

Analysis of the Effect of E-Commerce Affiliate Marketing on Increasing Consumer Purchase Intention

MARIA OKTAVIA, MAHIR PRADANA, ADITYA WARDHANA, RIDHO JOVIANO

Department of Business Administration,
Telkom University,
Jalan Terusan Buah Batu, Bandung 40257,
INDONESIA

Abstract: - To better understand how affiliate marketing techniques might affect customer behavior and influence buying decisions, this study examines the effect of e-commerce affiliate marketing on consumer purchase intention. Affiliate marketing is becoming an essential tool for online businesses to broaden their consumer base and draw in new clients as e-commerce keeps growing. This study looks at important variables that mediate the link between affiliate marketing activities and purchase intentions from consumers, including perceived value, trust, and brand familiarity. Utilizing a quantitative methodology, information was gathered via surveys and examined to ascertain the importance of affiliate marketing in influencing customer preferences and raising the probability of a purchase. Results indicate that well-thought-out affiliate marketing campaigns, with reliable affiliates and tailored content, greatly increase customer confidence and buying motivation.

Key-Words: -Marketing, E-commerce Affiliate, Purchase Intention, online business, consumer behavior, marketing campaign.

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1 Introduction

The advancement of technology has had a significant impact on the increasing consumer interest in making purchases. One notable effect of technological development is the expansion of trade beyond the limitations of time and location, [1]. The broad accessibility of the internet, which permits online transactions, makes this possible. Today, markets are widely used as trading platforms, in contrast to the past when face-to-face contact were usually the norm for buying and selling, [2]. A marketplace is an online platform that businesses and consumers use to share information and make decisions. It may be accessible using computers, [3].

One such online store in Indonesia is called Shopee. Shopee, formerly run by Garena and currently owned by SEA Group, is a mobile marketplace that uses a customer-to-customer (C2C) business model, [4]. Shopee was formerly PT Shopee International Indonesia and was established in December 2015. Since then Shopee has expanded to many categories such as fashion, cosmetics, electronics, home appliances, and more. Shopee is also a platform for micro, small, and medium enterprises (MSMEs) to showcase and grow their business, to boost Indonesia's economy, [5].

But one of the consequences of technology is the decrease in consumer buying interest. When

customers are happy with the product or service they get, they will buy more. Purchase intent is important for companies and industries because it gives them the chance to win long-term customers, [6]. Companies can stop customers from looking for other companies for similar products or services by pique their interest to buy from them, [7].

Shopee uses the Affiliate Program as one of the ways to keep customers interested in buying. This program uses an affiliate marketing strategy where businesses work with reliable people or organizations to sell their products or services, [8]. Affiliates who promote these products get paid commissions. As a major industry, affiliate marketing is the main source of income for bloggers, celebrities, and influencers in online media, [9].

Evaluating the market—and Shopee in particular—and its ability to capture customers requires a study on how Shopee's affiliate marketing affects consumer buying interest. The findings of this research can also be used as supporting data for companies in the marketplace when making decisions. Therefore, the research titled "Analysis of Shopee Affiliate Marketing on Increasing Consumer Purchase Interest" was conducted to answer these objectives.

2 Literature Review

2.1 Marketing

Marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing value from customers in return, [10]. Meanwhile, marketing is the process of identifying, creating, and communicating value, and maintaining satisfying customer relationships to maximize company profits, [11]. In order to facilitate the selling of products and services to consumers, marketing tools are essential. Because of the importance of this process, several marketing tactics have been developed for use in a variety of channels in order to maximize product sales, [12]. Affiliate marketing is one of these tactics that has been increasingly popular recently. A popular strategy used by many Indonesian e-commerce companies, affiliate marketing gives reseller business owners an extra edge over competitors who strive to engage customers and produce interesting content, [13]. The purpose of this marketing material is to draw in digital customers and encourage them to make purchases, [14].

2.2 E-commerce Affiliate

E-commerce, as an example Shopee, is a platform that provides customers with a simple, safe, and fast online shopping experience through a reliable payment system and logistics support. One of the benefits of Shopee is that consumers can return products and receive a refund if the purchased product does not meet the requirements. To do this, consumers can follow these steps: They must first ensure that the goods have been received correctly before clicking the "Accept Order" button, [15]. If the product received is unsuitable, the consumer must immediately submit a return request through the provided request form and follow established procedures, not by clicking on the "Order Received" button, [16].

With a program that promotes the products and services offered by Shopee on various social media and provides proposals in the form of income to content creators, [17]. Consumers of Shopee, especially women consumers, are very interested in the affiliate program because of its high demand and social media advertising tactics, [18]. Typing terms into the search area has made it easy to find a variety of things, including home décor, skin care products, clothing, and more. Affiliate program participants on Shopee usually produce video reviews and include links in their bio area so people

can click to read the review. This has raised consumer interest in buying the goods that are highlighted in these social media videos—which they call "spills"—because of this, [19].

Media then acts as a means of public relations. Customers can register to become a member of the Shopee Affiliate Program either on the Shopee website or in the app. However, the first requirement is that everyone has a Shopee account. After registration, Shopee will verify customers registration to see if they have been approved to join the Shopee Affiliate Program, [20]. After confirmation of registration, members of the Shopee Affiliate Program can promote various types of Shopee product links via social media in shops marked Shopee Star Seller and/or Shopee Mall. The commission received by members of the Shopee Affiliate Program is calculated when customers purchase products from links shared by members. The commission amount ranges from 2% to 10% of the price of the goods sold. According to Shopee, the benefits of being a member of the Shopee Affiliate Program are:

1. Customers have the freedom to choose the product customers want to promote as content.
2. Customers could join this program without any minimum requirement for the number of followers.
3. Flexibility to work across multiple social media channels without entering into exclusive agreements.
4. Simple and easy process. Members can earn commissions just by sharing special links for Shopee products.
5. All commissions earned by members are calculated based on the price of products sold at Shopee Mall, Star+, and Star. Members have the potential to earn up to 10% commission from each transaction by promoting exclusive Shopee product links via social media. There is a maximum commission limit of IDR 10,000.
6. Payments are made transparently according to member performance. The commission amount depends on the number of shared custom links purchased.

2.3 Purchase Intention

Understanding purchase intentions involves mental activities such as thoughts and product stimulation that lead to preferences for goods and services, [21]. Purchase intention includes plans made by consumers to meet their needs, including the number of goods needed to meet these needs. Purchase intention is a statement of consumer attitudes that reflects the desire to make a purchase,

[22]. Thus, buying interest can be interpreted as the formation of consumer behavior or attitudes that reflect purchasing plans and fulfilling consumer needs. Purchase intention refers to the consumer's tendency to carry out trade transactions by considering the quality of a product. Buying interest can be classified into several indicators, such as:

1. Trade interest: This is the behavior of consumers who try to trade goods they are interested in.
2. Consumer behavior: Refers to the desire of other consumers to buy the same goods or services.
3. Preferential interest: This term refers to customers' propensity to give particular products—whether they be services or goods—priority when making purchases. If there is an issue with the product, they will merely swap it out for a different one.
4. Exploratory interest: This is the conduct of buyers who consistently seek out details about the goods they are considering through a variety of sources that add value to the item.

2.4 Influence of Marketing on Purchase Intention

One important factor that shapes consumer behavior is the intricate and diverse phenomena of marketing's effect on buying interest. Businesses can influence potential customers' buying decisions and increase awareness and demand by using marketing methods and strategies, [22].

Building brand recognition is one of the ways marketing impacts customers' propensity to buy. Successful marketing can increase a brand's familiarity with customers and they'll think of that brand for products or services. Especially in crowded and competitive markets where customers are bombarded with options all the time, [23].

One of the keys to creating demand for products or services is marketing. Marketers can create a sense of need or want in customers by using various strategies including emotional appeals, persuasive messaging, and storytelling. Marketing can influence customer perceptions and increase a buyer's desire to buy a product by highlighting its benefits, features, or better attributes, [24].

Also, marketing can affect how customers make decisions. Persuasive strategies like time-limited offers, discounts, endorsements, and social proof can help marketers create a sense of urgency and prompt action, [25]. Through the use of psychological triggers and customer demands, marketers can get people to buy something they

would have otherwise ignored or delayed, [26]. Through a variety of platforms, including social media, online advertising, and targeted personalization, marketing has increased in influence and reach in the digital era. Marketers may target messages and offer to certain persons or categories by collecting large volumes of customer data. This raises the likelihood of capturing their interest and persuading them to buy something, [27].

Notably, marketing influences consumers' propensity to purchase in ways that go beyond traditional forms of advertising. Influencer marketing, content marketing, and experiential marketing are a few examples of innovative tactics that have gained more recognition recently, [28]. These strategies employ narrative, authenticity, and immersive experiences to establish a deeper connection with consumers and stimulate their desire to buy, [29].

In conclusion, marketing significantly influences purchase interest by influencing the decision-making process, creating desire, and increasing brand recognition. Using a range of strategies, marketers can attract consumers, arouse their interest, and ultimately sway their purchasing decisions, [30]. Marketers need to be flexible and use morally and creatively-driven strategies to effectively sway consumers' interest in making purchases in a cutthroat industry.

2.5 Influence of Shoppe Affiliate on Purchase Interest

Among the interesting characteristics of the present e-commerce world is the Shopee Affiliate effect on buying interest. One of the largest online consumer markets in Southeast Asia, Shopee, has an affiliate program where individuals or companies can earn money by referring users or sending visitors to the platform, [31]. Due to several reasons, this affiliate program has a strong influence on demand [32].

First off, the Shopee Affiliate program increases the visibility and reach of the items that are offered on the website, [33]. Affiliates vigorously promote specific brands or types of products in their audience through websites, blogs, and social media. They make available to prospective purchasers a wide range of items which they would not have otherwise discovered by this means, [34]. As a result of the exposure, the consumer curiosity for making a purchase is sparked and the feeling of awareness is boosted. Second, the Shopee Affiliates program leverages the trust that affiliates have already established.

Many affiliates have cultivated a loyal following or niche audience that is interested in their tips and wisdom, [35]. Shopee affiliates that rate or endorse products have a higher tendency for their audience to trust their expertise and give the product a second thought. Consumers are more likely to explore and purchase items if highly recommended by a person they trust due to the significant role of the trust factor, [36]. Additionally, affiliates and their communities can often freely accept promotions, price reductions, or rewards with the Shopee Affiliate program. These unique offers could lead the potential customers to develop an impression of immediacy in their minds and thus be forced to buy. By giving customers more value and an incentive to act, affiliate sales or time-limited promotions may have a big impact on their interest in making a purchase.

The availability and convenience of Internet shopping further help the Shopee Affiliate program. Customers could migrate from an affiliate's content to the Shopee platform where they can look and purchase the suggested merchandise within a handful of clicks, [37]. Since the offering of a smooth user interface and easy transaction procedure removes the hurdles and friction that can push customers away, it enhances purchase desire, [38]. Finally, through improved product visibility, leveraging affiliates' reach and credibility, offering promotions, and leveraging the ease of online buying, the Shopee Affiliate program does a lot to build purchase interest. Shopee's affiliate marketing program and others like it will probably become more and more crucial in stimulating customer interest in making purchases and helping them make decisions as the e-commerce sector grows and changes.

The following are possible hypotheses based on how the problem was formulated:

Hypothesis 1: marketing has an impact on consumers' desire to make purchases

Hypothesis 2: Shopee affiliate has an impact on consumers' desire to make purchases

Hypothesis 3: Marketing and shop affiliates have an impact on consumers' desire to make purchases.

3 Research Methodology

This research employs quantitative techniques. A methodical scientific examination of components, phenomena, and their interactions is known as quantitative research. Creating and apply mathematical theories, models, and/or hypotheses about natural phenomena is the aim of quantitative

research. A Google form that is disseminated online will be used to gather data for the study.

An interval scale is the one employed in this investigation. Independent and dependent variables alike. For the quantitative study, respondents were given five options for each variable on a scale ranging from 1, which indicates Strongly Disagree, to 5, which indicates Strongly Agree. In this study, PLS (Partial Least Square) and the Smart PLS 4.0 program were used to process the data.

A measurement model (outer model), a structural model (inner model), and the Goodness of Fit (GoF) criteria make up the PLS measurement model. PLS looks for influence or a relationship between these constructs to test predictive relationships between them, [39].

4 Results

Validity tests are procedures used to assess how effectively a tool measures what it is supposed to measure, [40]. Essentially, these tests evaluate the accuracy and relevance of the data produced by the tool in relation to the concept or variable it aims to measure. When analyzing Partial Least Squares (PLS), two sub-models are utilized: the measurement model (outer model) and the structural model (inner model), [41]. The measurement model evaluates the validity and reliability of the constructs, while the structural model examines causal relationships and tests the predictions of the model, [42].

4.1 Outer Model

4.1.1 Convergent Validity

Table 1. Convergent Validity

	CM	PI	SA
CM1	0.849		
CM2	0.681		
CM3	0.806		
PI1		0.869	
PI2		0.861	
PI3		0.813	
PI4		0.860	
SA1			1.000

Based on the information in Table 1, all values show a value above 0.7, so the AVE shows good convergent validity.

4.1.2 Discriminant Validity

Table 2. Discriminant Validity

	CM	PI	SA
CM1	0.849	0.735	0.205
CM2	0.681	0.366	0.332
CM3	0.806	0.489	0.341
PI1	0.596	0.869	0.295
PI2	0.670	0.861	0.307
PI3	0.605	0.813	0.348
PI4	0.573	0.860	0.306
SA1	0.346	0.369	1.000

Based on the cross-loading value in the discriminant validity table (Table 2), it is compared with the AVE value with the square of the correlation value between constructs, if the correlation between the indicator and the construct is higher than the correlation with other constructs. Furthermore, the measure of discriminant validity can be seen from the higher square root value of AVE and the correlation between constructs which can be said to mean that this model is declared valid because it meets discriminant validity.

4.1.3 Reliability Test

Table 3. Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CM	0.701	0.771	0.824	0.612
PI	0.873	0.875	0.913	0.724

The Cronbach Alpha value measures the lower limit of the reliability value of a construct where the Cronbach's Alpha value >0.70 is declared good and sufficient, the Cronbach's Alpha value above shows a value >0.80. Thus, based on Table 3, it is declared to have strong reliability.

4.2 Inner Model

Table 4. R-square

	R-square	R-square adjusted
PI	0.535	0.527

The Table 4 indicates that the purchase interest R-Square value is 0.535. This demonstrates that the Purchase Interest variable influences 0.535, with external factors influencing the remaining 0.465. Consequently, only 53.5% of Purchase Interest could be explained by the variables employed in this

study; the remaining 46.5% could be explained by other factors.

Table 5. Effect Size

	CM	PI	SA
CM		0.859	
PI			
SA		0.035	

The effect size value in Table 5 of 0.859 indicates that Content Marketing (CM) has a very strong influence on Purchase Interest (PI). Meanwhile, the effect size value of 0.035 indicates that Shopee Affiliate (SA) has a weak influence on Purchase Interest (PI).

Table 6. Hypothesis Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
CM - > PI	0.674	0.680	0.048	13.961	0.000
SA -> PI	0.136	0.136	0.078	1.748	0.081

The path coefficients, which is Table 6, show that it is known that Shopee Affiliate (SA) does not have a significant effect on Purchase Interest, as indicated by the t-statistic value of 1.748 which is <1.96 and the p-value of 0.081 or >0.05. Content Marketing (CM) has a significant effect on Purchase Interest, as indicated by the t-statistic value of 13.961 or >1.96 and the p-value of 0.000 or <0.05.

5 Conclusion

Based on the results of the research and discussion regarding the influence of Content Marketing and Shopee Affiliate on Purchase Interest for trending fashion products on the Shopee marketplace, it can be concluded that Shopee Affiliate do not influence purchasing interest. Therefore, it indicates that the Shopee affiliate variable has not yet become a main factor in purchasing interest. Furthermore, the content marketing variable does influence purchasing interest. This shows that content marketing plays an important role in helping consumers in the purchasing process.

Thus, the content marketing variable significantly influences purchasing decisions. The results of this study can serve as a reference for other research on marketing topics. For future researchers, it is hoped that they can add more varied variables that can influence purchasing decisions, using different methods, and different research subjects, and obtaining information that can support and improve the research.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work the authors used Grammarly and Quillbot in order to revise the writing and grammar. After using this tool/service, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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- Maria Oktavia carried out the field survey, data analysis, and the optimization.
- Mahir Pradana was responsible for the conceptualization and review.
- Aditya Wardhana and Ridho Joviano were responsible for the field survey.

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