

THE INFLUENCE OF CONSUMER ATTITUDES AND BEHAVIOR ON THE TIKTOK AFFILIATE MARKETING PROGRAM

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ABSTRACT

TikTok affiliate marketing program has become a popular method for marketers and influencers to promote products and services to consumers. However, currently, there are still a number of issues that may arise regarding consumer attitudes and behaviors towards this program. This study aims to analyze the factors that may influence consumer attitudes towards TikTok affiliate marketing programs, including the level of trust, the level of discomfort due to overly aggressive promotions, and the mismatch of products with consumers' post-purchase expectations. It is hoped that this research will provide insights into how marketers and influencers can improve the quality of TikTok's affiliate marketing program and enhance the consumer experience.

Keywords: Consumer Behavior, TikTok Affiliate Marketing Program.

INTRODUCTION

In the ever-evolving digital era, social media has become one of the main platforms for companies to promote their products and services. One of the increasingly popular social media platforms is TikTok, which is not only a place for entertainment, but also a space for marketing and promotion. With the development of technology and social media, marketing through digital platforms such as TikTok is becoming increasingly popular and effective in reaching consumers. TikTok, as one of the social media platforms that has a very large number of users, is a potential place for businesses to promote their products or services through one of the affiliate marketing programs. services through one of the affiliate marketing programs. TikTok affiliate marketing program allows marketers and influencers to work together to introduce products to their audience in the hope of earning a commission from each sale that occurs. For example, if an affiliate successfully sell a product, good, or service, a company or brand will automatically receive money or commission from the sale (Duffy, 2005). Both parties will benefit from the seller using affiliate marketing as a marketing strategy and the affiliate displaying or promoting the products and services of the seller and services from the seller. However, the success of the affiliate marketing program at TikTok is not only determined by the marketing strategies used, but also by consumer attitudes and behaviors towards the program. Consumers who are the targets of such promotions may give varied responses depending on how relevant, attractive, and trustworthy the promotion is to them. Therefore, an in-depth understanding of consumer attitudes and behaviors towards TikTok affiliate marketing programs is an important key in

improving the effectiveness of marketing campaigns and achieving desired sales targets sales targets. In this context, this study aims to analyze the influence of consumer attitudes and behaviors on the TikTok affiliate marketing program, as well as identify potential problems that may arise in this program. With a better understanding how consumers respond to the affiliate marketing program on TikTok, it is expected to provide valuable insights for businesses and marketers in optimizing marketing strategies and increasing consumer satisfaction optimize marketing strategies and increase consumer satisfaction.

LITERATURE REVIEW

TikTok Affiliate Marketing

Social media provides convenience for human life, ranging from communicating, finding information, entertainment and even buying and selling transactions. Various social media has its own characteristics, starting from those that are only for sending messages, watching videos, and so on. Some social media also have features for buying and selling starting from the Facebook marketplace, and also the TikTok market. Marketing is an effort to introduce products to customers. These efforts are carried out with several activities ranging from promotion, distribution, sales, to product development strategies. Affiliate marketing itself is a marketing method that utilizes networking and link distribution. companies will get marketing assistance so that they can reach a wider target market and increase sales. affiliate marketing is a marketing strategy in which the brand will later provide a certain commission to those who promote and successfully sell products or services from the brand. As one of the fastest growing social media, TikTok is now adding TikTok Affiliate features to its app. TikTok Affiliate or TikTok Shop Affiliate is a sales method that allows creators to monetize the content they have created. The trick is to promote a brand's product and then get a commission on the sales that have been generated. Each content creator can promote products that are relevant to their audience, of course with a variety of creative ideas. Generally, in TikTok Affiliate Marketing, there are 4 parties involved, namely: Merchant is the same as seller, which is the party that sells the product. Affiliate network is a party that mediates merchants and affiliate marketers. Affiliate marketer is the party who makes videos and promotes the merchant's products through TikTok, such as content creators. Customers are TikTok users who buy merchant products through links or affiliate codes from affiliate marketers.

Consumer Behavior

According to Kotler and Keller (2016, p.179), consumer behavior is the study of how individuals, organizations, and groups act in buying, choosing, and using ideas, products and services in satisfying customer needs and wants. Assael (2014, p. 31) reveals that when consumers make a decision, they will also conduct a post-purchase evaluation in the form of feedback, which can be utilized by marketers as a basis for preparing the next marketing strategy. Consumer behavior is strongly influenced by various factors that surround them. These factors can also be used as indicators of consumer behavior which can be a characteristic or concrete action of a behavior carried out by consumers. According to Malau (2017, p. 225) the factors that influence consumer behavior are as follows. Culture is the most basic cause of a person's desires and behavior. Social Factors, A consumer's behavior

is influenced by social group reference factors, family, and role and status. Personal factors that contribute to consumer behavior consist of age and stage of the life cycle, occupation, economic situation, lifestyle, personality and self-concept. Psychological factors consist of motivational factors, perception, learning, beliefs and attitudes. Online consumer behavior is the action of individuals, groups or organizations involved in the decision-making process when buying goods, using goods or services on the Internet, which can be influenced by the environment. behavior Consumer behavior is influenced by external and internal influences.

METHODS

In this study, we as researchers use a quantitative approach method to collect data that is objective and can be analyzed statistically. An online questionnaire will be designed as a data collection instrument to measure consumer attitudes and behaviors towards the TikTok affiliate marketing program. The population of this study is active TikTok users who have experience in interacting with affiliate marketing programs on the platform. The research sample will be randomly selected by sending questionnaires to a number of potential respondents who meet the criteria. Respondents will be asked to fill out the questionnaire honestly and based on their experience in interacting with the TikTok affiliate marketing program. Analysis The data collected will be analyzed using descriptive and inferential statistical methods to identify patterns of consumer attitudes and behaviors towards the TikTok affiliate marketing program. Regression analysis can also be used to determine the effect of independent variables on the dependent variable.

DISCUSSION

Consumer behavior in interacting with the Tiktok Affiliate Marketing Program and how this behavior impacts the effectiveness of the program.

The results showed that most consumers expressed a positive attitude towards the TikTok affiliate marketing program. It was found that consumers tend to be more interested and responsive to product promotions delivered through the TikTok platform, especially if they are creative and engaging. Consumers' positive attitude towards the program significantly influenced their purchasing decisions, with most respondents admitting that they were more likely to purchase products promoted through the affiliate program products promoted through the affiliate marketing program on TikTok. Bogdan & Biklen (2018), transparency in marketing practices, is also carried out when affiliates package their content in the form of videos, the marketing carried out in the aim of introducing products to consumers will increase people's purchasing power and this is related to public trust in reviews promoted by affiliates, because in it consumers can see.

Factors that influence consumer attitudes

Analysis of the factors that influence consumer attitudes towards TikTok affiliate marketing programs shows that consumer trust in promotional information, product relevance to consumer needs, quality of promotional content, and influence from influencers or content creators play a key role in shaping consumer attitudes. Consumers' trust in the source of the promotion and the relevance of the product to their needs emerged as the most to their needs emerged as the most influential factors in shaping consumers' positive

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attitudes. if consumers are satisfied then overall indeed the quality provided by the recommendation of goods by the affliator is very reliable (Tjiptono in Daga, 2019).

Consumer Behavior in Interacting with the Tiktok Affiliate Marketing Program

The results also reflect that consumer behavior in interacting with the TikTok affiliate marketing program is quite varied. While most respondents expressed interest in participating in the promotion or clicking on the promotional link, there were also a small number of consumers who were more passive or less responsive to the promotion. Factors such as content creativity, clarity of expected actions, and incentives for consumers also influence consumer behavior in responding to affiliate marketing programs on TikTok. To build trust in consumers by providing true and impartial content that can help solve their problems or make decisions, avoiding over-promotional and unrealistic marketing should also be avoided, maintaining consistency and rewarding positive feedback also needs to be maintained because being consistent in interacting with customers can build strong trust, using testimonials and customer feedback, maintaining customer privacy, with these strategies it will strengthen customer relationships with affiliators (Kumar, Sharma, Vatawala, & Kumar, 2019)

CONCLUSIONS

In the digital age, social media platforms like TikTok have become popular platforms for businesses to promote products and services. TikTok's affiliate marketing program allows influencers and advertisers to collaborate in promoting products to its audience, with the aim of receiving a commission from each promotion. But success in TikTok affiliate marketing is not only determined by marketing strategies, but also by consumer response and engagement. Understanding consumer behavior and engagement with TikTok affiliate marketing programs can help optimize marketing strategies and increase consumer satisfaction. This research uses quantitative methods to collect data and analyze it statistically. The sample includes active TikTok users and potential respondents who have a good understanding of the program. The results show that consumers are more likely to respond positively to TikTok's affiliate marketing program, especially when promotions are creative and effective. Transparency in marketing practices, such as in-video content affiliation, can increase consumer trust and satisfaction. Factors that influence consumer behavior include the availability of promotional information, product suitability to consumer needs, promotional content quality, and influencer influence.

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