

The Influence of Affiliate Marketing Content on Online Purchase Decisions via Consumer Attitudes: Empirical Evidence from Shopee and Lazada Platforms

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Abstract: - This research studies how Thai consumers react to affiliate marketing content related to their online shopping on Shopee and Lazada and how their reactions influence their decisions to purchase online. The sample identified was 18–54-year-old individuals who had encountered affiliate content and made purchases through affiliate links between 2023 and 2024. We collected data using an online questionnaire, yielding 400 responses and after filtering for outliers, 245 cases were retained in their entirety for analysis. A Structural Equation Modeling (SEM) approach was then used to analyze the relationships between affiliate content formats, consumer attitudes, and purchase decisions. These results show that both product review articles and tutorial or how-to articles make a significant impact on consumer attitudes toward products (standardized coefficients of 0.141 and 0.274, respectively). In addition, the direct effect on purchase decisions based on consumer attitudes was also significant for Shopee and Lazada (coefficient = 0.323). In addition, both article formats showed significant indirect effects on purchase decisions through consumer attitudes (coefficients = 0.046 and 0.089, $p < 0.05$). Overall, these results highlight the importance of informative, experience-based affiliate content and provide practical direction for marketers and affiliates seeking to improve content effectiveness across e-commerce platforms.

Key-Words: - Affiliate Marketing Content; Product Review Articles; Tutorial/How-to Content; Attitudes toward Products; Online Purchase Decision; E-commerce Platforms; Shopee and Lazada; Structural Equation Modeling (SEM); Thai Consumers; Online Consumer Behavior

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1 Introduction

The e-commerce industry in Thailand has grown continuously in recent years. The market value reached 634 billion baht in 2023 and is expected to grow to approximately 700 billion baht in 2024, representing a 6% average yearly growth rate. Simultaneously with this growth, the increasing number of registered e-commerce businesses has intensified competition in the market. This, in consequence, means better marketing approaches are essential to create interest, attitudes toward the product, and product choice [1].

88.9% of Thai consumers actively use social media, especially in the 18–54-year age cohort. Primary purposes are communication (57.6%), information search (39.2%), entertainment (36.8%), product discovery (31.1%), and engagement with article- or video-based content (25.2%) [2]. This emphasizes the significance of communicating through online marketing, for which low cost, wide reach, measurable results, and brand–customer relationship strengthening are becoming key for businesses [3].

In the fast-paced digital era of online marketing, affiliate marketing has become one of the most popular ways to promote a product through online reviews in a cost-efficient style, with links to product recommendations. It works through the engagement of three main stakeholders: advertisers, affiliates, and consumers. Affiliate marketers commonly communicate through various content formats, including product reviews, case studies, tutorials or how-to content, and product comparison content [4]. Affiliates are content providers who convey information about the product while influencing consumer purchase behavior. Affiliates could hybridize and integrate multiple formats to capture attention, reinforce positive product attitudes, and trigger purchase behavior.

In Thailand, expenditure on affiliate marketing was forecast to reach approximately 949 million baht in 2023, a 114% increase over 2022, and is projected to increase further [5]. Shopee and Lazada continue to dominate the online shopping landscape among Thai consumers [6]. Despite tremendous growth within the market, a clearer understanding of how different forms of affiliate content influence consumer attitudes and purchasing behavior is still needed. In response, this study examines the effects of affiliate marketing content on purchase decisions for products offered on Shopee and Lazada, with particular attention to the mediating role of consumer attitudes. The findings are expected to offer practical insights for businesses, marketers, and affiliates as they develop content strategies that improve consumer perceptions, strengthen attitudes, and ultimately support online purchasing decisions.

2 Methodology

A quantitative research design was applied to explore whether consumers' perceptions of affiliate marketing content affect their purchase decisions for products sold through Shopee and Lazada, with consumer attitude as the mediating variable. The methodological procedures are outlined below.

2.1 Research Variables

The conceptual framework included three categories of variables:

Independent Variables: Consumers' perceptions of eight affiliate content formats—product review, case study, tutorial/how-to, and product comparison, each presented as both articles and videos.

Mediating Variable: Consumer attitude toward products.

Dependent Variable: Purchase decisions for products sold on Shopee and Lazada through affiliate marketers.

2.2 Population and Sample

The target population consisted of Thai consumers (18–54 years old) who had been exposed to affiliate marketing content and had purchased products on Shopee or Lazada between 2023 and 2024. The sampling was purposive to maintain the relevance of the sample. To comply with the rule of thumb, which defines that 5–10 observations per measured variable is needed for SEM [7], a minimum sample size of 220 respondents was set for the 44 observed variables. To enhance reliability, 400 responses were obtained from the online survey. A total of 245 valid cases were retained for analysis after purging the outliers through the Mahalanobis Distance test ($p < 0.05$).

2.3 Research Instrument

A structured online questionnaire was developed for data collection and subjected to two rounds of reliability and validity assessment.

2.3.1 Content Validity: Three academic experts reviewed each item using the Item-Objective Congruence (IOC) index. All items achieved an IOC score of at least 0.5, with an average IOC of 1.00, suggesting strong alignment with the study objectives [8].

2.3.2 Reliability: A pilot test involving 30 respondents yielded Cronbach's alpha coefficients between 0.746 and 0.993. As shown in Table 1, all values exceeded the 0.70 threshold, the instrument demonstrated strong internal consistency.

Table 1. Cronbach's Alpha Coefficient of Constructs

Constructs	Cronbach's Alpha Coefficient
Perception of Affiliate Marketing Content	
Product Review Article	0.964
Case Study Article	0.988
Tutorial / How to Article	0.979
Product Comparison Article	0.988
Product Review Video	0.893
Case Study Video	0.993
Tutorial / How to Video	0.957
Product Comparison Video	0.992
Attitudes toward Products	0.862
Purchase Decision of Products on Shopee and Lazada Platform through Affiliate Marketing Content	0.746

Source: Created by the authors.

2.4 Data Collection Procedure

The questionnaire was distributed on Shopee and Lazada in online communities focused on product reviews and affiliate marketing activities. Then, 400 responses were collected to conduct the data analysis. Several data screening procedures were performed before data analysis. These included outlier detection by the Mahalanobis Distance test ($p < 0.05$), normality analysis using Skewness ($-2 < SI < 2$) and Kurtosis ($-7 < KI < 7$), multivariate normality assessment using the C.R. of kurtosis ($-1.96 < C.R. < 1.96$), and checking a model for linearity ($p > 0.05$), to make sure relationships between the variables were as expected.

2.5 Preliminary Data Screening

Screening steps included:

2.5.1 Outliers: Multivariate outliers were detected using the Mahalanobis Distance technique. Cases with probability < 0.05 significantly deviated from the overall data distribution and were eliminated from further analysis to promote better data quality and increased model robustness [9].

2.5.2 Univariate Normality: Univariate normality was evaluated by skewness and kurtosis analysis of the observed variable. Skewness values between -2 and 2 and kurtosis values between -7 and 7 were considered acceptable indicators of normality according to widely used criteria. In general, the results indicated that the studied variables did not show worrying deviations from univariate normal distribution [10].

2.5.3 Normality: The Critical Ratio (C.R.) of kurtosis was also used to assess multivariate normality, with values within the acceptable range of -1.96 to 1.96 indicating conformance with the normality assumption [11].

2.5.4 Linearity: The linearity of the variables was evaluated using the deviation-from-linearity test, and p-values of greater than 0.05 were considered indications of linear relationships fit for further investigation [12].

2.6 Data Analysis

Structural Equation Modeling (SEM) was applied to study the measurement and structural elements of the proposed model.

1. In the evaluation of the measurement model, Confirmatory Factor Analysis (CFA) tests were used to determine both convergent and discriminant validity. Several frequently used criteria underpinned the assessment: standard factor loadings of at least 0.50 [13], composite reliability (C.R.) values above

0.60 , and average variance extracted (AVE) values greater than 0.50 [14], [15].

2. The structural model was then analyzed using path analysis to examine the proposed causal relationships among perceptions of affiliate marketing content, consumer attitudes, and purchase decisions. Model fit was judged using a range of goodness-of-fit indices, including χ^2/df values below 5.00 [16] and RMSEA values under 0.08 [17], [18]. In addition, the GFI value exceeded 0.80 [19], while the incremental fit indices—IFI, TLI, NFI, and CFI—all met the recommended minimum of 0.90 or higher [20], [21], [22].

Model modification followed by Modification Indices (MI) to refine the model and achieve a better fit where necessary.

3 Results

The data collected from 400 respondents were first screened to check whether the main statistical assumptions were met before proceeding with Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

3.1 Preliminary Data Screening

3.1.1 Outliers: Multivariate outliers were detected using the Mahalanobis Distance technique. The analysis showed that 155 observations had p-values below 0.05 , indicating notable departures from the overall distribution of the data. These cases were removed, leaving 245 valid observations for the subsequent SEM analyses.

3.1.2 Univariate Normal Distribution: Univariate normality was examined for the 245 retained cases by inspecting the Skewness Index (SI) and Kurtosis Index (KI) across all observed variables. As shown in Table 2, SI values ranged from -1.431 to 0.521 , which is within the acceptable range of $-2 < SI < 2$. Likewise, KI values ranged from -1.727 to 2.210 , also meeting the recommended criterion of $-7 < KI < 7$. Taken together, these results suggest that univariate normality was adequately satisfied.

3.1.3 Multivariate Normal Distribution: Multivariate normality was evaluated using the Critical Ratio (C.R.) for multivariate kurtosis. As indicated in Table 2, the C.R. value of 1.865 falls within the acceptable range of $-1.96 < C.R. < 1.96$, supporting the assumption of multivariate normality for this dataset.

3.1.4 Linearity: The linearity of relationships among the latent constructs was assessed through the deviation-from-linearity test. As reported in Table 3, p-values for all variable pairs ranged from 0.187 to 0.954, all of which are above the 0.05 threshold. This

suggests that the relationships among the latent variables are linear, thereby meeting an important assumption for SEM analyses.

Table 2. Summary of Skewness and Kurtosis Statistics for the Observed Variables

Variable Abbreviation	Observed Variables	Skewness Index	C.R.	Kurtosis Index	C.R.
AR	Product Review Article				
AR1	I have read product review articles about the most recent product I purchased.	- 0.983	- 6.284	0.769	2.458
AR2	I am interested in the product's features, functional attributes, and benefits.	- 0.996	- 6.362	0.388	1.241
AR3	Reading product review articles enhances my understanding of the product's attributes and benefits.	- 1.105	- 7.059	0.708	2.262
AR4	Reading product review articles helps me remember the product and its attributes more effectively.	- 1.431	- 9.142	1.577	5.039
AC	Case Study Article				
AC1	I have read case study articles about the most recent product I purchased.	- 0.030	- 0.193	- 1.536	- 4.909
AC2	I am interested in the product's features, functional attributes, and benefits.	- 0.116	- 0.742	- 1.709	- 5.460
AC3	Reading case study articles enhances my understanding of the product's attributes and benefits.	- 0.147	- 0.941	- 1.691	- 5.402
AC4	Reading case study articles helps me remember the product and its attributes more effectively.	- 0.153	- 0.979	- 1.675	- 5.353
AT	Tutorial / How-to Article				
AT1	I have read tutorials or how-to articles about the most recent product I purchased.	0.425	2.716	- 1.243	- 3.973
AT2	I am interested in the product's features, functional attributes, and benefits.	0.521	3.330	- 1.252	- 3.999
AT3	Reading tutorial or how-to articles enhances my understanding of the product's attributes and benefits.	0.453	2.895	- 1.377	- 4.400
AT4	Reading tutorial or how-to articles helps me remember the product and its attributes more effectively.	0.229	1.465	- 1.702	- 5.439
AP	Product Comparison Article				
AP1	I have read product comparison articles about the product I recently purchased.	0.353	2.255	- 1.246	- 3.980
AP2	I am interested in the product's features, functional attributes, and benefits.	0.249	1.590	- 1.589	- 5.077
AP3	Reading product comparison articles enhances my understanding of the product's attributes and benefits.	0.180	1.152	- 1.682	- 5.375
AP4	Reading product comparison articles helps me remember the product and its attributes more effectively.	0.160	1.025	- 1.724	- 5.509
VR	Product Review Video				
VR1	I have watched product review videos about the most recent product I purchased.	- 0.585	- 3.740	1.480	4.729
VR2	I am interested in the product's features, functional attributes, and benefits.	-1.076	- 6.873	2.210	7.060

VR3	Watching product review videos enhances my understanding of the product's attributes and benefits.	- 0.552	- 3.529	0.027	0.086
VR4	Watching product review videos helps me remember the product and its attributes more effectively.	- 0.366	- 2.340	- 1.071	- 3.423
VC	Case Study Video				
VC1	I have watched case study videos about the most recent product I purchased.	- 0.392	- 2.502	- 1.341	- 4.286
VC2	I am interested in the product's features, functional attributes, and benefits.	- 0.542	- 3.462	- 1.381	- 4.412
VC3	Watching case study videos enhances my understanding of the product's attributes and benefits.	- 0.585	- 3.740	- 1.350	- 4.313
VC4	Watching case study videos helps me remember the product and its attributes more effectively.	- 0.564	- 3.606	- 1.338	- 4.274
VT	Tutorial / How-to Video				
VT1	I have watched tutorials or how-to videos about the most recent product I purchased.	0.291	1.862	- 1.296	- 4.141
VT2	I am interested in the product's features, functional attributes, and benefits.	0.371	2.372	- 1.241	- 3.964
VT3	Watching tutorials or how-to videos enhances my understanding of the product's attributes and benefits.	0.291	1.858	- 1.403	- 4.484
VT4	Watching tutorials or how-to videos helps me remember the product and its attributes more effectively.	0.086	0.549	- 1.727	- 5.519
VP	Product Comparison Video				
VP1	I have watched product comparison videos about the most recent product I purchased.	- 0.241	- 1.537	- 1.297	- 4.146
VP2	I am interested in the product's features, functional attributes, and benefits.	- 0.346	- 2.208	- 1.469	- 4.694
VP3	Watching product comparison videos enhances my understanding of the product's attributes and benefits.	- 0.434	- 2.771	- 1.481	- 4.732
VP4	Watching product comparison videos helps me remember the product and its attributes more effectively.	- 0.422	- 2.699	- 1.514	- 4.839
ATT	Attitude toward Product				
A1	Before making a purchase, I had knowledge and understanding of the product.	- 0.851	- 5.441	0.777	2.482
A2	Before making a purchase, I believed the product would perform well.	- 0.685	- 4.375	- 0.354	- 1.132
A3	Before making a purchase, I perceived the product as safe and trustworthy.	- 0.751	- 4.798	- 0.280	- 0.893
A4	Before making a purchase, I considered the product to be innovative.	- 0.776	- 4.956	0.410	1.311
A5	Before making a purchase, I found the product appealing.	- 0.464	- 2.965	- 0.664	- 2.122
A6	Before making a purchase, I had a positive impression of the product.	- 0.768	- 4.909	0.163	0.522
A7	After clicking the product link, I was likely to "like" or favorite the product.	- 1.211	- 7.741	1.797	5.742
A8	After clicking the product link, I was likely to add the product to my cart.	- 1.128	- 7.208	0.729	2.331
A9	I was likely to purchase the product through an affiliate marketer.	- 0.650	- 4.154	- 0.626	- 1.999
PD	Purchase Decision through Affiliate Marketing on Shopee and Lazada				

PD1	I decided to purchase the product because of the brand's credibility.	- 0.650	- 4.155	- 0.528	- 1.688
PD2	I decided to purchase the product because it offered good value for money in terms of price and quality.	- 0.314	- 2.008	- 0.589	- 1.883
PD3	I decided to purchase the product because of its appearance or design.	- 0.715	- 4.566	0.901	2.879
Multivariate				15.160	1.865

Source: Created by the authors.

Table 3. Deviation-from-Linearity Test Results for Latent Constructs

Constructs	Deviation from Linearity	
	F	p-value
Product Review Article	0.813	0.605
Case Study Article	1.181	0.308
Tutorial / How-to Article	0.412	0.940
Product Comparison Article	0.624	0.792
Product Review Video	1.449	0.187
Case Study Video	0.712	0.681
Tutorial / How-to Video	0.331	0.954
Product Comparison Video	1.218	0.280
Attitude toward Purchase Decision on Shopee and Lazada via Affiliate Marketers	1.180	0.273

Source: Created by the authors.

3.2 Confirmatory Factor Analysis Results (CFA)

Data obtained from the 245 respondents who met the preliminary statistical assumptions were analyzed using Confirmatory Factor Analysis (CFA). The initial CFA results showed that seven indicators—A1, A2, A3, A5, A7, A8, and A9—produced factor loadings of 0.306, 0.638, 0.535, 0.413, 0.327, 0.460, and 0.470, respectively. As all of these values were below the recommended cutoff of 0.50, the indicators were removed from the measurement model. After this refinement process, the latent construct Attitude toward Product (ATT) was operationalized using two indicators: A4 (Before making a purchase, I considered the product to be innovative) and A6 (Before making a purchase, I had a positive impression of the product). These retained indicators met the acceptable loading criteria and were therefore considered appropriate for representing the ATT construct in the subsequent analyses.

The two indicators represent the affective aspect of consumer attitudes, as they pertain to emotional judgments and favorable feelings toward the product [23]. Empirical results showed that these retained indicators achieved acceptable factor loadings of 0.775 and 0.801, respectively, and met established standards of internal consistency in accordance with the reliability guidelines proposed by [13]. These results confirm that the measurement of consumer

attitudes in this study accurately represents the emotional aspect influencing online purchase decisions.

Following this adjustment, the research model contained a total of 37 observed variables. The model fit indices before and after the removal of these variables are summarized in Table 4.

Table 4. Model Fit Indices Before and After Item Removal

Fit Index	Before Item Removal	After Item Removal	Acceptable Criteria
CMIN/df	2.892	3.204	< 5.000
RMSEA	0.088	0.095	< 0.080
GFI	0.639	0.662	> 0.800
IFI	0.891	0.909	≥ 0.900
TLI	0.880	0.897	≥ 0.900
NFI	0.842	0.873	≥ 0.900
CFI	0.890	0.909	≥ 0.900

Source: Created by the authors.

Afterward, we explored the measurement model's construct validity in terms of: 1. The Composite Reliability (C.R.) and AVE values were reported in Table 5 to determine **convergent validity**. The C.R. values were between 0.681 and 0.989, which exceeded the recommended minimum. Similarly, AVE values ranged between 0.351 and 0.957, with most constructs above the widely reported threshold of 0.50. While the latent construct Product Review Video (VR) showed an AVE value of 0.351, this was acceptable at the same time by virtue of the C.R. value of 0.681 that was found to be acceptable from the recommended reference standard criteria for it. These studies, together, reveal that the indicators show sufficient convergent validity but also suitably measure their latent constructs. In addition, the construct Product Review Video (VR) was still included, as it had theoretical significance in depicting one of the four major content types examined in this study. Failure to include this construct would have reduced the model's conceptual breadth in determining the view of affiliate marketing content on both text-based and video-based formats. Following [13], constructs with slightly low AVE values may be

retained as long as the reliability (C.R.) exceeds 0.60 and they are theoretically supported.

Then, Discriminant Validity: Assessment was based on the Maximum Shared Variance (MSV) and Average Shared Variance (ASV) values reported in Table 5. The results indicate that, for each latent construct, both MSV and ASV were lower than the corresponding AVE values. Taken together, this suggests that the latent constructs in the study are sufficiently distinct from one another and do, in fact, reflect separate underlying concepts.

Table 5. Construct Validity Indices

Variable Abbreviation	Constructs	CR	AVE	MSV	ASV
AR	Product Review Article	0.944	0.809	0.106	0.055
AC	Case Study Article	0.987	0.951	0.456	0.110
AT	Tutorial / How-to Article	0.983	0.937	0.297	0.109
AP	Product Comparison Article	0.989	0.957	0.226	0.104
VR	Product Review Video	0.681	0.351	0.043	0.011
VC	Case Study Video	0.987	0.950	0.456	0.084
VT	Tutorial / How-to Video	0.977	0.914	0.297	0.079
VP	Product Comparison Video	0.987	0.951	0.226	0.057
ATT	Attitude toward Product	0.770	0.626	0.087	0.039
PD	Purchase Decision on Shopee and Lazada via Affiliate Marketers	0.768	0.527	0.083	0.083

Source: Created by the authors.

The model was then updated according to the Modification Index (MI) values to limit measurement errors. This was achieved by correlating the error terms of specific observed variables, followed by reassessing the model fit indices. Goodness-of-fit statistics are presented in Table 6 for the measurement model. The majority of the fit indices, CMIN/df, RMSEA, IFI, TLI, NFI, and CFI, achieved the accepted threshold values. GFI of 0.779 was slightly lower than the conventional cutoff of 0.80; however, this is not surprising as it can be reasonably attributed to the index's sensitivity to sample size, since smaller samples usually produce lower GFI values. Thus, IFI and TLI, which are believed to be less sensitive to changes in sample size, are assigned greater emphasis. Generally, the findings seem to justify the measurement model's validity and reliability, which in turn justifies its implementation in the following Structural Equation Modeling (SEM) analyses.

Table 6. Model Fit Indices after Model Modification

Fit Index	Result	Acceptable Criteria	Conclusion
CMIN/df	2.167	< 5.00	Acceptable
RMSEA	0.069	< 0.08	Acceptable
GFI	0.779	> 0.80	Slightly below the acceptable level
IFI	0.954	≥ 0.90	Acceptable
TLI	0.946	≥ 0.90	Acceptable
NFI	0.919	≥ 0.90	Acceptable
CFI	0.954	≥ 0.90	Acceptable

Source: Created by the authors.

3.3 Results of Structural Equation Modeling (SEM)

Methods: Data were analyzed for validity of 245 valid cases using Structural Equation Modeling (SEM). To obtain the final structural model shown in Figure 1, a better fit between the model and the actual data was achieved by tuning it using Modification Index (MI) values. Comparison of the goodness-of-fit in the structural model with this empirical data, plus the corresponding standardized factor loadings and estimated path coefficients, is reported in Tables 7 and 8.

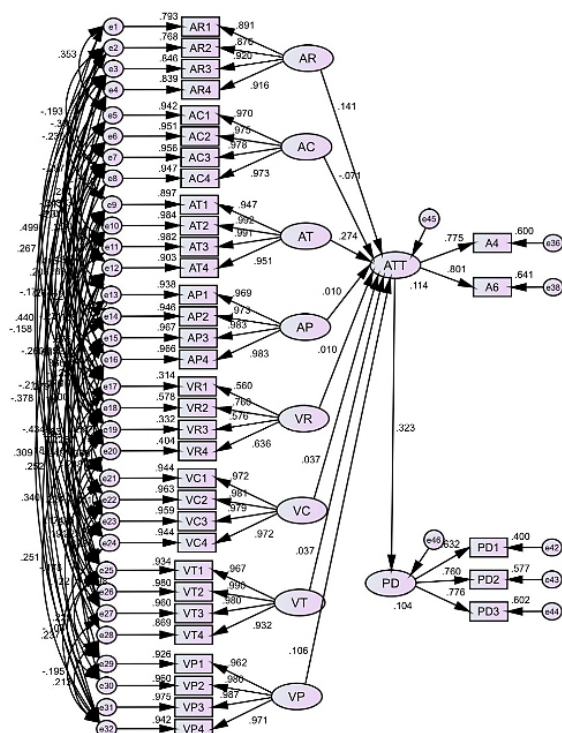


Fig. 1: Structural Equation Model (SEM) after Model Modification

Source: Created by the authors.

Table 7. Goodness-of-Fit Indices for the Structural Equation Model (SEM)

Fit Index	Result	Acceptable Criteria	Conclusion
CMIN/df	2.589	< 5.00	Acceptable
RMSEA	0.081	< 0.08	Slightly above the acceptable threshold
GFI	0.738	> 0.80	Slightly below the acceptable threshold
IFI	0.940	≥ 0.90	Acceptable
TLI	0.926	≥ 0.90	Acceptable
NFI	0.906	≥ 0.90	Acceptable
CFI	0.940	≥ 0.90	Acceptable

Source: Created by the authors.

Table 7. presents structural model fit statistics. The CMIN/df, IFI, TLI, NFI and CFI indices all met the recommended acceptance criteria. Even though the RMSEA value was 0.081, which is only slightly above the conventional cut-off value of 0.08, when considered in combination with the other fit statistics, it should still be considered acceptable. Based on the proposed guidelines in [18], RMSEA values close to, or just above, 0.08 are typically accepted to reflect a reasonable degree of approximation error. Similarly, the CMIN/df ratio of 2.589, below the commonly used threshold of 3.0, is also suggestive evidence to demonstrate the structural model is adequate. The

comparatively low GFI value (0.738) could also be attributed to the index's sensitivity to sample size ($n = 245$), where smaller samples often yield lower estimates of model fit. Combined, the adequate incremental fit indices (IFI = 0.940, TLI = 0.926, CFI = 0.940) and reasonable parsimony of the model indicate that the overall fit is sufficient for structural equation analysis

Whilst the GFI was 0.738, below the desirable value of 0.80, this value is known to be affected by sample size, the number of observed variables, and overall model complexity. [19] and [13] show that the model still appears to be acceptable when other incremental fit indices, including IFI, TLI, and CFI, are greater than 0.90. Since all three indices in this study lie well within the recommended range and the CMIN/df ratio (2.589) is still under 3.0, despite the relatively low GFI, the model fit as a whole can be considered satisfactory.

Table 8. Factor Loadings and Path Coefficients in the Structural Equation Model

Path (Latent and Observed Variables)	λ	p-value
ATT $\leftarrow$ AR	0.141	0.049*
ATT $\leftarrow$ AC	-0.071	0.311
ATT $\leftarrow$ AT	0.274	0.000**
ATT $\leftarrow$ AP	0.010	0.883
ATT $\leftarrow$ VR	0.010	0.886
ATT $\leftarrow$ VC	0.037	0.596
ATT $\leftarrow$ VT	0.037	0.588
ATT $\leftarrow$ VP	0.106	0.134
PD $\leftarrow$ ATT	0.323	0.000**
AR4 $\leftarrow$ AR	0.916	0.000**
AR3 $\leftarrow$ AR	0.920	-
AR2 $\leftarrow$ AR	0.876	0.000**
AR1 $\leftarrow$ AR	0.891	0.000**
AC4 $\leftarrow$ AC	0.973	0.000**
AC3 $\leftarrow$ AC	0.978	0.000**
AC2 $\leftarrow$ AC	0.975	-
AC1 $\leftarrow$ AC	0.970	0.000**
AT4 $\leftarrow$ AT	0.951	-
AT3 $\leftarrow$ AT	0.991	0.000**
AT2 $\leftarrow$ AT	0.992	0.000**
AT1 $\leftarrow$ AT	0.947	0.000**
AP4 $\leftarrow$ AP	0.983	-
AP3 $\leftarrow$ AP	0.983	0.000**
AP2 $\leftarrow$ AP	0.973	0.000**
AP1 $\leftarrow$ AP	0.969	0.000**
VR4 $\leftarrow$ VR	0.636	0.000**
VR3 $\leftarrow$ VR	0.576	0.000**
VR2 $\leftarrow$ VR	0.760	-
VR1 $\leftarrow$ VR	0.560	0.000**
VC4 $\leftarrow$ VC	0.972	0.000**
VC3 $\leftarrow$ VC	0.979	0.000**

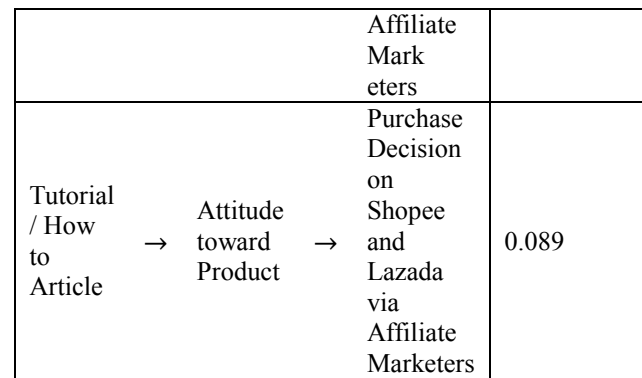
VC2	←	VC	0.981	-
VC1	←	VC	0.972	0.000**
VT4	←	VT	0.932	-
VT3	←	VT	0.980	0.000**
VT2	←	VT	0.990	0.000**
VT1	←	VT	0.967	0.000**
VP4	←	VP	0.971	0.000**
VP3	←	VP	0.987	-
VP2	←	VP	0.980	0.000**
VP1	←	VP	0.962	0.000**
A4	←	ATT	0.775	-
A6	←	ATT	0.801	0.000**
PD1	←	PD	0.632	0.000**
PD2	←	PD	0.760	0.000**
PD3	←	PD	0.776	-
* indicates statistical significance at the 0.05 level				
** indicates statistical significance at the 0.001 level				

Source: Created by the authors.

Results (Table 8) indicated a statistical significance between AR (Product Review Article) and AT (Tutorial / How-to Article) towards Attitude toward Product (ATT), and then for products on Shopee and Lazada platforms, through the affiliate marketers' Attitude toward Product (ATT) was a significant influence on PD (significance level 0.05). The factor loading of PD1 (0.632) is only marginally lower than the minimum ideal of 0.70, but is still achievable in exploratory and confirmatory studies if theoretically sound [13]. The construct reliability (C.R. = 0.768) and AVE (0.527) of the Purchase Decision variable suggest that overall quality of measurement is satisfactory. Both direct and indirect variables with significant impact are listed in Table 9.

Table 9. Direct and Indirect Effects

			Effect Coefficient
Product Review Article	→	Attitude toward Product	0.141
Tutorial / How to Article	→	Attitude toward Product	0.274
Attitude toward Product	→	Purchase Decision on Shopee and Lazada via Affiliate Marketers	0.323
Product Review Article	→	Attitude toward Product → Purchase Decision on Shopee and Lazada via	0.046



Source: Created by the authors.

4 Conclusion

This study investigated the effect of consumers' perceptions of affiliate marketing content on purchase decisions for products sold on Shopee and Lazada through affiliate marketers, with consumer attitude serving as the mediating variable. We studied this using a quantitative research design. Data were collected from 400 respondents using an online survey instrument. A total of 245 observations were then retained for analysis, after filtering the dataset and removing outliers. These data were then analyzed using Structural Equation Modeling (SEM) to assess the proposed causal relationships.

To improve model fit, seven observed variables were excluded. Initially, consumer attitude toward products was conceptualized as comprising three components: cognitive, affective, and behavioral. The cognitive component represented consumers' knowledge, belief in product performance, and perceptions of product safety and reliability. The behavioral component reflected the likelihood of liking, adding to cart, and purchasing products via affiliate links. After model refinement, results indicated that consumer attitude could be represented by a single affective component [23].

Although perceiving a product as interesting may belong to the affective dimension, it was not retained as a measurement indicator in this study, since attitudes are relatively stable and resistant to immediate change [24]. However, repeated exposure to multiple affiliate marketing contents could gradually shape consumers' interest and alter their emotional evaluations. Hence, in this study, consumer attitude toward a product is defined as the emotional evaluation—liking or disliking—and the perception of a product's innovativeness after exposure to affiliate marketing content.

The SEM results revealed that **Product Review Articles** and **Tutorial/How-to Articles** significantly influenced purchase decisions through consumer attitude at the 0.05 significance level. Text-based formats provide quick and clear communication and

allow consumers to easily access desired product information [25]. Product reviews enhance consumer understanding and confidence in the product [26], while tutorial or how-to content improves comprehension of product use and provides clearer visualization of its application [27]. Thus, these content forms enhance positive consumer attitudes and ultimately lead to purchase decisions via affiliate marketing. The finding aligns with prior research showing that content perception affects product attitudes, which subsequently influence purchasing behavior [28]. Other affiliate content formats did not show significant effects on consumer attitudes or purchase decisions, possibly due to the limited sample size or data-collection channels, which may limit generalizability to the broader population [29].

As a result, affiliate content formats should be strategically aligned with prevailing market dynamics to enhance consumer awareness, strengthen positive attitudes, and support purchase decisions on Shopee and Lazada. From the affiliates' perspective, this approach can generate tangible benefits by contributing to higher income potential and stronger follower engagement. At the organizational level, businesses and sellers may leverage well-aligned content strategies to improve consumer perceptions, stimulate sales growth, sustain or expand market share, and reinforce their competitive position within the digital commerce environment.

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