



ETCOR Educational Research Center Inc.
SEC Reg. No. 2024020137294-00
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iJOINED ETCOR
P - ISSN 2984-7567
E - ISSN 2945-3577



The Exigency
P - ISSN 2984-7842
E - ISSN 1908-3181

"Scroll, Click and Buy": TikTok Affiliate Marketing Effects on Consumer Behavior Among Young Urban Professionals (YUPs)

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Received: 25 April 2025

Revised: 28 May 2025

Accepted: 30 May 2025

Available Online: 10 June 2025

Volume IV (2025), Issue 2, P-ISSN – 2984-7567; E-ISSN - 2945-3577

<https://doi.org/10.63498/etcor370>

Abstract

Aim: This study determined the role of TikTok affiliate marketing on the consumer buying behavior of Young Urban Professionals.

Methodology: This study employed a quantitative correlational design to examine the relationship between TikTok affiliate video content and impulsive buying behavior among young urban professionals in Metro Manila. Using stratified random sampling, 415 respondents were selected to ensure demographic representation. Participants were chosen for their active engagement in digital platforms and purchasing power.

Results: Resulting p value of 0.0033 which is less than 0.05 denotes that the null hypothesis should be rejected. This denoted that the impact of informative TikTok affiliate videos to them is positively related with their level of buying impulsiveness ($r=.149$). The more they are affected with informative videos, the higher will be their buying impulsiveness level. Likewise, entertainment affiliate videos also significant and positive relationship with their buying impulsiveness level ($r=.207$). Similarly, trend driven affiliate videos are also significantly positively related with their buying impulsiveness ($r=.195$). On the other hand, price discount videos are not significant ($p=.527$).

Conclusion: TikTok affiliate marketing videos influence the Young Urban Professionals in Metro Manila, particularly through informative, entertaining, and trend-driven content, which significantly impact impulsive buying behavior among millennials. However, price discount content, despite being highly engaging, does not necessarily lead to impulsive purchases, as consumers may perceive it as a marketing tactic rather than a strong purchase motivator. This suggests that while discounts create urgency, they are often viewed as a marketing tactic rather than a decisive motivator for purchase. The study reveals that while young urban professionals are exposed to these marketing strategies, they generally remain conscious shoppers, carefully evaluating products before making a purchase.

Keywords: Impulsive Consumption, Social Media, Tiktok Affiliates, Young Urban Professionals (YUPs)

INTRODUCTION

In the evolving digital marketplace, TikTok stands out as a pioneering platform that has transformed the way consumers discover and purchase products. What was once an entertainment-focused app has now become a hub for affiliate marketing, where content creators seamlessly promote products within short, engaging videos. Young Urban Professionals (YUPs), who are digitally native, financially secure, and time-pressed, have become key targets for such marketing strategies. This demographic is particularly susceptible to impulsive buying, influenced by the visually engaging, emotionally resonant, and algorithmically tailored content that TikTok offers.

Social media platforms have evolved significantly over time, transforming how individuals interact and consume media. One of the most popular applications and the fastest-growing social platform in history is TikTok, a video-sharing application founded in 2016 (Wu, 2021). TikTok's unique appeal includes its engaging video format and advanced algorithm, which curates content based on users' interests, making it especially influential among younger

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demographics. One of TikTok's features is its affiliate marketing program, a tool that allows businesses to collaborate with influencers to promote products in exchange for a commission (Sibulan & Limos-Galay, 2023). This marketing model has attracted brands looking to capitalize on TikTok's highly interactive audience.

TikTok has emerged as a dominant platform for affiliate marketing, significantly influencing consumer purchasing behavior. Obadă and Țugulea (2024) developed a theoretical model grounded in flow theory to explore online impulse buying among Generation Z TikTok users. Their study revealed that advertisement credibility and perceived ad value have a positive impact on impulse buying, whereas perceived ad intrusiveness contributes to negative attitudes toward advertising. A related study conducted in Santa Cruz, Occidental Mindoro, focused on young professional consumers and identified a segment known as "Spontaneous Shoppers," who exhibit pronounced impulsive buying tendencies on TikTok. These individuals respond actively to limited-time promotions and flash discounts, which stimulate unplanned purchases (Atienza & Flores, 2024).

According to a report by *Vogue Business* (2024), TikTok Shop has become an influential player in the beauty retail industry. The platform facilitates product virality and rapid sell-outs, often fueled by influencer-driven content and algorithm-boosted visibility. This phenomenon supports the notion that TikTok significantly accelerates product discovery and instant purchasing decisions.

The success of TikTok affiliate marketing is intricately tied to content quality and influencer engagement. Reyes and Tan (2023) indicate that emotional appeal and entertainment value in affiliate videos strongly influence purchase intentions among Generation Z viewers. Additionally, data from Wecantrack (2024) shows that TikTok affiliate links achieve higher engagement and conversion rates than many other social media platforms. In Jakarta, Indonesia, a study examining Generation Z's response to TikTok's affiliate marketing found that personalized, creative promotional strategies effectively boost purchase intention. The findings suggest that TikTok's adaptability makes it a potent tool for marketers targeting digitally engaged consumers (Sari & Nugroho, 2024).

Short-form video content, characteristic of TikTok, also affects users' cognitive processing in purchasing contexts. Chiossi et al. (2023) discovered that constant exposure to such content can impair prospective memory—users' ability to remember intentions—thereby increasing susceptibility to impulsive decision-making due to decreased cognitive regulation. Cuesta-Valiño et al. (2022) found that, when comparing millennials and centennials, millennials are more likely to engage in prolonged use of TikTok due to its sharing behavior and video creation features. This study shows that millennials are significantly affected by TikTok's content creation and sharing capabilities.

Information as content in TikTok has also been used not only by fellow creators but also by affiliates of TikTok. Informative content videos by affiliates have a positive relationship with consumer behavior and purchasing behavior; however, they were found to be the least influential compared to other types of TikTok affiliate videos (Puzon et al., 2023). Araujo et al. (2022) state that TikTok videos have different effects on Generation Z's behavior and purchase intentions. They discussed the informative dimension, which provides buyers with clear and straightforward information about the product, thereby influencing their purchase decisions.

Barta et al. (2023) suggested that humor and original content should not be disregarded as a tool for persuasive communication in modern social media like TikTok. Their findings revealed that original content attracts followers' attention and awakens their interest. TikTok content creators need to satisfy their followers' need for entertainment by creating new and creative content. In the context of TikTok affiliate content creators, promoting a product through original and entertaining content may attract more viewer interest.

The study by Sibulan and Limos-Galay (2024) examines how trend-driven content on TikTok influences young professional consumers' purchasing decisions. It identifies five target markets: knowledgeable and efficient customers, health and beauty junkies, spontaneous shoppers, experience-driven purchases, and peer-generated endorsements. These target markets are reflected in TikTok video trends that help businesses reach their target audiences with content quality, audience engagement, pricing comparisons, and source legitimacy, all of which attract the attention of millennials and influence their impulsive buying behavior. Lisboa (2024) found that trend-driven content on TikTok is strongly associated with impulsive behavior, particularly through a sense of FOMO (Fear of Missing Out). This paper differs in its findings, as it does not associate trend-driven content with any other variables. Bañares (2022) discovered that neither male nor female Filipino millennials are likely to make impulsive purchases online because they typically look for reviews before deciding to purchase a product. However, it was acknowledged that millennials, particularly women, may still develop impulsive buying behaviors, especially when shopping online. This study inspired further inquiry into how TikTok affiliate videos affect the impulsive buying behavior of Filipino millennials, given that TikTok affiliate videos offer direct reviews and easier access to purchase products (Marquerette & Hamidah, 2023).



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Furthermore, *Marquerette and Hamidah* (2023) explore how affiliate marketing and service features affect consumer buying interest on platforms like TikTok Shop. Their study reveals that affiliate marketing and service features influence consumer interest, prompting impulsive buying behavior. TikTok's engaging affiliate videos enhance these effects by showcasing products in an appealing way, encouraging viewers to make impulsive purchases.

According to Gesmundo et al. (2022), their study about TikTok as a platform for marketing found that TikTok's user base is predominantly female and millennial, with many users being full-time employees or self-employed individuals in Metro Manila. The research also noted that the majority of respondents hailed from Manila and Quezon City, areas with a higher concentration of TikTok users.

In a study by Adyantari (2023), findings revealed that elements like informativeness, entertainment, personalization, and credibility in video ads positively shape consumer attitudes toward TikTok ads. When viewers respond positively, their likelihood of making an immediate purchase increases. TikTok's addictive nature makes it a powerful advertising tool, with Generation Z viewing TikTok ads as moderately original, engaging, and emotionally impactful. The informativeness of these ads directly correlates with consumer behavior, as viewers are more likely to consider purchases after viewing affiliate content (Trestini, 2023).

Nadila et al. (2024) define affiliate marketing as promoting products or services on behalf of a business in return for a commission on successful sales. Their research highlights a growing trend in the use of TikTok for affiliate marketing, suggesting that the platform's dynamic environment significantly influences consumer purchasing behavior through TikTok Shop. In a separate study, Schiballa (2023) explored the advantages and limitations of affiliate marketing for media content creators. Key benefits include supplementary income, low barriers to entry, minimal upfront investment, and flexible work arrangements. Challenges include issues surrounding credibility, ethical responsibility, market saturation, and income instability.

Dayanti (2024) examined the impact of affiliate marketing on impulsive purchasing behavior among TikTok users. Her findings indicate that engaging, visually appealing videos often trigger unplanned purchases, driven by rapid exposure to promotional content and social interactions on the platform. This suggests that TikTok holds significant potential for businesses seeking to enhance their affiliate marketing strategies by capitalizing on consumer impulsivity and the platform's interactive nature.

In the Philippines, e-commerce is thriving, with 57% of Filipino shoppers frequently making online purchases (Balita, 2025). Millennials and Gen Z users, who form a significant portion of TikTok's audience, are increasingly dependent on digital marketplaces that offer extensive product variety and competitive prices (Alejandrino, 2024). This study, therefore, aims to investigate how TikTok's affiliate videos influence impulsive buying behavior among Millennials in Metro Manila. The rapid innovations in technology have significantly increased the reach of electronic platforms, leading to the development of new marketing strategies.

In 2023, TikTok had 1.5 billion monthly active users, solidifying its position as one of the fastest-growing applications globally (Iqbal, 2024). In the Philippines, TikTok's popularity among Generation Z is largely attributed to its ability to facilitate product promotion (Diaz et al., 2023), attracting businesses that invest in the platform (Sibulan & Limos-Galay, 2024). Studies indicate that businesses allocate 15% of their marketing budget to TikTok content creation (Macready, 2024). TikTok's affiliate program, launched in 2023, exemplifies the latest trend in e-commerce and affiliate marketing (Versa Marketing, 2023). This model heavily relies on the quality of video content and audience size (Rehman, 2024). Studies confirm that TikTok affiliate marketing influences the purchase decisions of Generation Z and millennial consumers, two major demographics of TikTok (Iqbal, 2024). The intensity of TikTok usage influences impulsive buying behavior, with TikTok users more likely to engage in spontaneous purchasing after viewing promotional content (Rani et al., 2023; Dayanti, 2024).

Statement of the Problem

This study aimed to determine the role of TikTok affiliate marketing in influencing consumer behavior among young urban professionals (YUPs).

Specifically, the study sought to answer the following research questions:

1. How does TikTok Affiliate Marketing Videos affect the respondents in terms of:
 - 1.1. Informative – Knowledge Base Content;



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- 1.2. Entertaining- LeisureContent;
- 1.3. Trend-Driven- Viral Content;
- 1.4. Price Discount- Cost Savings Content
2. What is the level of impulsive buying behavior of the respondents?

Hypothesis of the Study

(H₀): There is no significant relationship between TikTok affiliate videos and impulsive buying behavior of young urban professionals in Metro Manila.

METHODS

Research Design

This study adopted a quantitative correlational design to investigate the relationship between the perceived influence of TikTok affiliate video content and impulsive buying behavior among young urban professionals (YUPs) in Metro Manila. This approach was appropriate for analyzing the strength and direction of associations between variables without experimental manipulation, aligning with the study's focus on natural consumer behaviors in digital environments. A total of 415 participants were selected through stratified random sampling to ensure balanced representation across key demographic subgroups, thereby enhancing the validity and generalizability of the findings (Creswell & Creswell, 2018).

Respondents and Sampling Technique

The participants in this study consist of Young Urban Professionals, generally aged between their 20s and 30s, who possess a college education and are engaged in high-income careers within urban environments. This demographic was selected due to their active engagement with the digital ecosystem and their heightened exposure to contemporary social media trends. As economically empowered individuals with stable sources of income, Young Urban Professionals represent a consumer group with significant purchasing potential. Although it is not a prerequisite for participants to be frequent users of TikTok, they must have encountered and acted upon affiliate marketing content originating from TikTok—whether directly on the platform or indirectly through other social media channels. The purpose of this study is to investigate the extent to which exposure to TikTok affiliate videos affects impulsive buying behavior among this specific consumer segment.

To determine an appropriate sample size, the researchers employed Cochran's formula. With a 95% confidence level and a margin of error of 0.05, the minimum required sample size was calculated to be 415 respondents. A stratified sampling technique was utilized for participant selection. As defined by Parsons (2017), stratified sampling involves segmenting the overall population into subgroups or "strata" according to shared characteristics. Given the diverse traits and behaviors of young urban professionals in Metro Manila, this method was deemed appropriate to ensure representativeness and to capture nuanced variations within the population.

Research Instrument

The researchers used survey questionnaire to identify the efficiency in gathering data quickly. The researchers prepared set of questions to assess respondents' views and degrees of agreement and disagreement regarding different statements. They utilized additional readings and conducted a thorough review of both published and unpublished relevant studies for reference.

The survey questionnaire comprises three (3) parts:

Section I: This section presents the demographic characteristics of the participants, including variables such as age, gender, marital status, employment situation, monthly income bracket, place of residence, average duration of TikTok usage, and types of products purchased via the platform.

Section II: This section evaluates the influence of TikTok affiliate video content on the respondents, with particular focus on four dimensions: the informational value of the content, its entertainment appeal, the impact of trend-oriented messaging, and the role of promotional pricing or discounts.

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Section III: This section examines the extent of impulsive purchasing behavior demonstrated by the respondents, providing an analysis of their susceptibility to unplanned buying decisions following exposure to affiliate content.

Data Collection

Data for this study were collected using a structured survey designed to assess participants' perceptions of TikTok affiliate video content and their impulsive buying behaviors. The survey incorporated Likert-type scales to evaluate respondents' attitudes toward different types of content (informative, entertaining, trend-driven, and price-oriented) and their reported impulsive purchasing tendencies. A pre-test was conducted with a small sample of young urban professionals (YUPs) to ensure the clarity and validity of the instrument. Over four weeks, the survey was distributed online via a secure platform to maintain anonymity and ease of access. The final sample included 415 participants who met the inclusion criteria, including having made purchases promoted through TikTok affiliate marketing, either directly on TikTok or across other social media platforms.

Data Analysis

Descriptive statistics, including means, standard deviations, and frequency distributions, were first calculated to provide an overview of the respondents' demographics and survey responses. To test the hypotheses regarding the relationship between TikTok affiliate content and impulsive buying behavior, Pearson's correlation coefficients were computed. This analysis assessed the strength and direction of relationships between different types of affiliate content (informative, entertainment, trend-driven, and price discount). Statistical significance was tested using two-tailed tests at a 0.05 significance level. The correlation coefficients (r) were interpreted to determine the strength of associations between the variables.

Ethical Considerations

This study adhered to strict ethical standards. Informed consent was secured from all participants, ensuring they understood the study's purpose, their voluntary participation, and the potential risks involved. Participants were assured of the confidentiality of their responses, and no personally identifiable information was collected. Data were stored securely and access was restricted to the research team. Participants were informed of their right to withdraw from the study at any time without penalty. To maintain privacy, responses were anonymized, and the data were used solely for research purposes. All findings were presented in aggregate form to prevent identification of individual respondents.

Results and Discussion

Table 1. Informative- knowledge base TikTok Affiliate Videos Affecting the Respondents

Indicators	Mean	SD	Interpretation
Informative content created by TikTok affiliates aligns well with my interests and personal needs.	4.17	0.74	Agree
I am more likely to engage with an affiliate's TikTok video when it conveys essential product information rather than being generic or unengaging.	4.22	0.82	Strongly Agree
I tend to watch TikTok affiliate videos in full when the content is both informative and presented in an engaging manner.	4.22	0.85	Strongly Agree
I proactively look for TikTok affiliate videos that integrate informative content alongside promotional elements.	3.83	1.05	Agree
I am less motivated to interact with TikTok affiliate videos that lack substantial informational value or fail to sustain my attention..	2.88	1.28	Neutral



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Overall mean	3.91	High
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Table 1 illustrates respondents' evaluations of informative, knowledge-based content in TikTok affiliate videos. The overall mean score of 3.91 reflects a generally positive perception, indicating that viewers place high value on affiliate videos that provide relevant and educational product information.

Items with the highest ratings ($M = 4.22$) reveal a strong preference for content that is both informative and engaging. This suggests that audiences are more responsive to affiliate marketing when the videos not only highlight product features but also deliver meaningful insights in an appealing manner.

Although respondents agreed with the notion of actively seeking informative affiliate content ($M = 3.83$), the slightly lower score indicates that this behavior is not universal and may depend on individual preferences or content visibility. The lowest-rated statement ($M = 2.88$) points to a neutral stance regarding disengagement from less informative videos. This neutrality may suggest that some viewers tolerate or still engage with such content due to other compelling elements, such as entertainment value or influencer charisma.

These findings emphasize the strategic advantage of embedding informative, value-rich messaging within TikTok affiliate marketing. Content that educates while promoting is more likely to capture attention and foster deeper viewer engagement, highlighting the growing demand for substance alongside promotion in digital media. This is consistent with the findings of Xiao et al. (2019), who found that while entertainment value is important in short-form videos, information content continues to play an important role in consumer engagement.

Table 2. Entertainment- Leisure TikTok Affiliate Videos Affecting the Respondents

Indicators	Mean	SD	Interpretation
I find that entertaining content produced by TikTok affiliates tends to align closely with my personal interests and consumer needs.	4.17	0.85	Agree
I'm more engaged with an affiliate's TikTok video when the product is showcased in an entertaining and creative format.	4.23	0.78	Strongly Agree
I'm more inclined to watch an affiliate's TikTok video from start to finish if the content is enjoyable and entertaining	4.28	0.80	Strongly Agree
I intentionally look for entertaining affiliates' TikTok video.	3.76	1.06	Agree
I'm less interested in affiliate TikTok videos that lack entertaining elements or fail to capture my attention through creativity.	2.66	1.28	Neutral
Overall mean	3.91		High

Resulting overall mean is 3.96 which denotes that entertaining TikTok Affiliate Videos has high impact to them. Among the four positive attributes, two are rated as strongly agree while remaining two are rated as agree. One negative attribute is rated as neutral. Highest mean is 4.28 which denotes a rating of strong agreement on the attributes "I am more likely to finish watching an affiliates' TikTok video if the content is entertaining." Lowest mean is 2.66 which implies a neutral rating on the attribute "I find it unappealing if the affiliates' TikTok video is entertaining."

With the result of 3.96, the entertaining content of TikTok affiliate videos shows that it has a significant impact on the respondents. Whereas it is determined that with this type of content, the users of TikTok are most likely to be engaged in the affiliate TikTok videos. This result corresponds with the study of Puzon (2023) whereas according to the study, with high levels of enjoyment it impacts people positively. And it was stated that with entertaining TikTok affiliate videos, people experience and reach that high level of enjoyment which leads to positive in their behavior.

This result is consistent with the findings of Dayanti (2024), who noted that elevated levels of enjoyment significantly influence individuals' attitudes and behaviors in a positive manner. The study emphasized that engaging



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and entertaining TikTok affiliate videos can evoke a strong sense of enjoyment, which in turn fosters favorable behavioral responses among viewers.

Table 3. Trend-drive/ Viral content TikTok Affiliate Videos affecting the respondents

Indicators	Mean	SD	Interpretation
I find trend-based content shared by TikTok affiliates to be aligned with my personal interests and consumer preferences.	4.00	0.84	Agree
I'm more engaged with a TikTok affiliate's video when the product is showcased within the context of a popular or trending theme.	4.03	0.81	Agree
I'm more inclined to watch a TikTok affiliate's video to completion if it features content that reflects current trends.	3.96	0.90	Agree
I actively seek out TikTok affiliate videos that incorporate or highlight trending topics or products.	3.67	1.07	Agree
I find it unappealing when a TikTok affiliate's video solely focuses on trending content without offering additional value or authenticity.	2.73	1.22	Neutral
Overall mean	3.79		High

The findings suggest that TikTok affiliate content driven by current trends plays a significant role in shaping the engagement and preferences of young urban professionals. This is reflected in a relatively high overall mean score of 3.79. Notably, participants expressed the strongest agreement with content that incorporated trending themes ($M = 4.03$), indicating a clear preference for culturally relevant and time-sensitive material. Similarly, elevated scores related to trend alignment and video completion underscore the persuasive nature of short-form content that mirrors prevailing digital trends.

While a smaller portion of respondents reported deliberately seeking trend-focused content ($M = 3.67$), the data imply that passive exposure to such material remains a powerful driver of interaction. Interestingly, the lowest-rated item ($M = 2.73$) suggests a critical expectation from viewers: content must offer more than trendiness—authenticity and perceived value are crucial to maintaining their attention and trust. These insights are consistent with the research of Sibulan and Limos-Galay (2024), who identified content relevance, quality, and viewer engagement as core elements influencing consumer behavior and purchase intentions in TikTok affiliate marketing, especially among young professionals in the Philippines.

Table 4. Price Discount (Cost Savings) content TikTok Affiliate Videos Affecting Respondents

Indicators	Mean	SD	Interpretation
I consider price discounts offered through TikTok affiliate content to be relevant to my purchasing interests and needs.	4.21	0.84	Strongly Agree
I consider price discounts offered through TikTok affiliate content to be relevant to my purchasing interests and needs.	4.26	0.80	Strongly Agree
I consider price discounts offered through TikTok affiliate content to be relevant to my purchasing interests and needs.	4.15	0.83	Agree
I intentionally search for TikTok affiliate videos that feature discounted products or limited-time price offers.	4.05	0.98	Agree
I find it unappealing when a TikTok affiliate's video focuses solely on price discounts without offering additional insights or product value.	2.66	1.30	Neutral



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Overall mean	4.00	High
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The data indicate that price discount content significantly influences the purchasing behavior of young urban professionals, as evidenced by an overall mean score of 4.00. The highest-rated item ($M = 4.26$) underscores the substantial value placed on discounts presented through affiliate videos, highlighting their relevance to consumer preferences. Consistently high mean scores across related items reinforce the effectiveness of price-based incentives in capturing attention and driving impulsive purchases. The item regarding the active search for discounted content also received favorable responses ($M = 4.05$), suggesting intentional engagement. However, the lowest-rated item ($M = 2.66$) reflects a preference for content that offers more than just discounts, underscoring the importance of value-added elements over purely discount-driven messaging. While discounts can stimulate interest, authenticity and contextual relevance remain crucial for sustaining consumer engagement.

These findings align with the research of Anderson and Fox (2019) found that consumers tend to respond more positively to lower prices, with discounts serving as an effective tool to enhance engagement with video content and heighten interest in the promoted products.

Table 5. Buying Impulsiveness Level of the Respondents

	Mean	SD	Interpretation
I frequently make spontaneous purchasing decisions.	3.27	1.21	Neutral
I tend to approach purchases with a "just go for it" mindset	3.19	1.18	Neutral
I sometimes make purchases without thoroughly thinking them through.	2.81	1.23	Neutral
I often identify with the phrase, "I see it, I buy it," when it comes to shopping.	2.85	1.25	Neutral
I'm inclined to adopt a "buy now, reflect later" attitude when shopping.	2.74	1.26	Neutral
I occasionally feel the urge to make purchases on the spur of the moment.	3.42	1.14	Agree
I often base my purchasing decisions on how I feel in the moment.	3.31	1.21	Neutral
I usually plan my purchases carefully and with consideration.	4.11	1.01	Agree
I'm occasionally somewhat impulsive or reckless in my buying behavior.	3.35	1.20	Neutral
Overall mean	2.98		Neutral

The overall mean score of 2.98 suggests a neutral tendency toward impulsive buying behavior among young urban professionals. The data reveals moderate inclinations toward spontaneous purchases, with the highest levels of agreement observed in the impulsive urge to buy on the spot ($M = 3.42$) and decisions driven by emotions ($M = 3.31$). However, there is a notable preference for planned purchasing ($M = 4.11$), indicating that while impulsive buying does occur occasionally, intentional decision-making prevails in consumer behavior. The generally neutral scores across the majority of items reflect a balanced approach—where neither highly impulsive nor strictly rational tendencies dominate.

Overall mean is 2.98 implying that the buying impulsiveness of the respondents is neutral, or neither high nor low. Among the eight negative attributes, seven are rated as agree while the remaining one is rated as neutral. The one positive attribute is rated as agree. Highest mean is 4.11 which denotes that they agree on the attribute "*I carefully plan most of my purchases.*" This is followed by a mean of 3.42 which also implies a rating of agree on the attribute "*Sometimes I feel like buying things on the spur-of-the-moment.*" Lowest mean is 2.74 which implies a rating of neutral on the attribute "Buy now, think about it later" describes me."



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These neutral tendencies align with the findings of Bañares et al. (2022), who found that both male and female young urban professionals generally exercise caution when making impulsive purchases. Despite occasional excitement over online product encounters, young urban professionals tend to engage in a more deliberate decision-making process, relying on product reviews, feedback, and comparative analysis before finalizing a purchase. The study also acknowledged, however, that impulsive buying behaviors could arise, particularly among female consumers, in online shopping contexts.

Table 6. Results of Test of Relationship Between TikTok Videos Impact and Buying

Level	Pearson r	p value	Decision	Conclusion
Informative- knowledge base Content	0.149	0.0033	Reject Null	Significant
Entertainment- Leisure Content	0.207	0.0001	Reject Null	Significant
Trend-drive/ Viral Content	0.195	0.0001	Reject Null	Significant
Price Discount - Cost Savings Content	0.032	0.527	Accept Null	Not Significant

The statistical analysis revealed a p-value of 0.0033, which is below the significance threshold of 0.05, indicating that the null hypothesis should be rejected. This finding supports a significant positive relationship between exposure to informative TikTok affiliate videos and respondents' impulsive buying tendencies ($r = 0.149$). In essence, the more respondents are influenced by informative content, the more likely they are to engage in impulsive purchases.

Similarly, entertainment-oriented affiliate videos also demonstrated a significant and positive correlation with impulsiveness ($r = 0.207$), followed closely by trend-driven content ($r = 0.195$), reinforcing the idea that engaging and culturally relevant content enhances impulsive consumer behavior. In contrast, price discount content did not yield a significant relationship ($p = 0.527$), leading to the acceptance of the null hypothesis for this variable.

These findings support prior research on the influence of TikTok affiliate marketing on impulsive consumption. Dayanti (2024) suggests that impulsive buying can be shaped by the type of content presented through affiliate marketing. In this study, three out of four content types—informative- knowledge base, entertaining- leisure, and trend-based/ Viral—were found to significantly correlate with impulsive purchasing behavior.

Informative content, in particular, enhances consumer confidence by providing clarity and useful product insights, which can foster unplanned purchasing decisions (Uyan & Hamidi, 2020). Entertainment-focused videos, often featuring influencers who employ humor, creativity, and authenticity, generate greater product interest and emotional engagement—key drivers of impulse buying (Rosniati et al., 2023; Barta et al., 2023). Trend-based content, as observed by Lisboa (2024), leverages FOMO (Fear of Missing Out), where users feel compelled to participate in viral challenges or trending topics. This psychological pressure can increase impulsivity as consumers act quickly to stay "in the loop."

The lack of significance in price discount content contrasts with its high engagement levels. Kaniati et al. (2024) highlight that price-based promotions, such as discounts or freebies, may increase perceived risk, particularly in online transactions. Although respondents may show initial interest in discount-based content, their impulsive behavior does not increase unless they are convinced of the discount's value or legitimacy—a role that informative content may help fulfill. Informative, entertaining, and trend-driven TikTok affiliate content exhibit a significant influence on impulsive purchasing behavior, highlighting their effectiveness in shaping consumer decisions. Conversely, price discount content, despite capturing attention, does not show a direct association with impulsiveness. These findings emphasize the strategic value of crafting affiliate content that not only engages but also delivers meaningful and relevant experiences to effectively stimulate consumer action in the context of social media marketing.

Conclusions and Recommendations

This study explored the influence of TikTok affiliate marketing on the impulsive buying behavior of young urban professionals (YUPs) in Metro Manila. The results indicate that TikTok affiliate videos significantly impact purchasing decisions, particularly when the content combines entertainment, informational value, and trending



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elements. This combination enhances impulsive buying tendencies, highlighting TikTok's ability to engage consumers through its short-form, immersive content format. While price discounts attracted notable attention, the study found that discounts alone do not directly trigger impulsive purchases. Although they create urgency, discounts are often viewed as a standard marketing tool rather than a primary motivator for immediate buying. This challenges the common belief that discounts are the most effective strategy for driving impulsive buying behavior, suggesting that a more comprehensive marketing approach is needed.

The findings underscore the importance of content-driven marketing on TikTok, with a focus on creating engaging, informative, and trend-aligned content. Young urban professionals are more likely to make impulsive purchases when content resonates with current trends, provides valuable product information, and maintains an entertaining appeal. These factors seem to influence impulsive buying more than traditional promotional tactics like discounts. Therefore, TikTok marketers should prioritize content quality and relevance to align with the interests and behaviors of their target audience.

It is recommended for marketers to focus on producing engaging, informative, and trend-aligned content. Videos that blend entertainment with product insights and align with trending topics resonate more with young urban professionals. While discounts attract attention, they should be used alongside other persuasive techniques such as storytelling, limited-edition releases, or influencer features to better drive impulsive purchases. Furthermore, scholars should explore deeper behavioral factors such as consumer psychology, emotional triggers, and content fatigue. Longitudinal studies could assess the long-term impact of TikTok affiliate marketing on purchasing habits across demographics.

TikTok affiliate marketing has a notable influence on the consumer behavior of young urban professionals, particularly through the creation of high-quality, trend-sensitive content. However, the effectiveness of affiliate marketing is not solely dependent on traditional promotional tools like discounts. Instead, marketers should focus on creating content that is engaging, relevant, and aligned with consumer interests. Future research into influencer credibility, live-selling techniques, cross-platform comparisons, and the characteristics of affiliates will further enhance understanding of the dynamics driving impulsive buying in the digital marketplace. By incorporating these insights, businesses can refine their strategies and maximize the potential of TikTok affiliate marketing.

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