

## Can Affiliate Posts as a Marketing Strategy Influence Generation Z's Purchase Intention?

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### ABSTRACT

The different advancements in the marketing industry over the years have pushed companies to develop and adopt new marketing strategies to support their marketing needs. However, with the increasing demand for a new innovative way of marketing in E-commerce, strategies are suddenly shifting to adapt to these changes. Affiliate marketing is a kind of online marketing strategy that allows independent marketers to promote varying products in exchange for a commission fee provided by the company. Several studies have investigated how affiliate marketing benefited the publisher, hence boosting the merchants' sales. However, little to no studies were conducted to determine its significance to consumers with publishers. This research provides a clear definition of affiliate marketing and its role in influencing the purchase intention of Generation Z. A quantitative-correlational study was conducted using descriptive and inferential statistics to analyze the data from 385 respondents. The hypotheses were tested using Partial Least Square-Structural Equation Modeling (PLS-SEM). Overall, the findings of this research revealed a positive correlation between affiliate marketing posts with all of the factors stated, and each element plays a vital role in Generation Z's purchase intention. While the preference for specific e-commerce platforms, social media channels, and product categories provides insights for companies and affiliates, it is essential to stay attuned to the changing preferences and behaviors of consumers in the field of affiliate marketing. With the findings of this study, companies and affiliates can improve their marketing strategies and create more effective affiliate marketing strategies that can better resonate with the Gen Z audience.

**Keywords:** Affiliate, Affiliate Marketing, Affiliate Post, Buying Behavior, E-Commerce, Purchase Intention, Gen Z.

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## 1. INTRODUCTION

The rapid advancement and growth in the marketing industry brought by the innovation of ideas today has dramatically affected how companies address different consumer needs. This paved the way for companies to constantly innovate and adapt to different marketing strategies that can support the company's goals. Brands allocate substantial costs for the launching of specific marketing campaigns that aim to attain higher customer engagements and better realization of sales. These campaigns include the use of social media which plays a pivotal role in shaping the minds of consumers (Samat et al., 2024) and is aimed at reaching a wider audience (Singh, 2025). Furthermore, there is still a constant struggle regarding external factors as current market trends change, which significantly affects the goals of a specific marketing effort. The investment cost for such an activity is at risk; therefore, brands keep on improving their efforts and strategies by establishing a new marketing strategy that is more cost-effective and time-efficient.

According to Patrick and Hee (2019), affiliate marketing has become one of the fastest-growing online marketing and e-commerce strategies to boost a company's sales. Affiliate Marketing mainly involves three subjects: the company (merchant), the affiliate marketer (publisher), and the consumers. This type of marketing allows independent marketers to promote companies' products by earning a small commission fee whenever consumers click affiliate links and purchase through them. Given this, different companies are now utilizing affiliate marketing as one of their strategies because it serves as a significant revenue driver and translates customer visibility into brand awareness (Suresh, et al., 2018).

Although several studies have presented the benefits of affiliate marketing to companies and marketers, there are still not enough studies exploring the specific factors influencing the purchase intention of Generation Z (Gen Z) whenever they encounter affiliate posts. This significant gap in literature will be addressed through this study by focusing on the perspective of consumers instead of companies and affiliate marketers. This study addresses the importance of consumers' perception of affiliate marketing and what factors they look for on affiliate posts that influence their purchase intention.

## 2. LITERATURE REVIEW

### **Affiliate Marketing**

The process of affiliate marketing starts when an affiliate publishes an affiliate link in an attempt to direct possible customers to a company's website or online store. After this, customers click affiliate links which create online foot traffic to the company's website, and purchase a product to complete the sale. Lastly, the affiliate marketer receives a commission for every purchase made through the affiliate link published online (Dwivedi et al., 2017). There are different types of commissions in affiliate marketing, one of which is the cost per sale (CPS) and pay per sale (PPS), wherein the affiliate marketer is compensated based on the number of sales generated by the advertisement (Dwivedi et al., 2017).

Out of all the different types of digital marketing, affiliate marketing yields the most engagement between the consumers and the products. A study by Fahim (2020), showed that affiliate marketing helped consumers be more aware of a business' product.

In fact, the participants in the study's survey revealed that engaging with affiliate ads and vlogs had increased their trust in a company's brand statement, and it encouraged them to buy their products.

Affiliate marketing has helped to improve certain factors regarding consumers considering the products they consume. Through affiliate marketing, product value is increased with a decreased risk factor, and this type of marketing also improves customers' feedback and brand awareness, hence why affiliate marketing is one of the known marketing strategies that is known in e-commerce (Ghosal et al. 2021).

Across many studies, Affiliate Marketing is represented as a cost-effective and fastest-growing e-commerce marketing strategy to increase sales. Not only that, but it is also said that affiliate marketing has a major effect on three vital sectors in a company: cost of advertisements, product visibility, and Return on Investment (ROI) (Patrick & Hee, 2019). The same goes for the study by Suresh et al. (2018); affiliate marketing provides a win-win relationship between the parties involved in each transaction, the company or brand, the affiliate or marketer, and the consumers.

### **Price**

In a study by Ghosal et al. (2021), it was revealed that merchants recognize affiliate marketers' (publisher) efforts in promoting the products and their records regarding accumulated commissions, which were considered to be 5% to 10% of the original price of the product being promoted. This is in accordance with the merchant's perspective about price. In another study, Dwivedi (2017) found that there is a positive relationship between price and the perception of consumers. Moreover, Levrini and dos Santos (2021) found that price influences purchase intention.

On a similar note, Yasmin et al. (2015) included apparent pricing as one of the advantages of digital marketing to consumers. It was stated that merchants reveal the prices of the products through different channels of digital marketing, which makes it more convenient for the consumers to see. Since merchants have the authority to change their prices regularly and/or provide exclusive offers, digital marketing helps consumers to be informed about the promotions right away. Furthermore, it was believed that consumers often compare prices of similar products on different e-commerce platforms, revealing consumer sensitivity regarding price (Fahim, 2020).

### **Claims or Product Description**

A 2022 study by Immanuel and Peter revealed that product descriptions positively and significantly affect purchase intention. This result was confirmed by Mokobombang and Kusumawati (2023) who conducted a study on the impact of product description on purchase intention in E-commerce and found that product description significantly and positively influences purchase intention in E-commerce.

However, Mou et al. (2020) found that product description, regardless if made of higher quality, has no significant correlation with purchase intention but rather possesses a significant positive relationship with cognitive product involvement, as it is believed that customers with little to no perception of the product, decrease their interest in acquiring such. Excellent non-price product information, also known as product description, not only attracts potential and loyal customers but also can result in an increase in product sales in a cross-border e-commerce set-up.

### **Actual Photos or Videos of the Product**

Visuals are known to drive maximum engagement. Using affiliate marketing videos and images can be a great way to engage an audience, deliver more value, and, most importantly, cater to the diminishing attention span of consumers today. Photographs and videos are the most valuable assets for controlling how a brand is perceived by prospects, and it significantly increase the chances of potential customers becoming real, loyal customers. Today, people are accustomed to visual communication as still images and videos dominate the internet with platforms like social media. Hao et al. (2021) conducted a study in China on the impacts of video display on purchase intention for digital and home appliance products and found that presenting videos on how to use digital and home appliance products increased purchase intention by raising the information gained by customers.

Hence, having product photos and/or videos in affiliate posts is essential. Images and videos not only help to break up the monotony of content, but they also assist the consumer in visualizing the product. This is why it is critical to take these product snapshots from the best perspectives available to provide consumers with a comprehensive overview of the product.

### **Product's Purpose or Features**

When purchasing online, consumers always find or seek the purpose of each product they spend their money on and how it can benefit them. According to a study conducted by Ghosal, et al. (2021), brand knowledge of consumers affects their purchase intention on affiliate programs. This includes knowing a variety of products, the reputation of the organization, and awareness among the purchasers about the brands. With this, the inclusion of the purpose or benefits of the products being advertised by affiliate marketers can have a significant impact on the consumer's perception and how it will affect their purchase intention.

Additionally, there are a lot of deciding factors that millennials consider when purchasing through affiliate links, one of which is the informativeness of the affiliate regarding the purpose or benefit of the product (Ghosal et al. 2020).

### **Credibility of the Affiliate**

Being an affiliate in a designated e-commerce platform is solely dependent on the qualification of their desired merchants and the prior requirements of the social media platform they decided to venture into. Hence, any individual can be an affiliate marketer.

In a study by Fahim (2020), it was indicated in their results and discussions that half of their participants, 57%, do trust affiliate ads, supplementing the claim of affiliate marketing being a reliable source when making a purchase. Furthermore, researchers cited another study and accentuated how trust and trust amplifying factors contribute and play a crucial part in affiliate marketing. Thus, affiliates are encouraged to disclose their capabilities and truthfulness to their audience (Ghosal et al, 2021).

Along the same lines, another study by Singh and Banerjee (2021) is more aligned with celebrity credibility, stating that celebrity credibility has a positive impact on a brand's equity and brings about a positive relationship with customers. It was also said that credible celebrities representing a brand further contribute to better brand assessment and building relationships.

Similarly, in the influencers' case, it was discussed that the trust and authenticity of their relationship with their audience set them apart from other marketers, thus, increasing their credibility as one, making them an expert in gaining customers' trust,

and contributing to the greatest to their attitude and behavioral intention (Michaelsen et al., 2022).

### Product Reviews

As consumers engage with affiliate marketing, this increases their desire to buy the product with exposure to unbiased reviews, which benefits both the consumer and the business. In a study by Ghosal et al. (2020), it was revealed that products promoted through affiliate marketing had increased value proposition as per feedback from the consumers and showed an increased chance of a business gaining loyal customers. This shows that affiliate marketing and product reviews contributed to consumer repetitive buying behavior, which helps the business market sales grow.

Moreover, affiliate marketing significantly contributed to an increased number of customers for a business. The ability of affiliate marketing to help a business gain wide exposure towards its target market or audience – contributing to the increased number of customers – despite it being cost-effective and easy to utilize is a great tool for businesses to gain more identity in the marketing industry (Patrick & Hee, 2019).

### Purchase Intention

Mirabi et al. (2015) consider purchase intention to be a complicated process that is related to consumer behavior, perceptions, and attitudes, making it a helpful tool for predicting the purchasing process. Furthermore, in the study of Peña-Garcia et al. (2020), online purchase intention is defined as the degree to which a consumer is willing to acquire a product from an online store. Martins et al. (2019) have shown that an increase in purchase intention implies an increase in the likelihood of purchasing, which means that if customers have a positive purchase intention, then good engagement will encourage that purchase.

According to the various definitions and interpretations of purchase intention provided by the authors above. Purchase Intention might be defined as a consumer's willingness to purchase a given product or service under certain conditions. Dehghani, et al. (2015), also said that buying intention is a variable that depends on several external and internal factors, for example, price, perceived quality, and value.

## 3. CONCEPTUAL FRAMEWORK

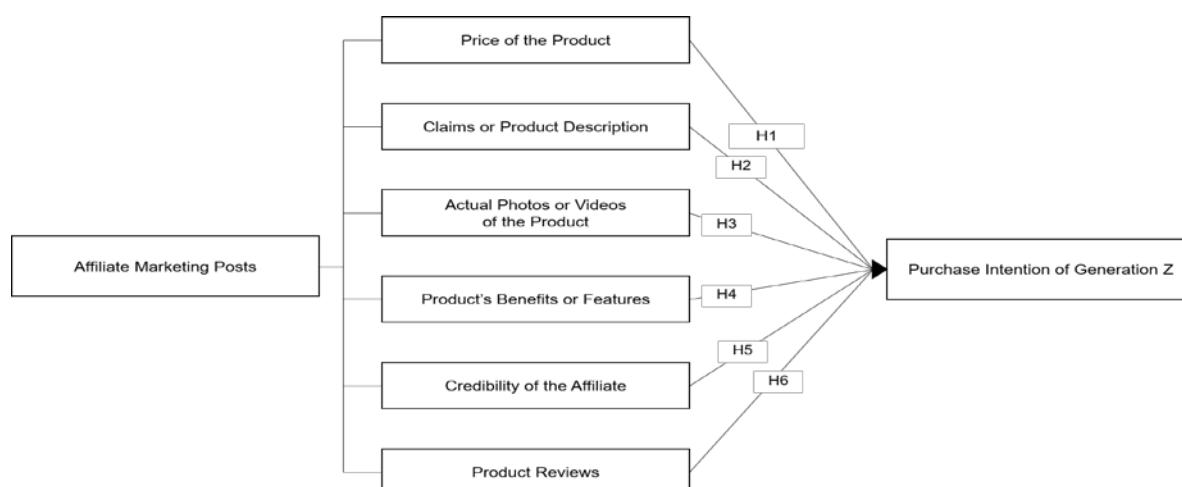


Figure 1. The Conceptual Framework

#### 4. HYPOTHESES

H1: The presence of the product's price in the Affiliate Marketing post significantly influences the Purchase Intention of Generation Z.

H2: The presence of the Affiliate's claims or the product description in the post significantly influences the Purchase Intention of Generation Z.

H3: Showing actual photos or videos of the product in the Affiliate Marketing post greatly affects the Purchase Intention of Generation Z.

H4: Providing the product's benefits or features in the Affiliate Marketing post greatly affects the Purchase Intention of Generation Z.

H5: The credibility of the Affiliates through their Affiliate Marketing post positively impacts Generation Z's Purchase Intention.

H6: Existing reviews of previous customers under the Affiliate Marketing post positively impact Generation Z's Purchase Intention.

#### 5. RESEARCH METHODOLOGY

This study employed a quantitative descriptive correlational design to examine the relationships between various variables used in the study. The primary data for this research were collected from a sample of 385 Generation Z individuals. An online questionnaire was developed and deployed using Google Forms (Gforms). The questionnaire was meticulously crafted to ensure clarity and relevance to the research objectives. Before deployment, the questionnaire underwent rigorous testing for validity and reliability. This process included expert reviews and pilot testing to ensure that the instrument accurately measured the intended constructs. The data collected were analyzed using descriptive and inferential statistics to identify correlations between the variables of interest, providing insights into the behaviors and attitudes of Generation Z about affiliate marketing. Throughout the research process, ethical standards were upheld. Participants were informed of the study's purpose, and informed consent was obtained before data collection. The anonymity and confidentiality of respondents were maintained to protect their privacy.

#### 6. RESULTS AND DISCUSSION

Table 1. Respondents' demographic profile

Demographic	Group	<i>f</i>	%
Age	18	7	1.8%
	19	13	3.4%
	20	36	9.4%
	21	99	25.7%
	22	193	50.1%

	23	30	7.8%
	24	7	1.8%
	25 and above	0	0
Gender	Male	148	38.4%
	Female	237	61.6%
Occupation	Employed (Contractual)	1	0.3%
	Employed (Full Time)	14	3.6%
	Freelance/Part-Time	20	5.2%
	Self-Employed	3	0.8%
	Student	324	84.2%
	Unemployed	6	1.6%
	Working Student	17	4.4%
Educational Attainment	Junior High School (Gr. 7-10)	0	0%
	Senior High School (Gr. 11-12)	30	7.8%
	Undergraduate	309	80.2%
	Bachelor's degree	45	11.7%
	Master's degree	0	0%
	Doctorate	0	0%
	Others	1	0.3%
In the past six (6) months, how many times did you purchase online?	Once only	21	5.5%
	Twice	58	15.1%
	Thrice	52	13.5%
	Four times	35	9.1%
	Five times	24	6.2%
	Six times	16	4.2%
	More than six times	179	46.5%
	I haven't purchased anything online	0	0%

Table 1 shows that most respondents were female (61.6%), with ages ranging from 18 to 24 years old, many of which are 22 years old (50.1.5%). Also, most of the respondents (84.2%) were students who are undergraduates (80.2%). When it comes to the frequency of online purchases, 46.5% have purchased more than six times in the past six months.

Table 2 shows Gen Z's preference when transacting online through an affiliate marketing post with Shopee (43.9%) as their most preferred e-commerce channel, Instagram as their most preferred social media channel (34%), and Clothing (33%) as their top pick when it comes to product category.

Table 2. Respondents' preference when transacting online with affiliate marketing posts.

		<i>f</i>	%	Rank
Have you purchased anything from an affiliate marketing post?	Yes	295	38.4%	
	No	90	61.6%	
How often do you buy from an affiliate marketing post?	Never	50	13.0%	
	Rarely	185	48.1%	
	Sometimes	121	31.4%	
	Often	29	7.5%	
	Always	0	0%	
What e-commerce platform would you like to see when encountering an affiliate marketing post?	Shopee	169	43.9%	1
	Lazada	63	16.4%	3
	Zalora	13	3.4%	
	Shein	8	2.1%	
	TikTok Shop	52	13.5%	
	Store Website	80	20.8%	2
What social media platform do you prefer to access an affiliate marketing post?	Facebook	113	29.4%	2
	Instagram	131	34.0%	1
	TikTok	101	26.2%	3
	Youtube	40	10.4%	
	Others	0	0%	
What product category do you prefer when purchasing from an affiliate marketing post?	Accessories	35	9.1%	
	Babies and Kids	1	0.3%	
	Bags & Shoes	22	5.7%	
	Books, Magazine, Ebooks	11	2.9%	
	Clothing	127	33.0%	1
	Electronics and Gadgets	46	11.9%	2
	Furniture and Fixtures	5	1.3%	
	Health & Personal Care	41	10.6%	3
	Hobbies & Stationery Home	19	4.9%	
	Home Appliances	8	2.1%	
	Makeup & Fragrances	41	10.6%	3
School and Office Supplies	13	3.4%		
Sports and Travel	9	2.3%		
Food	5	1.3%		



Cat & Dog Needs	1	0.3%
None	0	0%

Table 3. Latent Variable Coefficients

Construct	Items	Factor Loading	P-value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
<b>Price of the Product</b>				<b>0.726</b>	<b>0.82</b>	<b>0.510</b>
	Price 3	0.672	<0.001			
	Price 4	0.589	<0.001			
	Price 5	0.678	<0.001			
	Price 6	0.733	<0.001			
	Price 7	0.776	<0.001			
<b>Claims or Product Description</b>				<b>0.733</b>	<b>0.818</b>	<b>0.530</b>
	Claim 2	0.630	<0.001			
	Claim 3	0.597	<0.001			
	Claim 4	0.590	<0.001			
	Claim 5	0.693	<0.001			
	Claim 6	0.675	<0.001			
	Claim 7	0.737	<0.001			
<b>Actual Photo/Video</b>				<b>0.709</b>	<b>0.796</b>	<b>0.554</b>
	Photo/Vid 1	0.723	<0.001			
	Photo/Vid 2	0.674	<0.001			
	Photo/Vid 5	0.721	<0.001			
	Photo/Vid 6	0.694	<0.001			
<b>Product Benefit or Features</b>				<b>0.706</b>	<b>0.793</b>	<b>0.504</b>
	BENE/Feat. 1	0.526	<0.001			
	BENE/Feat. 3	0.674	<0.001			
	BENE/Feat. 4	0.762	<0.001			
	BENE/Feat. 5	0.661	<0.001			
	BENE/Feat. 6	0.522	<0.001			
	BENE/Feat. 7	0.588	<0.001			
<b>Credibility of the Affiliate</b>				<b>0.770</b>	<b>0.841</b>	<b>0.517</b>
	Credibility 1	0.536	<0.001			
	Credibility 2	0.790	<0.001			
	Credibility 3	0.718	<0.001			
	Credibility 4	0.709	<0.001			

Credibility 5	0.524	<0.001			
Credibility 7	0.803	<0.001			
<b>Product Reviews</b>			<b>0.712</b>	<b>0.807</b>	<b>0.512</b>
Reviews 1	0.612	<0.001			
Reviews 3	0.602	<0.001			
Reviews 4	0.627	<0.001			
Reviews 5	0.742	<0.001			
Reviews 6	0.629	<0.001			
Reviews 7	0.628	<0.001			
<b>Purchasing Intention</b>			<b>0.928</b>	<b>0.943</b>	<b>0.703</b>
PI 1	0.800	<0.001			
PI 2	0.871	<0.001			
PI 3	0.885	<0.001			
PI 4	0.883	<0.001			
PI 5	0.835	<0.001			
PI 6	0.891	<0.001			
PI 7	0.686	<0.001			

Table 3 shows the results of employing PLS-SEM to determine the effect of affiliate marketing posts on Generation Z's intention to purchase by utilizing latent variables. This treatment entails two parts: structural equation analysis and the evaluation of the research instruments. The findings revealed that the constructs, Price of the Product, Claims or Product Description, Actual Photo/Video, Product's Benefits or Features, Credibility of the Affiliate, Product Reviews, and Purchase Intentions acquired acceptable reliability, acceptable internal consistency, convergent validity, and acceptable validity.

Table 4. Square Roots of Average Variance Extracted (AVE) coefficients

Latent Variables	Price of the Product	Claims or Product Description	Actual Photo/Video	Product Benefit/Features	Credibility of the Affiliate	Product Reviews	Purchasing Intention
Price of the Product	<b>(0.714)</b>						
Claims or Product Description	0.520	<b>(0.728)</b>					
Actual Photo/Video	0.279	0.518	<b>(0.744)</b>				

Product Benefit or Features	0.542	0.626	0.499	<b>(0.710)</b>		
Credibility of the Affiliate	0.464	0.323	0.211	0.458	<b>(0.719)</b>	
Product Reviews	0.361	0.464	0.555	0.544	0.300	<b>(0.716)</b>
Purchasing Intention	0.568	0.291	0.047	0.400	0.420	0.126 <b>(0.839)</b>

Inter-construct squared correlations are represented by the off-diagonals, and the square roots of AVE are the diagonal values.

Table 4 shows the correlation of the latent variable alongside the AVE square root coefficients. All correlations involving a variable should be overshadowed by the AVEs' square root for that variable. The results' main diagonal numbers demonstrated the instrument of the study's discriminant validity.

Table 5. Model Fit Indices of the Emerging Model

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient (APC)	0.216, p < .001	p < .05	Significant
Average R-squared (ARS)	0.454, p < .001	p < .05	Significant
Average block VIF (AVIF)	1.674	≤ 3.3	Ideally
Average Full Collinearity VIF (AFVIF)	1.978	≤ 3.3	Ideally
Tenenhous Goodness of Fit (GoF)	0.460	≥ .36	Large

The suggested model's standard model fit metrics are displayed in Table 5. These indices determined whether the developing structural model was acceptably constructed. Notably, both the APC and the ARS are higher than the allowed range demonstrating how well the emergent model-data fit.

Table 6. Path coefficients and p-values

Path	Path Coefficients	P-values	Effect Size	Effect Size Interpretation	Description	Interpretation
H1: Price of the Product → Purchase Intention	0.468	<0.001	0.262	Medium	Significant	H1 is supported
H2: Claims or Product Description → Purchase Intention	0.135	0.003	0.040	Small	Significant	H2 is supported
H3: Actual Photo/Video	0.137	0.003	0.039	Small	Significant	H3 is supported

→ Purchase Intention						supported
H4: Product Benefit or Features	0.219	<0.001	0.093	Small	Significant	H4 is supported
→ Purchase Intention						
H5: Credibility of the Affiliate	0.162	<0.001	0.068	Small	Significant	H5 is supported
→ Purchase Intention						
H6: Product Reviews	0.174	<0.001	0.029	Small	Significant	H6 is supported
→ Purchase Intention						

The path analysis is illustrated in Table 6. To present further pieces of evidence about the identified and distinguished factors of Affiliate Marketing posts that significantly influence Generation Z's intention to purchase, the researchers look at the path coefficients and their probability values. Hence, in this case, the price was determined to be the most significant factor that influenced the purchase intention of Generation Z with an effect size of 0.262 and a p-value of <0.001, indicating medium importance.

## 7. DISCUSSION

The results revealed that the price of the product has a significant positive effect ( $\beta = .468$ ,  $f^2 = .262$ ,  $p < .35$ ). The effect size of .262 means that 26.2% of the variability in the respondents' purchasing intention towards affiliate marketing post is due to price of the product. Moreover, this indicates that as the price of the product improves, respondents' purchasing intention toward affiliate marketing posts will increase. **Thus, Hypothesis 1 is supported.** The product's price presented in the affiliate marketing post significantly influences the purchase intention of Generation Z. This result is in line with the findings of Fahim, 2020, stating that consumers frequently evaluate the costs of similar products across several e-commerce platforms, demonstrating their price sensitivity. Further, a study by Levrini and dos Santos (2021), supporting this assertion, claims that the products' costs significantly impact consumer choice. In their research, it was shown that there is a greater likelihood that if a new variable is introduced, the customers' unconscious decision will change, just as the conscious variable of price became a significant factor in the consumers' purchase intention.

The results showed that, as shown by the positive  $\beta$ -coefficient and the p-value of less than 0.05, the Affiliate's claims have a substantial positive impact on respondents' purchase intention with affiliate marketing posts ( $\beta = .135$ ,  $f^2 = .040$ ,  $p = 0.003$ ). The value of the effect size ( $f^2 < .15$ ), together with the results, revealed that the Affiliate's claims have a minimal impact on respondents' purchasing intentions for affiliate marketing posts ( $f^2 = .040$ ). Additionally, data suggests that respondents' purchase intent for affiliate marketing postings would rise if the affiliate's promises were improved. **Thus, Hypothesis 2 is supported** by stating that the presence of the Affiliate's claims or the product description in the post significantly influences the purchase intention of Generation Z. This result is congruent with the findings of Mou et al. (2022) revealed that excellent non-price product information, commonly known as the product description, can enhance product sales in a cross-border e-commerce setup

in addition to acquiring new and returning customers. Hence making it easier for customers to access data and information about their desired products.

As demonstrated by the positive  $\beta$ -coefficient and the p-value of less than 0.05, the results showed that the actual photo/video of the product with the use of an affiliate marketing post has a substantial positive effect on respondents' purchasing intention ( $\beta = .137$ ,  $f2 = .039$ ,  $p=0.003$ ). Likewise, data revealed that the actual photo/video of the product has a marginal impact on respondents' purchase intention ( $f2 = .039$ ), as demonstrated by the effect size's value ( $f2 < .15$ ). With an effect size of .039, the respondents' purchase intention with affiliate marketing posts varies by 3.9%. Moreover, this implies that as the actual photo/video of the product improves, respondents' purchase intention toward affiliate marketing posts will increase. **Thus, Hypothesis 3 is supported.** Showing actual photos or videos of the product in the affiliate marketing post greatly affects the purchase intention of Generation Z. This result is aligned with the findings of Hao et al. (2021) suggesting that visuals are recognized to increase engagement to the fullest. Utilizing affiliate marketing videos and photos may be a fantastic method to engage your audience, provide additional value, and, most importantly, meet the needs of today's consumers with their short attention span.

Results imply that the product's benefits or features have a significant positive effect ( $\beta = .219$ ,  $f2 = .093$ ,  $p < 0.001$ ) on respondents' purchase intention toward affiliate marketing posts, as illustrated by its positive  $\beta$ -coefficient and the p-value of less than 0.05. In terms of the amount of the effect, the results revealed that the product's benefits or features have a small contribution ( $f2 = .093$ ) to respondents' purchasing intention towards affiliate marketing posts, as shown by the value of the effect size ( $f2 < .15$ ). The effect size of .093 indicates that 9.3% of the variability in the respondents' purchasing Intention towards affiliate marketing post is due to product's benefits or features. This indicates that as the product's benefits or features enhance, respondents' purchasing Intention toward affiliate marketing posts will improve. **Therefore, Hypothesis 4 is supported.** With this, feature-benefit as a selling technique highlights the superior results of a product's unique features. This particular finding validates the studies of Immanuel and Peter (2022); Mokobombang and Kusumawati (2023) which revealed that product descriptions positively and significantly affect purchase intention. With these features and benefits taken into consideration, consumers can conceptualize a particular product as superior to other competing products in the market.

The findings also revealed that the credibility of the affiliate has a significant positive effect ( $\beta = .162$ ,  $f2 = .068$ ,  $p < .15$ ). The effect size of .068 means that 6.8% of the variability in the respondents' purchasing Intention towards affiliate marketing post is due to the credibility of the affiliate. Moreover, this indicates that as the credibility of the affiliate is enhanced, respondents' purchase intention toward affiliate marketing posts will increase. **Hence, Hypothesis 5 is supported.** With this, credibility is of the utmost importance when maintaining a brand. This result corroborates the findings of Singh and Banerjee (2021) that celebrity credibility has a positive impact on a brand's equity and brings about a positive relationship with customers.

Based on the findings, product reviews have a significant positive impact ( $\beta = .174$ ,  $f2 = .029$ ,  $p < .15$ ). The effect size of .029 means that 2.9% of the variability in the respondents' purchase intention toward affiliate marketing posts is due to product reviews. Furthermore, this indicates that as the product reviews improve, respondents' purchase intention toward affiliate marketing posts will flourish. **As a result,**

**Hypothesis 6 is validated.** The validation of this hypothesis confirms the study of Ghosal et al. (2020), which revealed that affiliate marketing and product reviews contributed to consumer repetitive buying behavior, which helps the business market sales grow.

## 8. CONCLUSION

It is undeniable that there is an evident change in the marketing strategies used by companies today brought about by different innovations made by technology. Affiliate marketing is one of the steadfast drivers for sales today, and it only shows how it can further the efforts of companies and affiliates in adapting to the needs of consumer preferences that change each day. The strategies of companies and corresponding affiliate marketers are constantly evolving to address the different factors that capture the attention of Generation Z and trigger their purchasing intention.

Gaining traction on social media platforms helps affiliates have easier visibility on what strategies are effective in influencing the purchase intention of Gen Z today. The results presented an indication that there are certain factors that Gen Z consider when they encounter affiliate posts; some of it having a significant influence on their purchasing intention, and some of them have a lesser influence. Although several e-commerce platforms have shown interest in adapting the affiliate marketing strategy, through this study, it was revealed that Generation Z would still prefer landing on Shopee's link when encountering an affiliate marketing post.

Meanwhile, Instagram appeared to be the most preferred social media platform they would want to use to access an affiliate post. Further, in terms of product category, clothing took the top spot. Having said that, it would bring more convenience to Gen Z if more publishers (affiliates) and merchants (companies) would utilize the results. Subsequently, to support these preferences of Gen Z, the researchers have used six factors to discover their role in influencing their purchase intention. This encompasses price, product description, actual photo/video, benefits/features, affiliate credibility, and product reviews, which can then be used by the publishers in creating their affiliate marketing posts. It can be inferred that all of the said factors have a significant effect on influencing the purchase intention of Generation Z.

Although these factors are deemed relevant, it appears that product reviews have the least influence; on the other hand, the price was considered the topmost factor that the said generation is looking for when encountering an affiliate marketing post. This can possibly determine their behavior towards it, whether to continue scrolling through their phones or entertain & interact with the affiliate post as a way of response after seeing the price.

Overall, the findings of this study indicate that multiple factors play an important role in influencing the purchasing intention of Gen Z. While the preference for certain e-commerce platforms, social media channels, and product categories provides insights for companies and affiliates, it is essential to stay attuned to the changing preferences and behaviors of consumers in the field of affiliate marketing. By considering the findings of this study, companies and affiliates can improve their marketing strategies and create more effective affiliate marketing strategies that better resonate with the Gen Z audience.

## 9. IMPLICATIONS

At present, most of the studies about affiliate marketing encompass how this marketing strategy benefits publishers by gaining commission from merchants, positively affecting merchants' sales performance. Hence, the researchers have acknowledged the need to study how this strategy affects and benefits its recipient, the consumers, through knowing their online transaction preferences, their willingness to purchase, and the factors that they are mostly looking for when it comes to affiliate marketing posts, emphasizing deeply on the convenience they can get from entertaining such posts. However, since the study has set the factors beforehand, it limits the possibility of discovering other factors that have a more significant influence on Gen Z's purchase intention.

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