is important because product presentation goals let businesses and affiliate marketers personalize content to fulfill goals. Affiliate marketers must understand conditions and presentations vary. Product presentations usually inspire, educate, or persuade. Product price strongly influences consumer purchases.

Comparing prices is important for consumers because they often compare prices to find the best deal. Price comparisons help consumers assess affordability, find cost savings, and make informed selections based on their budget and interests. Businesses make money through price, so pricing tactics are essential for competitive advantage. Flexible pricing methods like dynamic pricing and promotional pricing help firms capitalize on opportunities, manage inventories, and react to client preferences. This keeps them agile and flexible in a changing market. Pricing and discounts may make or break a firm, therefore they must be done carefully. Source credibility strongly influences young professionals' purchase intentions. Consumers is more likely to like the product if the source is credible. Source credibility depends on communicative competence, integrity, and attractiveness. Thus, firms that wish to increase buy intentions through influencer marketing should carefully select trustworthy influencers who resonate with their target audience. Being viewed as competent, honest, and authentic does not inevitably increase sales.

5.1 Recommendations

For businesses, startups should seriously consider using TikTok as a marketing tool, provided they properly address the platform's shortcomings and take full advantage of its various benefits. To engage with the right materials for the right audience, market segmentation should be done effectively because having a solid market niche helps ensure that specific customers will want to buy from your business instead of the competition. For Young Professionals, TikTok is an excellent online shopping platform for savvy consumers due to its strong and influential electronic word-of-mouth, which can result in highly effective viral marketing. TikTok is an outstanding source for consumers looking for details about a product. The platform is filled with creative affiliate marketers who consistently produce high-quality content. They excel at engaging with their audience and effectively presenting products. Additionally, the pricing is competitive, making it even more appealing. TikTok's affiliates have a significant impact on consumer behavior. However, young professional consumers should be cautious of the adverse implications of various factors that affect their purchasing choices in TikTok affiliate marketing.

For Future Researchers, there is a scarcity of research studies that specifically examine the influence of TikTok affiliate marketing on consumers in the rural and provincial areas of the country. To gain a comprehensive understanding of this industry from all angles, it is recommended to conduct further research on the following topics; A quantitative study will be conducted to assess the extent of the factors of TikTok affiliate marketing to the purchase decision of selected consumers. An in-depth study about the purchase behavior of the created market

niche was found in this study. Further investigation of the effects of advantages and disadvantages of TikTok as a marketing platform on to purchase intention of selected consumers.

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