



AFFILIATE PROGRAMS, VIDEO MARKETING AND CONSUMER BEHAVIOR MEDIATED BY ARTIFICIAL INTELLIGENCE

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ABSTRACT

The development of digital technology has transformed e-commerce marketing through TikTok Shop by integrating affiliate programs, video marketing, and Artificial Intelligence (AI). This study aims to analyze the influence of affiliate programs and video marketing on consumer behavior with AI as a mediating variable among TikTok Shop affiliators in Pasuruan City. This research employed a quantitative approach involving 108 respondents. Data were analyzed using Structural Equation Modeling Partial Least Squares (SEM-PLS) to examine direct and mediating effects, as well as multiple linear regression analysis to test simultaneous effects. The results indicate that video marketing has a significant positive effect on both AI utilization and consumer behavior, while affiliate programs do not show a significant direct effect. Simultaneously, affiliate programs and video marketing significantly influence AI and consumer behavior. AI significantly affects consumer behavior and partially mediates the relationship between video marketing and consumer behavior but does not mediate the relationship between affiliate programs and consumer behavior. These findings highlight the importance of video content quality and AI-driven optimization in shaping consumer purchasing behavior within the TikTok Shop ecosystem.

INTRODUCTION

The exponential growth of e-commerce has fundamentally transformed business operations, particularly in Indonesia, where internet penetration reached 221.6 million users (79.5% of the population) in 2024 (Sartika et al., 2024). This digital transformation has created an intensely competitive e-commerce ecosystem, demanding innovative marketing strategies beyond conventional approaches. TikTok has emerged as a game changer in digital marketing and social commerce, with data showing that TikTok leads all social media platforms in triggering impulsive buying behavior at 55%, surpassing Instagram (46%) and Facebook (45%).

The success of TikTok in driving e-commerce transactions is significantly influenced by two primary marketing strategies: affiliate programs and video marketing. Affiliate programs represent performance-based marketing strategies where external parties (affiliators) promote products or services and receive commission-based compensation for successful transactions through referral links (Marsally & Dwiani, 2025). Video marketing utilizes audiovisual media to introduce products or services, combining visual, audio, and narrative elements to create more engaging consumer experiences (Sulasti et al., 2023).

However, the effectiveness of both strategies cannot be separated from the supporting technology: Artificial Intelligence (AI). AI enables large-scale personalization, where promotional content from affiliators, product

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offerings, and video marketing can be tailored to each user's preferences and behaviors through analysis of data such as search history, shopping habits, and content interactions (Zikry et al., 2024).

Despite the rapid growth of TikTok Shop, comprehensive research examining its ecosystem, particularly from the affliator perspective, remains limited. Most existing studies examine affiliate programs, video marketing, and artificial intelligence as isolated variables, without investigating their integration or the mediating mechanisms that connect them. Furthermore, inconsistencies in prior findings regarding the influence of AI and affiliate programs on purchase intention suggest that the relationships among these variables are more complex than previously assumed (Azhari & Ali, 2024).

Geographically, the majority of studies concentrate on metropolitan consumers, leaving affliator communities in medium-sized cities underrepresented in the literature. To address these gaps, this study makes two primary contributions. Theoretically, it extends the Stimulus-Organism-Response (S-O-R) framework by positioning video marketing as the external stimulus, AI as the internal organism, and consumer behavior as the behavioral response. This integration has not been explicitly examined in the TikTok Shop affiliate context. The positioning of AI as the organism is based on its role in processing and transforming stimulus content within TikTok Shop's system before it reaches consumers. In this sense, AI is not viewed merely as a technological tool or passive channel, but as part of the information-processing process that can influence how the stimulus is received, similar to the cognitive processing component in the original S-O-R framework (Mehrabian & Russell, 1974). Empirically, this study provides evidence from Pasuruan City, a non-metropolitan area, by examining the direct, mediating, and simultaneous effects among the four variables from the affliator's perspective using SEM-PLS and multiple linear regression. Geographically, the majority of studies concentrate on metropolitan consumers, leaving affliator communities in medium-sized cities underrepresented in the literature. To address these gaps, this study makes two primary contributions. Theoretically, it extends the Stimulus-Organism-Response (S-O-R) framework by positioning video marketing as the external stimulus, AI as the internal organism mediating the process, and consumer behavior as the behavioral response, an integration that has not been explicitly tested in the TikTok Shop affiliate context. Empirically, it provides evidence from Pasuruan City, a non-metropolitan area, using both SEM-PLS and multiple linear regression to examine direct, mediating, and simultaneous effects among the four variables from the affliator's perspective.

LITERATURE REVIEW

Affiliate Program (AP)

Affiliate programs are a form of performance-based marketing widely used in digital commerce platforms. Affiliate marketing refers to a system in which individuals promote products or services and receive compensation based on measurable performance outcomes such as clicks or sales (Haq, 2012). In social commerce platforms such as TikTok Shop, affiliate programs enable affliators to influence consumer behavior through content-driven promotions. The effectiveness of affiliate programs is closely related to affliators' perceptions of trust, incentives, and system usability, which determine their motivation to promote products and influence purchasing decisions (Morgan & Hunt, 1994). In this study, Affiliate Program refers to affliators' perceptions of TikTok Shop's affiliate system characteristics. The measurement indicators are adapted from affiliate marketing and technology acceptance literature (Haq, 2012), consisting of:

- a. Informativeness: the extent to which affiliate program information is clear, accurate, and helpful for affliators
- b. Incentive: the perceived attractiveness of commissions and reward systems provided by the platform
- c. Perceived Trust: affliators' confidence in the reliability and transparency of the affiliate system
- d. Perceived Usefulness: the degree to which the affiliate program enhances promotional effectiveness
- e. Perceived Ease to Locate: the ease with which affliators can access affiliate links and supporting features

Video Marketing (VM)

Video marketing is a digital marketing strategy that utilizes audiovisual content to communicate brand messages and influence consumer attitudes (Mowat, 2021). Compared to text-based promotions, video content is more effective in capturing attention and conveying information. On TikTok Shop, video marketing serves as the primary promotional medium used by affliators to increase audience engagement and stimulate purchasing behavior. Higher levels of interaction and emotional involvement in video content increase the likelihood of consumer response (Brodie et al., 2011). In this research, Video Marketing refers to promotional activities conducted by affliators using short video content on TikTok Shop. The measurement indicators are adapted from digital marketing and engagement studies (Mowat, 2021) including:

- a. Reach and Brand Awareness: the ability of video content to reach a wide audience and increase brand recognition
- b. Audience Engagement: the level of interaction generated through likes, comments, and shares
- c. Watch Duration and Completion Rate: the extent to which viewers watch videos until completion
- d. Conversion Rate: the effectiveness of video content in encouraging purchase decisions

Artificial Intelligence (AI)

Artificial Intelligence (AI) plays a crucial role in digital platforms by enabling automated data processing and personalized content distribution. AI is defined as the capability of intelligent systems to perceive, reason, learn, and perform actions to achieve specific objectives (Russel & Norvig, 2021). In e-commerce environments, AI is commonly implemented through algorithm-based recommendation systems that optimize content exposure and marketing effectiveness. AI-driven personalization has been shown to significantly influence consumer behavior by aligning promotional content with user preferences (Huang & Rust, 2020). In this study, Artificial Intelligence functions as a mediating variable that connects Affiliate Program and Video Marketing with Consumer Behavior through TikTok's algorithmic recommendation system. The indicators used to measure AI are adapted from the AI capability framework (Russel & Norvig, 2021), consisting of:

- Perception: the system's ability to recognize and interpret user preferences
- Reasoning: the capability of AI to analyze data and support decision-making processes
- Learning: the ability of the system to adapt based on user interaction data
- Action: the execution of content recommendations and distribution automatically

Consumer Behavior (CB)

Consumer behavior refers to the process through which individuals recognize needs, search for information, evaluate alternatives, make purchasing decisions, and engage in post-purchase evaluation (Kotler & Armstrong, 2021). In digital commerce environments, consumer behavior is strongly influenced by marketing stimuli delivered through digital platforms. The stimulus organism response (SOR) model explains that external stimuli influence internal cognitive and emotional states, which subsequently lead to behavioral responses (Hochreiter et al., 2023). In this research, Consumer Behavior is defined as the behavioral responses of TikTok Shop users influenced by affiliate-driven video marketing and AI-based content personalization. The measurement indicators are adapted from consumer behavior theory (Kotler & Armstrong, 2021), including:

- Need Recognition: consumers' awareness of needs that encourage product searching
- Information Search: efforts made by consumers to obtain information before purchasing
- Alternative Evaluation: the process of comparing available product options
- Purchase Decision: the final decision to buy a product
- Post-Purchase Behavior: consumer evaluation and response after product consumption

Based on the four constructs reviewed above, this study draws upon the Stimulus-Organism-Response (S-O-R) framework (Hochreiter et al., 2023)., this study conceptualizes the relationships among the four variables as an integrated process rather than isolated effects. Affiliate programs and video marketing function as external stimuli that expose affiliators and consumers to promotional content within the TikTok Shop ecosystem. These stimuli are not processed directly into behavioral outcomes; instead, they are filtered and amplified through Artificial Intelligence as the organism, the internal mechanism that perceives user interaction data, learns from behavioral patterns, and distributes personalized content recommendations. The resulting consumer responses, including need recognition, information search, purchase decisions, and post-purchase evaluation, represent the behavioral response dimension of the framework.

Within this integrated model, AI occupies a central mediating role: it transforms raw marketing inputs into personalized experiences that align with individual consumer preferences. This is particularly relevant in algorithm-driven platforms such as TikTok Shop, where AI determines content visibility and reach through the For You Page (FYP) mechanism. Unlike traditional e-commerce models where affiliate programs directly interface with consumers, TikTok Shop's architecture places AI as the intermediary layer between marketing strategy and consumer behavior. This distinction justifies the examination of AI as a mediating variable and represents the theoretical contribution of the present study.

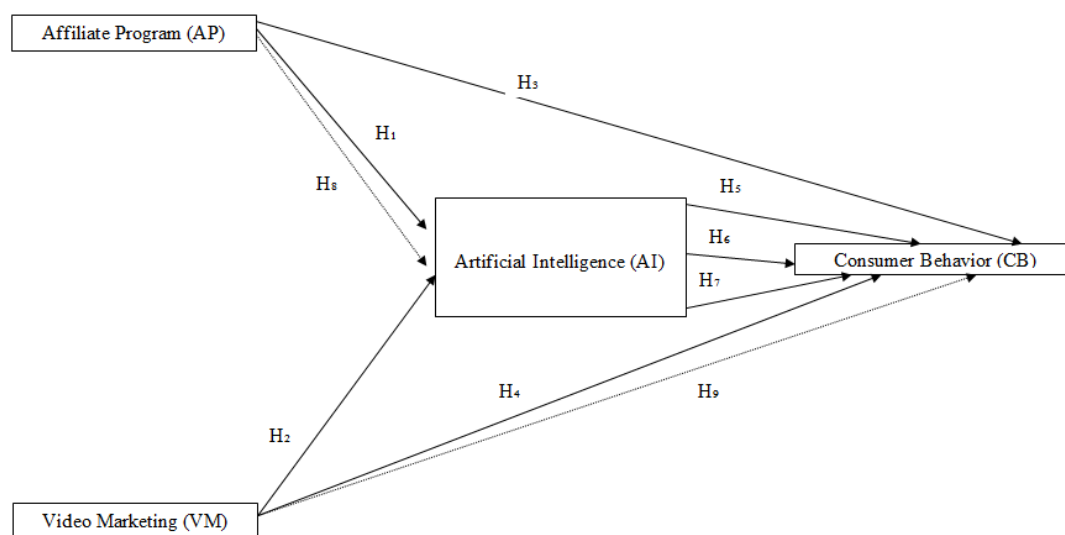


Figure 1. Conceptual Model of Study

Source: Authors (2025)

Based on the conceptual research model above, the proposed hypotheses are as follows:

H1: Affiliate Program has a significant positive effect on Artificial Intelligence

H2: Video Marketing has a significant positive effect on Artificial Intelligence

H3: Affiliate Program has a significant positive effect on Consumer Behavior

H4: Video Marketing has a significant positive effect on Consumer Behavior

H5: Artificial Intelligence has a significant positive effect on Consumer Behavior

H6: Affiliate Program has a significant positive effect on Consumer Behavior through Artificial Intelligence

H7: Video Marketing has a significant positive effect on Consumer Behavior through Artificial Intelligence

H8: Affiliate Program and Video Marketing simultaneously have a significant positive effect on Artificial Intelligence

H9: Affiliate Program and Video Marketing simultaneously have a significant positive effect on Consumer Behavior

RESEARCH AND METHODOLOGY

This research focuses on TikTok Shop affiliators operating in Pasuruan City. A quantitative approach was employed using descriptive and explanatory research methods. The descriptive method was applied to illustrate the characteristics of affiliators and marketing activities on TikTok Shop, while the explanatory method was used to analyze the causal relationships among the studied variables.

Data were obtained through a questionnaire distributed to respondents and measured using a five-point Likert scale ranging from strongly disagree to strongly agree. This study examines four variables: Affiliate Program, Video Marketing, Artificial Intelligence, and Consumer Behavior. The Affiliate Program variable was measured using indicators of informativeness, incentive, perceived trust, perceived usefulness, and perceived ease to locate (Haq, 2012). Video Marketing was measured using indicators of reach and brand awareness, audience engagement, watch duration and completion rate, and conversion rate (Mowat, 2021). Artificial Intelligence was measured using indicators of perception, reasoning, learning, and action (Russel & Norvig, 2021). Consumer Behavior was measured using indicators of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2021).

It is acknowledged that measuring consumer behavior through affiliators rather than end consumers may raise concerns regarding measurement validity. However, this study intentionally adopts the affliator perspective, as affiliators occupy a unique dual position, they are simultaneously content creators and active platform users who directly observe and respond to consumer interactions, engagement patterns, and purchasing responses generated by their promotional content. This positioning allows affiliators to provide informed assessments of consumer behavioral tendencies within the TikTok Shop ecosystem, while also reflecting an underexplored perspective in the existing literature.

The population of this study consists of TikTok Shop affiliators in Pasuruan City. Purposive sampling was used to select respondents, based on the following criteria: (1) respondents are active TikTok Shop affiliators domiciled in Pasuruan City, (2) have been registered as TikTok Shop affiliators for a minimum of six months, and (3) actively upload affiliate videos on a regular basis. These criteria were established to ensure that respondents possess sufficient experience with the affiliate system and AI-driven platform features to provide valid and reliable responses. The sample size was determined using the minimum sample rule of six times the total number of indicators, resulting in 108 respondents (Hair et al., 2021). Data analysis involved several stages, including testing the validity and reliability of the research instruments. Validity was assessed using outer loading values, while reliability was evaluated using Composite Reliability and Cronbach's Alpha with a minimum acceptable value of 0.70.

To examine the relationships among variables, path analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with SmartPLS 4 software. This analysis included measurement model evaluation, structural model assessment, and hypothesis testing. In addition, multiple linear regression analysis using SPSS software was applied to test the simultaneous effects of Affiliate Program and Video Marketing on Artificial Intelligence and Consumer Behavior. Hypothesis acceptance was determined based on a significance level of 0.05 using t-statistics and F-statistics results.

The combined use of SEM-PLS and multiple linear regression in this study serves distinct and complementary analytical purposes. SEM-PLS was employed to examine direct effects, mediating relationships, and construct-level interactions among latent variables, which is particularly suited for testing complex theoretical models with multiple pathways (Hair et al., 2021). Multiple linear regression, in contrast, was applied specifically to test the simultaneous effects of Affiliate Program and Video Marketing on both AI and Consumer Behavior as a whole, providing an aggregate-level perspective that SEM-PLS partial path analysis does not directly capture. The integration of both methods therefore strengthens the comprehensiveness of the analysis by addressing both individual path relationships and overall model fit at the variable level.

RESULT AND DISCUSSION

Result

Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. Table 1 presents the results of the measurement model evaluation, which includes validity and reliability testing. The results show the outer loading values of each indicator as well as the results of convergent validity and reliability assessments. Convergent validity was evaluated using the Average Variance Extracted (AVE) and outer loading values. The findings indicate that all indicators have outer loading values above 0.50 and AVE values exceeding 0.50 for each latent variable. Reliability testing was performed using Composite Reliability (CR), and the results show that all constructs have CR values greater than 0.70. These results confirm that the measurement instruments used in this study meet the required standards of validity and reliability (Hair et al., 2021). The detailed results are presented in Table 1.

Table 1. Results of Outer Loading and Reliability Test

Variables	Indicator	OL	CR	AVE
Affiliate Program (AP)	AP_1	0.722	0,859	0,550
	AP_2	0.739		
	AP_3	0.759		
	AP_4	0.767		
	AP_5	0.719		
Video Marketing (VM)	VM_1	0.797	0,874	0,634
	VM_2	0.789		
	VM_3	0.811		
	VM_4	0.787		
Artificial Intelligence (AI)	AI_1	0.836	0,897	0,686
	AI_2	0.782		
	AI_3	0.866		
	AI_4	0.825		
Consumer Behavior (CB)	CB_1	0.785	0,894	0,627
	CB_2	0.803		
	CB_3	0.803		
	CB_4	0.823		
	CB_5	0.744		

Source: Smart PLS 4 (2025)

Table 2 presents the results of hypothesis testing for the direct effects among variables. The first hypothesis is not supported, indicating that Affiliate Program (AP) does not have a significant effect on Artificial Intelligence (AI) ($t = 1.277$; $p = 0.101 > 0.05$). This finding is not consistent with previous studies emphasizing the role of AI in optimizing segmentation and predictive analytics within affiliate marketing strategies (Ribeiro et al., 2025). The difference may be attributed to the direction of analysis, as prior studies focused on the influence of AI on affiliate strategies, whereas this study examines whether affiliate program characteristics influence AI performance within the platform. The second hypothesis is supported, showing that Video Marketing (VM) has a significant effect on Artificial Intelligence (AI) ($t = 4.307$; $p = 0.000 < 0.05$). This result supports earlier findings that the integration of AI with short video marketing enhances digital promotion efficiency through automatic learning based on user interaction data (Wu, 2023). Engagement metrics generated from video content, such as views, likes, comments, and watch duration, provide valuable input for AI systems to improve personalization and content distribution. The third hypothesis is not supported, as Affiliate Program (AP) does not significantly affect Consumer Behavior (CB) ($t = 0.830$; $p = 0.203 > 0.05$). This finding differs from previous research reporting a positive relationship between affiliate marketing and consumer behavior (Kertiriasih, 2023). The difference may arise because affiliate marketing in prior studies was conceptualized as a comprehensive promotional strategy involving direct consumer interaction, whereas this study focuses on the affiliate program as a system infrastructure that is not directly perceived by consumers. The fourth hypothesis is supported, indicating that Video Marketing (VM) significantly influences Consumer Behavior (CB) ($t = 3.219$; $p = 0.001 < 0.05$). This result is consistent with studies showing that engaging and informative short video content has a significant impact on purchasing behavior (Romi, 2023). In addition, video marketing is particularly effective among younger consumers as it creates authentic experiences that enhance trust and emotional engagement (Wahyudi et al., 2025). The fifth hypothesis is supported, demonstrating that Artificial Intelligence (AI) has a significant effect on Consumer Behavior (CB) ($t = 1.794$; $p = 0.036 < 0.05$). This finding aligns with prior studies indicating that AI-based features, such as recommender systems, chatbots, and predictive analytics, accelerate consumer decision-making processes (Erliana, 2025). Furthermore, AI-driven personalization has been shown to strengthen consumer engagement and purchase intention, although its effectiveness may be influenced by trust and emotional factors (Effendi et al., 2024). The complete results of hypothesis testing are presented in Table 2.

Table 2. Hypothesis Testing Results

Hypothesis	T Statistic	P Values	Caption
Affiliate Program (AP) -> Artificial Intelligence (AI)	1,277	0,101	Not Supportive
Video Marketing (VM) -> Artificial Intelligence (AI)	4,307	0,000	Supportive
Affiliate Program(AP) -> Consumer Behavior (CB)	0,830	0,203	Not Supportive
Video Marketing (VM) -> Consumer Behavior (CB)	3,219	0,001	Supportive
Artificial Intelligence (AI) -> Consumer Behavior (CB)	1,794	0,036	Supportive

Source: Smart PLS 4 (2025)

Based on the mediation testing results presented in Table 3, the indirect effect of Affiliate Program (AP) on Consumer Behavior (CB) through Artificial Intelligence (AI) is not supported. The mediation path AP → AI → CB shows a T-statistic value of 0.843 with a p-value of 0.200 (> 0.05), indicating that AI does not significantly mediate the relationship between affiliate programs and consumer behavior. This suggests that affiliate programs alone are insufficient to enhance consumer behavior through AI mechanisms. In contrast, the mediation effect of Video Marketing (VM) on Consumer Behavior (CB) through Artificial Intelligence (AI) is supported. The mediation path VM → AI → CB yields a T-statistic value of 1.713 with a p-value of 0.043 (< 0.05), indicating a significant indirect effect. This finding implies that video marketing generates engagement data that can be effectively processed by AI systems, which subsequently influence consumer behavior. The mediation results are summarized in Table 3.

Table 3. Mediation Testing

Mediation	Original Samples (O)	T Statistic	P Values	Caption
Affiliate Program (AP) -> Artificial Intelligence (AI) -> Consumer Behavior (CB)	0,028	0,843	0,200	Not Supportive
Video Marketing (VM) -> Artificial Intelligence (AI) -> Consumer Behavior (CB)	0,096	1,713	0,043	Supportive

Source: Smart PLS 4 (2025)

In addition to the SEM-PLS analysis, a multiple linear regression analysis using SPSS was conducted to examine the simultaneous effects of Affiliate Program (AP) and Video Marketing (VM). Based on the results of the simultaneous hypothesis testing presented in Table 4, Affiliate Program (AP) and Video Marketing (VM) simultaneously have a significant effect on Artificial Intelligence (AI), with an F-value of 19.942, Sig. = 0.000 (< 0.05), and an R^2 value of 0.273. This result indicates that the combined role of affiliate program infrastructure and video-based marketing activities contributes to the utilization and optimization of AI within digital platforms. Furthermore, the simultaneous effect of Affiliate Program (AP) and Video Marketing (VM) on Consumer Behavior (CB) is also significant, with an F-value of 27.123, Sig. = 0.000 (< 0.05), and an R^2 value of 0.392. These findings suggest that although the Affiliate Program does not show a significant partial effect, its presence strengthens the overall marketing ecosystem when combined with Video Marketing. This result is consistent with previous studies (Khoirunnisa et al., 2024; Nirwana et al., 2023). The results of this analysis are presented in Table 4.

Table 4. Results of Simultaneous Effect Testing

Hypothesis	Dependen Variable	F-val ue	F-table	Sig	R ²	Caption
Affiliate Program (AP) & Video Marketing (VM) -> Artificial Intelligence (AI)	AI	19,942	3,08	0,000	0,273	Accepted
Affiliate Program (AP) & Video Marketing (VM) -> Consumer Behavior (CB)	CB	27,123	3,08	0,000	0,392	Accepted

Source: SPSS (2025)

Discussion

The results of this study provide several important insights into the relationships among Affiliate Program (PA), Video Marketing (VM), Artificial Intelligence (AI), and Consumer Behavior (CB) within the TikTok Shop ecosystem. First, the first hypothesis was not supported, as Affiliate Program (PA) was found to have no significant influence on Artificial Intelligence (AI). This finding differs from previous studies that emphasize the role of AI in optimizing affiliate strategies (Ribeiro et al., 2025). This discrepancy can be explained by differences in causal direction, as prior research focused on how AI enhances affiliate performance, whereas this study examined whether affiliate program infrastructure influences AI performance. These results indicate that affiliate program

characteristics, such as incentives, informativeness, perceived trust, perceived usefulness, and ease of use, function primarily as backend infrastructure and do not directly contribute to AI learning and optimization processes. In the TikTok Shop context, AI performance relies more heavily on behavioral data generated through user interactions rather than on the operational features of the affiliate system itself.

Second, the results show that Video Marketing (VM) has a significant positive influence on Artificial Intelligence (AI). This finding is in line with previous research suggesting that the use of AI in short-form video marketing can support more effective digital promotion (Wu, 2023). On algorithm-based platforms, user interactions with video content can provide information that helps determine content distribution. In this study, engagement indicators such as views, likes, comments, watch duration, and conversion rates represent the types of user responses associated with video marketing activities. These interactions may provide useful information for AI systems to identify user preferences and improve the distribution of relevant content on the For You Page (FYP). However, the specific learning mechanism of the AI system was not directly observed in this study. Second, the results confirm that Video Marketing (VM) has a significant positive influence on Artificial Intelligence (AI). This finding supports earlier research showing that the integration of AI with short-form video strategies enhances digital promotion efficiency through automatic learning based on user interaction data (Wu, 2023). Effective video marketing generates rich engagement metrics, including views, likes, comments, watch duration, and conversion rates, which serve as critical inputs for AI algorithms. Consequently, higher-quality video content enables AI systems to better analyze user preferences and improve the accuracy of content distribution on the For You Page (FYP).

Third, the results indicate that Affiliate Program (PA) does not have a significant effect on Consumer Behavior (CB). This finding contrasts with previous studies that reported a positive influence of affiliate marketing on consumer behavior (Kertiriasih, 2023). The difference may be attributed to the operationalization of the affiliate program variable. While earlier studies conceptualized affiliate marketing as a comprehensive promotional strategy involving direct consumer interaction, this study focused on the affiliate program as a backend system that is not directly visible to consumers. As a result, the affiliate program alone is insufficient to directly influence consumer purchasing decisions, highlighting the importance of consumer-facing elements in shaping behavior.

Fourth, consistent with the S-O-R framework, Video Marketing (VM) was found to function as an effective external stimulus that significantly influences Consumer Behavior (CB). This finding is consistent with prior research demonstrating that engaging and informative short-form video content significantly affects purchasing behavior (Romi, 2023). Additionally, video marketing has been shown to be particularly effective among younger consumers, as it creates authentic experiences that enhance trust and emotional engagement (Wahyudi et al., 2025). These results confirm that investment in video marketing quality plays a crucial role across multiple stages of the consumer decision-making process, including need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

Fifth, Artificial Intelligence (AI) was found to have a significant influence on Consumer Behavior (CB). This finding aligns with previous studies showing that AI-based personalization, recommender systems, chatbots, and predictive analytics enhance consumer engagement and purchase intention (Effendi et al., 2024; Erliana, 2025; Gantumur, 2025). Optimized AI systems improve consumer experiences by delivering relevant content and product recommendations, thereby accelerating decision-making processes within digital commerce environments.

Regarding mediation effects, the results indicate that Artificial Intelligence does not mediate the relationship between Affiliate Program (PA) and Consumer Behavior (CB). This insignificant mediation suggests that the affiliate program, as backend infrastructure, does not generate sufficient behavioral data to enhance AI learning or indirectly influence consumer decisions. In contrast, Artificial Intelligence partially mediates the relationship between Video Marketing (VM) and Consumer Behavior (CB). This finding indicates that high-quality video marketing not only directly influences consumer behavior but also enhances AI performance, which in turn further strengthens consumer responses. These results are consistent with studies emphasizing the role of AI-driven optimization in amplifying the effectiveness of video-based marketing strategies (Wang et al., 2025; Wu, 2023).

Taken together, the findings of this study can be interpreted through the lens of the Stimulus-Organism-Response (S-O-R) framework, which provides a unifying theoretical explanation for the observed relationships. Video marketing functions as the external stimulus, delivering audiovisual promotional content that captures user attention and generates measurable engagement signals such as views, watch duration, likes, and comments.

These interaction data are subsequently processed by Artificial Intelligence as the organism, the internal platform mechanism that perceives behavioral patterns, learns from user interactions, and executes personalized content distribution through TikTok's algorithmic recommendation system. The outcome of this AI-mediated process is reflected in consumer behavior as the response, encompassing need recognition, information search, alternative evaluation, purchase decisions, and post-purchase evaluation.

In contrast, affiliate programs function primarily as backend infrastructure within this framework, they shape the structural conditions under which marketing activities occur but do not generate sufficient behavioral

interaction data to activate AI learning mechanisms or directly stimulate consumer responses. This explains why affiliate programs failed to produce significant direct or mediated effects in the present study, while video marketing demonstrated consistent influence across both direct and indirect pathways. These findings reinforce the theoretical argument that in algorithm-driven social commerce environments, the quality and intensity of content-based interactions, rather than program design features, constitute the primary driver of both AI optimization and consumer behavioral outcomes.

Finally, the eighth and ninth hypotheses concerning simultaneous effects reveal that Affiliate Program (PA) and Video Marketing (VM) simultaneously have a significant influence on both Artificial Intelligence (AI) and Consumer Behavior (CB). The stronger simultaneous effect on Consumer Behavior compared to Artificial Intelligence suggests that consumer responses are shaped by a broader set of factors beyond AI alone, including content quality, creator credibility, product relevance, and shopping experience. These findings emphasize the importance of synergy between adequate affiliate program infrastructure and consistent production of high-quality video content. Overall, the results highlight that video marketing plays a central role in generating behavioral data for AI optimization and directly influencing consumer behavior, while affiliate programs function as supportive infrastructure within the digital marketing ecosystem.

CONCLUSION

This study confirms that not all components within the TikTok Shop affiliate ecosystem contribute equally to shaping consumer behavior and artificial intelligence optimization. The findings demonstrate that video marketing plays a dominant role in influencing consumer decision-making processes and AI-driven platform mechanisms, whereas the affiliate program structure does not independently determine behavioral or algorithmic outcomes. These results indicate that in algorithm-based social commerce environments, content quality and user interaction intensity are more decisive than formal program features in driving marketing effectiveness.

The study contributes to digital marketing theory by challenging conventional affiliate marketing assumptions that emphasize program design as the primary determinant of effectiveness. Instead, the results reveal that AI learning mechanisms rely more heavily on behavioral data generated through engaging video content. Six out of nine hypotheses were supported, confirming the significant role of video marketing and artificial intelligence in shaping consumer behavior, while three hypotheses related to the affiliate program were not supported. This finding highlights a structural distinction between algorithm-driven social commerce and traditional e-commerce models.

Several limitations should be acknowledged. The study focused predominantly on beginner affiliates within a single geographic area, which may limit generalizability. The use of affiliates as the unit of analysis may not fully capture actual consumer perceptions, and the cross-sectional design does not reflect the dynamic evolution of AI learning and strategic adaptation over time. Moreover, the moderate explanatory power of the model indicates that additional variables such as product attributes, pricing perceptions, social influence, and creator credibility may also play important roles.

Future research is encouraged to position artificial intelligence as an independent determinant of marketing effectiveness to better reflect platform operational logic. Expanding the unit of analysis to consumers, broadening geographic scope, incorporating varied experience levels, and applying longitudinal as well as mixed-method approaches would provide deeper insights into AI-mediated marketing dynamics.

From an institutional and managerial perspective, the findings suggest that platform providers, brands, and policymakers should prioritize strengthening content capabilities and data-driven engagement strategies rather than focusing solely on structural program enhancements. Educational institutions are encouraged to integrate AI literacy, algorithm-driven marketing, and digital content strategy into business curricula. Strengthening creator competencies and aligning marketing strategies with AI-based platform dynamics may lead to more sustainable improvements in consumer engagement and overall platform performance in the evolving social commerce ecosystem.

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