An Analysis of the Impact of TikTok Affiliate Videos on Gen Z's Consumer Behavior and Purchase Intention

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An Analysis of the Impact of TikTok Affiliate Videos on Gen Z's Consumer Behavior and Purchase Intention

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Abstract

The emergence of social media marketing has truly changed the way businesses promote their products and services. TikTok is one of these social media marketing platforms that has evolved into a powerful platform that has a significant impact on consumers' behavior and purchase intention. The rapid growth of TikTok has opened an opportunity for it to become a platform for marketing. This study investigated three dimensions of TikTok Affiliate videos, the informative, entertaining, and emotional dimensions, and their impact on the consumer behavior and purchase intention of Gen Z. This will aid TikTok merchants and affiliates in identifying what type of short-form video content is the most significant. A quantitative approach was employed with a total of 210 respondents through Spearman's rho correlation to identify the relationship between the said variables. The study results showed that the emotional dimension has the most significant impact on the consumer behavior of Gen Z, while the entertaining dimension is the most influential when it comes to purchase intention. Overall, the study has proved that all three dimensions have a positive impact on both consumer behavior and purchase intention and only vary in level of influence.

Keywords: TikTok, TikTok affiliate program, consumer behavior, purchase intention, Gen Z

1. Introduction

The emergence of social media marketing has truly changed the way businesses promote their products and services. Gallardo (2022) has reported that 73% of Filipinos spend at least five hours on their phones on a daily basis, and out of the 70% of Filipinos who use social media applications daily, Digital 2023 Global Overview Report stated that 30.6% belong to the Generation Z. With the amount of time spent on line, most Filipino consumers opt to purchase their needs through mobile devices (Cuyco, 2022). Muliadi (2022) reported that over 60% of TikTok users are from the Generation Z, a generation known to be conservative in terms of financials, and are highly interested in investments and income. An article from Insider Intelligence written by Wolff (2023) stated that per Jungle Scout's Q1 2023 Consumer Trends Report, 43% of the Generation Z prefer to look up products on TikTok than well-known search engines like Google. As a result, 32% of Generation Z consumers reportedly shop online at least once on a daily basis, also revealing that the said generation shops more than any generation today. TikTok has evolved into a powerful platform that has a significant impact on the consumer behaviour and purchase intention of Generation Z. The rapid growth of TikTok has opened an opportunity for it to become a platform for marketing, and eventually, TikTok introduced an in-app e-commerce platform where business owners could list their products. The TikTok Affiliate Marketing Program works through the promotion and selling of products through creating TikTok videos in exchange for a commission. Individuals that join the affiliate program are tasked to encourage and convince their audience to purchase. The TikTok Shop owner can distinguish an affiliate's sales through the unique links given to them (Geyser, 2022).

Therefore, the research seeks to understand which among the three dimensions of video advertising through the TikTok Affiliate Program have an influence on Generation Z's consumer behavior and purchase intention. With the increase in the number of businesses who utilize the TikTok app for both selling and promotion through short-form advertisements, the results of the study will help businesses in achieving their marketing and advertising goals of being seen by their target audience and receiving the desired response.

The findings of the present study contribute to the existing literature on TikTok as a platform for marketing and its in-app e-commerce site. The results determine what type of video content captures the interest of Gen Zs to aid both the TikTok Shop merchants and their affiliates on strategizing marketing efforts accordingly. The study also explored the affiliate marketing's effectiveness when incorporated to short-form videos on the consumer behavior and purchase intention of Gen Zs.

Although there is already existing literature on TikTok Marketing and video advertisements, there are limited studies in local and international settings that tackle the TikTok Affiliate Program and TikTok Shop as it is relatively new and only started to be utilized by businesses recently. This research seeks to aid TikTok's merchants and their affiliates in producing genuine, impactful, and valuable short-form video content through providing relevant information on the Generation Z's consumer behaviour towards TikTok affiliate videos that influence their purchase intention.

Additionally, this study aims to contribute to the study conducted by Araujo et al. et. al (2022) where TikTok video advertisements were used as one of the main variables, thereby determining and comparing if the findings of the current study would support or contradict their results.

In addition to the background, the research questions that arise from the topic and the thesis structure are introduced in the first chapter to establish a general view regarding the impact of TikTok Affiliate marketing on consumer behaviour and purchase intention. Specifically, Generation Z is the focused customer segmentation analyzed in this study and an online survey will be utilized for the collection of data.

2. Literature Review

2.1. Informative Dimension

Providing relevant information about the advertised product is the aim of the informative dimension of advertising. Based on the results of the study by Hashim et al. (2018), informative advertisements have a significant influence on brand purchase intention. In support of this, Leong et al. (2021) concluded that of the many factors that impact the purchase intention of consumers positively, information adoption is one of those. Video advertisements on TikTok that utilize informational advertising produce content with relevant, comprehensible, and useful information (Ngo, 2022). A study was conducted by Ngo (2022) on the four factors that affect the purchase intention of Generation Z consumers in Vietnam, and all of those factors were proven to have a positive impact, including information. Furthermore, there is a positive perception of informativeness associated with trust and resourcefulness (Hashim et al., 2018). On another note, the study by Araujo et al. (2022) contradicts the previous studies' claims as it was found that informativeness only has a direct effect on Filipino Generation Z's consumer behaviour but not on purchase intention.

2.2. Entertaining Dimension

Entertainment, as defined by Dwivedi (2020), is a provider of amusement and fulfillment to the advertisement's audience. Nguyen et. al (2013) stated that there is a positive impact to the consumers' attitude when the level of enjoyment and attraction is high whilst using social media, which leads to the conclusion that the entertainment dimension impacts consumers' attitudes positively. In support of this, the findings of the study conducted by Jain et. al (2018) has shown that the entertaining dimension of TikTok video advertisements positively affects the consumers and the study by Ngo (2022) concluded that entertainment has a positive impact on the purchase intention of consumers who belong to the Generation Z in Vietnam. In line with this, with regard to TikTok Influencer marketing, the study of Barta et. al (2023) found that TikTok users are more likely to be persuaded when influencers use humor, creativity, and genuineness in their content. Therefore, the study suggests that humorous and dynamic content must be utilized rather than informative content. Thus, Ngo and Mai (2017) made it a point that TikTok advertisements that are entertaining will motivate the purchase intention of consumers, while also adding that the content must be simple, easily digestible, and unique to successfully pique the interest of consumers to absorb the information provided. However, the

study conducted by Araujo et al. (2022) contradicted the previous findings since the study found that entertainment has no significant relationship with purchase intention. This claim was supported by Wijayaa's (2021) study where they concluded that entertaining content has no significant relationship with the purchase intention of Indonesians when it comes to smartphones.

2.3. Emotional Dimension

Video advertisements with emotional content drive the users of social media to share and engage as it captures their attention (Nikolinakou and King, 2018). The connection with viewers created through emotions allows brands to have a competitive advantage and enhanced brand equity (Hutchins et. al, 2018). Also, positive emotions are found to boost the ability of social media users to process information more effectively, as stated by Kujur and Singh (2018). The Generation Z tends to be captured by advertisements (Khwaja et. al, 2020) with stories that include happy endings, stories of awe, affection, empathy, and sympathy, which motivates them to share these advertisements across their respective social media platforms (Quesenberry & Coolsen, 2019). A study conducted by Yuki (2015) identified the factors that motivate viewers to share the viral content and among the four dimensions that were analyzed in this study, it was concluded that the most significant driver is storytelling. 52% of the respondents tend to share stories with substance, either in the form of illustrated photos or videos. 47% of the respondents agreed that happiness makes them share content, and 27% makes up excitement.

One of the factors that motivate a consumer's purchase intention is an emotional connection with the brand (Dwivedi et al., 2018). Other studies conducted by Asshidin et. al (2016) and Sriram et. al (2021) also found that there is a significant relationship between emotions and the intent to purchase. The findings of Araujo et al. (2022) supported those studies as it was declared that TikTok video advertisements allowed Generation Z to feel both positive and negative emotions as they watched the content. Their willingness to purchase increases with the products that were advertised in the said platform and even claimed that prior to watching TikTok advertisements, there were no intentions of purchasing but were later on convinced. Additionally, results show that recommendations that Generation Z makes to the people around them are from TikTok video advertisements.

2.4. Purchase Intention based on Consumer Behavior

The intention of consumers to purchase is highly influenced by their beliefs (Ha and Janda, 2012, as cited in Lim et. al, 2017) while consumers' plan to purchase a product is called purchase intention (Wu et. al, 2011, as cited in Branco et. al, 2019). It was also claimed by Madlberger and Kraemmer (2019) that consumers' behavior towards advertisements highly influences their purchase intentions, thereby proposing consumer behavior as a mediating variable. In today's digital age, a total of 62% of Generation Z utilizes online shopping because of the product testimonials and recommendations that are widely available on social media platforms (The Influencer Marketing Factory, 2021). Muliadi (2020) reported that 60% of TikTok users are from the Generation Z and from there, it could be assumed that TikTok has a close relationship between the aforementioned generation and their

purchase intention. Araujo et al. (2022) concluded that consumer behavior positively influences purchase intention, which thereby states that the intention to purchase of consumers are influenced by both the positive reaction and involvement of TikTok users in advertisements. Therefore, the consumers' purchase intentions are also influenced by the engagement of consumers.

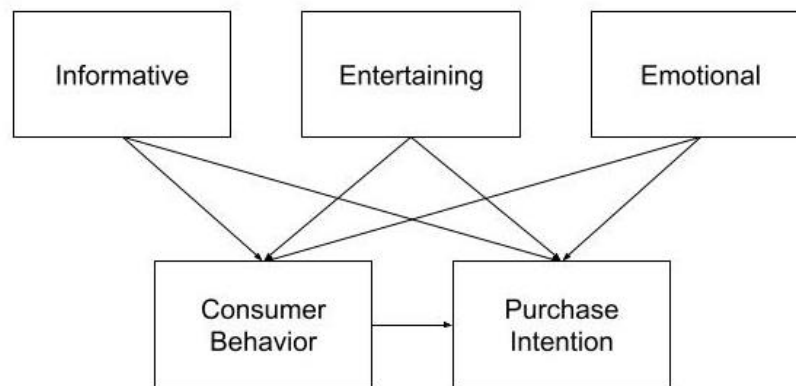### 2.5. Conceptual Framework

Figure 1. Conceptual Framework

The study will utilize a correlational design to determine if there is a significant relationship between the informative, entertaining, and emotional dimensions and consumer behavior, and between consumer behavior and purchase intention among the Generation Z. The researchers adapted Araujo et al.'s (2022) conceptual framework and hypotheses regarding the informative dimension, entertaining dimension, and emotional dimension as independent variables, and consumer behavior and purchase intention as dependent variables. The researchers also adapted the survey questions from Araujo et.al.'s study to measure the independent and dependent variables.

2.6. Hypotheses

H1. Informative dimension of videos from TikTok Affiliates positively affects Consumer Behavior.

H2. Informative dimension of videos from TikTok Affiliates positively affects Purchase Intention.

H3. Entertaining dimension of videos from TikTok Affiliates positively affects Consumer Behavior.

H4. Entertaining dimension of videos from TikTok Affiliates positively affects Purchase Intention.

H5. Emotional dimension of videos from TikTok Affiliates positively affects Consumer Behavior.

H6. Emotional dimension of videos from TikTok Affiliates positively affects Purchase Intention.

H7. Consumer Behavior of Generation Z positively affects Purchase Intention.

3. Methodology

The study used a quantitative approach to gather primary data which will be presented using descriptive statistical analysis. In answering the objective of the study, a descriptive correlational design was used. Thereby presenting the results of this study to determine if there is a relationship between the informative dimension, entertaining dimension, and emotional dimension of TikTok Affiliate videos and Gen Zs' consumer behavior, as well as the relationship of consumer behavior and purchase intention of Gen Zs. The researchers used GPower for the sample size computation and used a confidence level of 95% and a margin of error of 5%. The total needed sample size was calculated to be 210 respondents. The data gathering was done through the distribution of both face-to-face and online survey questionnaires through Google Forms. The research instrument was adapted from the tool used for data collection by the study of Araujo et al. (2022), which was a combination of self-made statements and questions adapted from the research instrument of the study by Jain et al (2018). A four-point Likert scale was used in the survey questionnaire to determine the respondents' level of agreement with the statements. In assessing the questionnaire's dependability, Cronbach Coefficient Alpha was used. The researchers conducted a pilot survey of thirty (30) persons to evaluate the questionnaire's reliability in the local context. As a result, the Cronbach alphas of the following variables are at an acceptable level: Informative dimension (0.877), entertaining dimension (0.662), emotional dimension (0.737); for consumer behavior, passive consumptive (0.845), contributory (0.763), and participatory (0.904); and purchase intention (0.890). While the entertaining dimension (0.662) resulted in unacceptable Cronbach alpha, the overall questionnaire passed the reliability test so the researchers still included the aforementioned dimension.

The study made use of the descriptive analytical method by using journals published online, e-books, online reports, and previous studies to support the claims of previous studies that were cited in the literature review. The primary data were gathered through face-to-face distribution and online survey questionnaires adapted from Araujo et al. (2022) through the use of Google Forms that were dispersed through Facebook posts and Messenger chat. Purposive sampling design was used to gather participants that are eligible to participate based on the qualifying questions. The participants were Filipino Gen Zs from age 18 to 26 who are mostly students in different areas of Luzon. Descriptive statistics was used in the current study to analyze the data. First, to present the demographics like age groups of Gen Z, sex, and frequency of TikTok use, and the frequency distribution method was used to list through tables. Then, the mean rating or mean score was computed from the assessments to

help accurately interpret which of the following independent variables: informative, entertaining, and emotional dimensions have a low or high score.

To determine whether the data are parametric or not, a test of normality was performed. The researchers used Spearman's rho to determine the association and assess the strength of the relationship between the variables because the data are non-parametric and not regularly distributed. The computed crucial values determine whether the researchers will accept or reject the null hypothesis. The researchers also conducted a statistical test known as the p-value of each hypothesis to see if the results support the inferential statistics and to determine their significance. The four-point Likert scale served as the foundation for calculating each variable's mean and standard deviation. The basis for determining the impact of the variables will be the coefficient correlation table.

4. Result and Discussions

4.1. Frequency and Distribution

This study's descriptive analysis was separated into two parts, one concentrating on demographic information and the other on the variables employed in the research. The researchers surveyed 210 eligible participants to uncover differences in characteristics within a certain group, with a focus on demographics such as age, gender and frequencies of TikTok app usage. The purpose was to comprehend the characteristics or characteristics of the individuals or groups that comprised the sample or population.

Table 1. Respondents' Demographic Profile

Demographic Characteristic	Frequency	Percentage of Total
Age Group		
18 to 20	78	37.1%
21 to 23	121	57.6%
24 to 26	11	5.2%
Sex		
Female	109	51.9%
Male	101	48.1%
TikTok Application User		
Yes	210	100.0%
Hours spent on TikTok		
1-2 hours	81	38.6%
3-4 hours	50	23.8%
5-6 hours	11	5.2%
Less than 1 hour	55	26.2%
More than 6 hours	13	6.2%
Time spent on TikTok		
Daily	176	83.8%
Weekly	21	10%
Twice a month	5	2.4%
Monthly	3	1.4%
Quarterly	5	2.4%

According to the table, 78 (37.1%) of the 210 respondents are between the ages of 18 and 20, followed by 57.6% between the ages of 21 and 23, and the rest of the 5.2% are between the ages of 24 and 26. In terms of gender, the data indicates that 109 (51.9%) of the 210 respondents are male, while 101 (48.1%) are female. All 210 (100.0%) respondents have a TikTok account, and the results for TikTok usage are displayed in the table, which reveals that out of 210 respondents, 176 (83.8%) are daily users, followed by 21 (10.0%) weekly users, 5 (2.4%) twice a month user, 3 (1.4%) monthly users, and 5 (2.4%) quarterly users. Out of 210 respondents, 81 (38.63%) spend 1 to 2 hours on TikTok, followed by 50 (23.8%) respondents spending 3 to 4 hours, 11 (5.2%) respondents spending 5 to 6 hours, 55 (26.2%) respondents spending less than an hour, and 13 (6.2%) respondents spending more than 6 hours on TikTok.

Table 2. Mean Rating

Construct	Mean Rating	Standard Deviation	Descriptive Equivalent
Informative	3.18	0.526	Agree
Entertaining	3.23	0.535	Agree
Emotional	2.77	0.604	Agree
Passive consumptive	3.11	0.514	Agree
Contributory	3.11	0.587	Agree
Participatory	2.41	0.898	Disagree
Purchase Intention	3.02	0.577	Agree

Legend: 1.00 to 1.49 - Strongly Disagree; 1.50 to 2.49 - Disagree; 2.50 to 3.49 - Agree; and 3.50 to 4.00 - Strongly Agree.

Table 2 displays the mean rating of the Impact of TikTok Affiliate Videos on Generation Z Consumer Behavior and Purchase Intention: Informative (mean rating 3.18 – agree); entertaining (mean rating 3.23 - agree); emotional (mean rating 2.77 – agree); passive consumptive (mean rating 3.11 – agree); contributory (mean rating 3.11 – agree); participatory (mean rating 2.41 – disagree); and purchase intention (mean rating 3.02 – agree). It is shown that 210 respondents have the same level of agreement regarding the dimensions, consumer behavior and purchase intention except for participatory consumer behavior.

The current study found that the informative, entertaining, and emotional dimensions of TikTok affiliate videos, the passive consumptive and contributory dimensions of consumer behavior affect the purchase intention of Gen Z TikTok users, resulting in a high level of agreement with the research instrument's statements. However, there is a low level of agreement among Gen Z TikTok users in the participatory dimension of consumer behavior, which reveals that commenting and sharing is not likely among the participants. The current study found that of the three dimensions of TikTok affiliate videos, the entertaining dimension has the highest mean, while the emotional dimension has the lowest. For the entertaining dimension, Gen Z TikTok users agree with the statement, "I like watching fun TikTok affiliate videos." which has the highest mean rating of 3.30 among other statements. This is supported by the study of Nguyen et al (2013) which stated that consumer behavior is influenced when there is a high level of enjoyment and the study of Ngo (2022) which stated that entertaining dimension positively impacts Gen Z's purchase intention. For the emotional dimension, the statement

"I have felt negative emotions after watching emotional TikTok affiliate videos." had the lowest mean rating of 2.55.

Among the three dimensions of consumer behavior, contributory has the highest mean while participatory has the lowest mean. For the contributory dimension, Gen Z TikTok users has a high level of agreement with the statement, "I tend to watch a video from TikTok Affiliates when it has a lot of positive comments." with the highest mean rating of 3.28. This is supported by the study of Hashim (2018) which stated that trust plays a significant role on positive consumer behavior and the study by Nikolinakou and King (2018) which stated that videos with emotional content promotes consumer engagement. On the other hand, for the participatory dimension, the statement "I comment on TikTok affiliate videos." had the lowest mean rating of 2.29.

Shapiro-Wilk test is a Chi-squared test of normality that states whether variables are normally distributed or not. If the test p-value is > 0.05 the data is normally distributed, while if the significance value is $<$ or equal to 0.05, then the data are not normally distributed. Table 3 shows that from the 210 responses, all the variables have a p-value (Shapiro-wilk) of < 0.001, which indicates that the data gathered are not normally distributed.

Table 3. Normality Test

Construct	Shapiro-Wilk p
Informative	< .001
Entertaining	< .001
Emotional	< .001
Consumer Behavior	.002
Purchase Intention	< .001

The Shapiro-Wilk test is a more popular and widely-used procedure, and it is better appropriate for small sample sizes (< 50 - 2000), according to Mishra et al. (2019). The responses' normality was examined using the Shapiro-Wilk test. The correlation between the dependent variable, purchase intention, and all of the hypotheses is examined using the Spearman Rho rank correlation method because none of the hypotheses are non-parametric or regularly distributed.

Table 4. Hypothesis Test Result

Path	Spearman's rho	p-value	Description	Decision
H1. Informative Dimension → Consumer Behavior	0.435	<.05	Significant	Accept H1
H2. Informative Dimension → Purchase Intention	0.616	<.05	Significant	Accept H2
H3. Entertaining Dimension → Consumer Behavior	0.469	<.05	Significant	Accept H3
H4. Entertaining Dimension → Purchase Intention	0.620	<.05	Significant	Accept H4
H5. Emotional Dimension → Consumer Behavior	0.656	<.05	Significant	Accept H5
H6. Emotional Dimension → Purchase Intention	0.587	<.05	Significant	Accept H6
H7. Consumer Behavior → Purchase Intention	0.667	<.05	Significant	Accept H7

Table 4 shows the Spearman's rho values and p-values of each hypothesis, and the decision whether to accept or reject the hypothesis. The results of the hypothesis testing revealed that the informational, entertaining, and emotional dimensions all have a significant effect on consumer behavior, therefore accepting H1, H3, and H5. There is also a significant relationship between the informational, entertaining, and emotional dimensions and purchase intention, therefore also accepting H2, H4, and H6. Additionally, the consumer behavior also has a significant effect on the purchase intention, therefore accepting H7.

The present study revealed that the informative dimension of TikTok affiliate videos have a positive relationship with consumer behavior and purchase intention of Gen Z users. This is supported by the study of Saxena et al (2018) where it was claimed that informativeness highly influences consumers' attitudes, and the study by Ngo (2022) which proved that one of the important factors that affect the purchase intention of Gen Z is the availability of information. Therefore, hypotheses 1 and 2 are accepted.

The entertaining dimension of TikTok affiliate videos is proven to have a positive influence on Gen Zs' consumer behavior and purchase intention. This is supported by the study of Barta et al (2023) where it was revealed that users of TikTok application get persuaded with humorous, creative, and genuine content from influencers. Nguyen et al (2013) also found that a high level of enjoyment while using social media leads to a positive consumer behavior. Additionally, the results of the study by Ngo (2022) reveals that entertainment has a positive impact on the purchase intention of Gen Z. Therefore, hypotheses 3 and 4 are accepted.

The emotional dimension of TikTok affiliate videos positively influences the consumer behavior and purchase intention of Gen Z users. The results of the study by Yuki (2015) revealed that storytelling content is one of the key drivers that motivate users to share viral content because it promotes happiness and excitement. Araujo et al. (2022) also found that Gen Zs' willingness to purchase increases when watching TikTok video advertisements. Therefore, hypotheses 5 and 6 are accepted.

The results of the current study revealed that the consumer behavior of Gen Z positively affects purchase intention. This is supported by the study of Madlberger and Kraemmer (2019) which found that purchase intention is highly influenced by consumer behavior and the study by Araujo et al. (2022) where it was claimed that consumer behavior positively influences purchase intention. Thus, also claiming that Gen Z TikTok users' positive reaction and involvement to TikTok advertisements influence their purchase intention, therefore accepting hypothesis 7.

In comparison with the findings of the primary reference of this study, Araujo et al. (2022), the findings of the present study showed that all the hypotheses were accepted, therefore indicating that the informative, entertaining, and emotional dimensions have a positive influence on consumer behavior, and consumer behavior positively influences purchase intention, indicating that the positive consumer behavior of Generation Z towards TikTok affiliate videos influences their purchase intention as well. Contrarily, the study of Araujo et al. (2022) revealed that the entertaining and informative dimensions have no influence on purchase intention, but have influence on consumer behavior. This shows that TikTok users in Metro Manila have a positive attitude towards entertaining and informative videos, but does not necessarily affect their purchase intention.

5. Conclusion

The study focused on analyzing the impact of informative, entertaining, and emotional dimensions of TikTok affiliate videos on Gen Z TikTok users' consumer behavior and purchase intention, as well as the impact of consumer behavior on purchase intention. The study's findings revealed that all the dimensions positively influence consumer behavior, with the emotional dimension being the most influential and the informative dimension being the least. For purchase intention, the most influential dimension is entertaining, while emotional was the least influential. With these results, it can be concluded that all three dimensions affect Gen Z TikTok users' attitudes, engagement, and purchase intention towards TikTok affiliate videos and only vary on the level of influence.

TikTok Shop allows brands to sell products through the help of TikTok Affiliate Program, where content creators could publish videos to promote products in exchange for a commission. Both merchants and affiliates should focus on making content that is a balance of all three dimensions to capture the target audience successfully, therefore also influencing consumer behavior and purchase intention.

5.1. Recommendations

Based on the findings of the study, the researchers recommend that TikTok Shop merchants and TikTok affiliates give utmost priority in improving their content strategies that fall under the informative dimension. A strategic approach that TikTok merchants and TikTok affiliates could do to improve content is to produce high-quality short-form videos that highlight the benefits and the value that the product provides, as opposed to focusing on product features only. Testimonial videos are a good example of content that promotes authenticity and transparency, which is what most Gen Zs are looking for. Finally, including call-to-action statements at the end of the videos would create a sense of urgency that will motivate Gen Z users' purchase intention.

Given that TikTok was originally an entertainment platform prior to becoming a social commerce platform, it is recommended that brands create content that are engaging and entertaining as it adds value to Gen Zs' personal experience with both the platform and the brand as they value creativity and entertainment. TikTok Shop merchants and TikTok Affiliates must also pay attention to the current trends on TikTok (dance, music, and meme trends) to stay relevant, connect with the target audience, increase engagement, and increase brand awareness.

Finally, the emotional dimension of TikTok affiliate videos can be enhanced through storytelling. It is a powerful tool that brands and affiliates could use to create a deep emotional connection with the audience. It must also ensure that video content that falls under the emotional dimension category must feel genuine and should be aligned with the brand's values. Creating narrative arcs to build tension that will eventually deliver an emotional payoff will successfully capture the attention of Gen Zs, knowing that this generation values authenticity. These recommendations aim to help TikTok Shop merchants and their partner affiliates improve their overall content strategy to successfully motivate the purchase intention of Gen Z.

5.2. Research Limitation

The subject of the present study generally explored TikTok affiliate videos with no specific business industry or brand. Moreover, this was conducted on Generation Z consumers. Future research could further this study by focusing on Filipino brands that utilize the TikTok Affiliate Program. This could also be conducted on a different generation and other regions in the Philippines may also be explored to gain a different perspective on consumer behavior and purchase intention, which provides an opportunity to compare the similarities and differences across different demographics.

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