Raising The Level of Affiliate Users: How Gamification in Tiktok's Affiliate Program Drives Creator Productivity and Consumer Purchasing Decisions

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Abstract. The fast development of social commerce has changed the practice of digital marketing, specifically, affiliate programs, which are a part of short-video platforms like Tik Tok, where creators of content serve as the main mediators that drive product sales and impact consumer buying behaviors. This paper will explore how the creator performance metrics such as the frequency of content creation, sales performance and audience engagement influence creator productivity and consumer buying behavior in the TikTok affiliate marketing environment. A quantitative method was utilized by gathering information on 101 Tik Tok affiliate creators in Indonesia, and structuring it with Structural Equation Modeling (SEM). The results indicate that the audience interest and the rate of content creation have a significant positive effect on the productivity of the creator, whereas the audience interest and the sales performance have a significant positive impact on consumer decision to purchase; unlike the content creation frequency that does not have any direct significant impact on consumers to purchase. These results show that the level of active audience engagement and performance of the creators is central to defining both productivity and consumer behavior, and this is why the focus on the strategies that will help increase engagement and performance will be key to making affiliate marketing more efficient in the context of social commerce.

Keywords: Social Commerce, TikTok Affiliate Marketing, Audience Engagement, Creator Productivity, Gamification.

1 Introduction

In recent years, social trading has emerged one of the fastest growing spheres of the global digital economy [1, 2]. Not only has the emergence of social media networks altered the previously established patterns of interaction among people in the digital space, but it also has changed how consumers explore products, consider them, and buy them online [3, 4]. A comparatively inactive online shopping has evolved into an interactive ecosystem where customers could also be consumers, products promoters, and content creators and contribute to the decisions of other customers to buy a product [5,

L. Warlina and S. Luckyardi (eds.), *Proceedings of the 9th International Conference on Business, Economics, Social Sciences & Humanities – Economics, Business and Management Track (ICOBEST-EBM 2026)*, Advances in Economics, Business and Management Research 397,
https://doi.org/10.2991/978-94-6239-752-1_30

6]. TikTok is one of the fastest-growing platforms, which has been a major catalyst to the growth of social trading by introducing content-based marketing capabilities and affiliate marketing systems into its platform [7]. Through the affiliate program, content creators have an opportunity to earn money on their digital lives by promoting products via short videos, live streams, or any other interactive content in Tik Tok [8]. In this respect, the content creators not only fulfill a role of entertainment, but as marketing agents, which may have a tremendous impact on the audience perception and their decisions to buy [9, 10]. The shift of the digital marketing strategies towards the ones, which emphasise the importance of creators, is called the development of affiliate programs on Tik Tok [11]. The creator of content or affiliate constructors of this ecosystem are significant players in the connection of the brands with the consumers [12, 13]. Their performance is often measured based on a number of essential metrics, such as frequency of content production, sales, and audience engagement levels, which are becoming more acknowledged as crucial drivers of success of digital marketing campaigns [14, 15].

The issue of guaranteeing a high level of the productivity of affiliate creators is a significant one.. The pressures of maintaining steady content creation and maintaining sales figures steady have pushed the majority of creators to seek ways to institute as many processes as they can to promote repeat participation and engagement of creators in online platforms [16]. Gamification, or the introduction of elements of game design (reward systems, badges, leaderboards and challenges) in non-gamified settings to increase motivation and user engagement, is one of these methods that are becoming increasingly popular [17]. Past literature suggests that gamification has the potential to become an effective instrument to enhance user presence, engagement, and performance in any online setting and introduce both intrinsic and extrinsic motivation rewards [16].

Depending on the various perspectives of the motivation theory, and the engagement by the users in the online services, gamification can be defined in numerous ways. Gamification, according to Kapp, (2019) is the incorporation of the features of gamification in a non-game setting to impact the behavior of the users and enhance their engagement with a system [18]. Examples of these elements include reward systems, and achievement mechanisms which are motivational elements that drive users to persist in engaging in some activity [16]. The digital marketing literature, in turn, brings out that the environment Social Trading Strongly mediates the consumer purchasing decisions based on the association of trust and engagement between content creators and audiences [4, 10]. The studies of influencer marketing indicate that the degree of credibility, authenticity, and social engagement established by creators may have a considerable impact on consumer purchasing intentions and attitudes [14]. Socially, the variables that are pertinent to the choice taken by the consumer include Social Trading, creator productivity and audience interaction [6]. Creators, capable of consistently creating quality content, good sales performance, and high audience engagement, are more likely to impact the purchasing behavior of their followers [9, 10]. Therefore, affiliate marketing is extremely dictated by the manner in which the creator can orchestrate the production of the contents and the interactive relations that the creator enjoys with the audiences.

A number of previous studies have highlighted the role of social media producers to influence the consumer behavior in the online environment [13]. The research revealed that the content creators can have a considerable impact on persuading the consumer to buy the product based on persuasive communication, showing the products, and giving the audience the experience of using the products [15]. In addition, Social Trading studies also indicate that the engagement of the audience in the form of likes, comments, shares, and other actions is one of the key factors contributing to consumer trust and making purchases [4]. High engagement rate is also indicated by social bond between the creator and his followers as it does not only imply the popularity of the content, but also indicates that the creator is socially related to his audience [9]. Other publications have also observed the correlation between the rate of creation of content and marketing performance on online platforms [19]. Consistent creation of content aids creators to stay in the algorithm of the platform, which increases the chances of capturing more individuals [20]. On the other hand, sales performance is an important indicator in evaluating the effectiveness of promotional strategies carried out by affiliate creators [7]. Even the scholarly focus up to now has begun to focus on gamification application in an online setting [7]. Studies indicate that gamification can enhance the engagement, motivation and performance of users in a variety of settings, such as an online community, a learning platform, and an online marketing environment among others [16].

The research on gamification has been limited to either the context of learning, online games, or online community platforms, but the research of its application to the affiliate marketing ecosystem is relatively small [21]. The works, specifically dedicated to the impact that gamification can have on the productivity of affiliate creators and the effect that this aspect can have on consumer purchasing behavior, are not typical in the field of academic literature. Even though the sphere of social commerce and gamification studies is new, there exist gaps in research to be closed in the future [4]. Firstly, most of the previous research has given more focus to consumer behavior and the fact that the productivity of affiliate creators is a notably important contributor to the social commerce ecosystem is relatively minor [19]. In fact, a factor like productivity of creators is among the contributors to sustainability and efficiency of an affiliate marketing system [11]. Second, the existing literature would be inclined to consider the audience engagement or sales performance in isolation and not to integrate different measures of the performance of creators within one analytical framework [6]. Third, the moderation aspect of gamification that is possible to reinforce the correlation between the metrics of creator activity and consumer buying has not been widely studied yet, particularly in regards to the TikTok affiliate system [21].

The results of this research work add to the existing literature on the topic of social trading and gamification [4] in the following aspects. To begin with, it suggests a comprehensive conceptual model, in which the frequency of content creation, sales and interaction with the audience are considered to justify the productivity of the creator and the decision to buy, on the consumer side. Second, the research introduces the idea of gamification in the TikTok affiliate system as a mediating variable that enhances the relationship between the measure of performance of creators and marketing outcomes. Third, it provides empirical data on Indonesia, which has turned into one of the most popular rising markets of social commerce in Southeast Asia [22, 23]. By so doing, the paper will concentrate on the impacts of the measures of performance of the creator, such as the frequency of content creation, sales performance, and audience engagement- on the productivity of the creator and purchase decision by the consumer in the context of the Tik Tok affiliate marketing ecosystem and the influence of gamification mediates the relationship between the measures of performance and the performance of marketing discussed above.

2 Literature Review

2.1 Social Commerce and Affiliate Marketing

The rise of digital technology and social media has changed the previous e-commerce model to a new model, which is referred to as social trading. Social trading is a blend of social networking features and online business activities that enable customers to learn about products, compare them, and make purchases directly in social media [1]. Unlike classical e-commerce models, which prioritize transactions mostly, social trading is based on social interaction, user recommendation and social participation in the decision-making process [6]. Over the past few years, social media networks such as TikTok have been one of the key players behind the growth of Social Trading due to the introduction of digital commerce features to the platform alongside short video-based content [24]. Besides serving as an entertainment platform, Tik Tok has emerged as a leading digital marketing platform, whereby content creators can market products to their audiences directly. One of the most crucial mechanisms that could facilitate such an activity is affiliate marketing since it is a commission-based system that allows creators to earn income on the transactions completed on the basis of their promotional material [11]. In this paradigm, content creators are the intermediaries between the brands and the consumers, producing promotional content such as product reviews and product demonstrations and one-on-one recommendations in the form of short videos or live streams [9, 10]. Creator role is thus very critical because they are able to create a good social network with their audiences which consequently affect consumer attitudes and buying behaviors. In this regard, the effectiveness of affiliate marketing programs to a great degree depends on how productive and efficient creators become to develop something interesting and communicate with the audience [14].

2.2 Content Creation Frequency

The rate of content creation is the amount of promotional or information content that an author produces in a given time frame. This is one of the key factors dictating the presence of a creator in the algorithms of social media as a part of digital marketing [20]. Past research suggests that frequent creation of content improves exposure to the audience and the bond between creators and their followers [19]. Regular-scheduling posters will be more effective in remaining visible in algorithms and reaching more individuals. Moreover, the success of digital marketing campaigns may be improved because of the increased content production and the following larger interactions between producers and consumers [3]. When trading content in a social context, the rate of content creation, in addition to increasing an exposure of a product, contributes to the productivity of the content creator in the context of affiliate marketing. Proactive promoters who are keen in the development of the promotion materials are likely to succeed in getting a selling transaction through social commerce sites [7]. In this way, the rate of content creation is likely to drive creativity of creators, as well as influence consumer purchasing behavior.

H1: The frequency with which content is created positively affects the productivity of creators.

H2: The frequency with which content is created positively influences consumer purchasing decisions

2.3 Sales Performance

The sales performance shows the effectiveness of affiliate creators in their ventures to conduct sales transactions in the promotional processes that they undertake. A key measure of marketing effectiveness in the framework of an affiliate marketing system is sales performance, as it indicates the ability of the creator to turn the attention of the audience into actual transactions [11]. Studies in digital marketing reveal that those creators who can produce high sales performance are more likely to gain more credibility among the audience [15]. People are more apt to believe that a creator is a credible source of information when they observe that the creator has been successful in marketing products that have been known to bring about huge sales in the past. This type of trust can amplify the effects of creators to change consumer attitudes and behaviors in relation to buying. Moreover, creators may also be encouraged to let go of their marketing efforts, such as content and audience engagement, by the high sales performance. Thus, the performance of sales can not only be used as a marker of marketing success, but also be used to maximize the output of creators in the affiliate marketing ecosystem [8].

H3: Sales performance positively affects creator productivity.

H4: Sales performance positively influences consumers' purchasing decisions

2.4 Audience Engagement

The level of connection between a content producer and his audience can be defined as audience engagement, and it is usually measured by such indicators as likes, comments, shares, and other forms of engagement on social media [4]. The level of viewership is regarded as one of the key metrics of measuring the effectiveness of the digital content and social influence of creators. Research on the issue of social media marketing suggests that emotional bonding between the creators and their followers can be strengthened in case the former is high [9]. This close interaction between the creators and the audience can result in more trust and creating a positive attitude towards a product that is advertised. Moreover, the interaction rate might also be high, which can also boost the exposure of the content in the algorithms of the social media platforms, thereby, reaching more viewers. This scenario will be able to support the sales conversion rates and enhance the creators on consumers to buy choices [14]. In this way, the extent of involvement of the audience is likely to get high with an aim of enhancing the output of creators and the possibility of affecting the choice of consumers in the purchase of products in the social commerce ecosystem.

H5: Audience engagement positively impacts creator productivity.

H6: Audience engagement positively influences consumer purchasing decisions.

2.5 Gamification in Affiliate Programs

Gamification is regarded as the use of game design features like points, badges, levels, and challenges, and Gamification is often defined to refer to the incorporation of game-like design features, including points, badges, levels, challenges, and leaderboards, into non-games to encourage user motivation and participation. Gamification in the context of the affiliate marketing can be applied in multiple ways, including having creator ranking systems, performance-related rewards, sales goals, and promotional challenges offered by the platform. Such a system can encourage creators to engage in more promotion, create more content, and keep in touch with their viewers [16]. Past studies have demonstrated that the use of gamification in online platforms has the potential to enhance intrinsic and extrinsic motivation of users hence making them more engaged in platform activities [21]. Within the framework of social commerce, the gamification processes can be used to enhance the connection between creator actions and marketing outcomes by making creators more motivated to create content and advertise products more actively.

H7: Gamification strengthens the relationship between the frequency of content creation and creator productivity.

H8: Gamification strengthens the relationship between sales performance and creator productivity.

H9: Gamification strengthens the relationship between audience engagement and creator productivity.

Based on the above literature review and hypothesis development, the conceptual model proposed in this paper is that the indicators of creator performance have an impact on both creator productivity and consumer buying behaviors in the Tik Tok affiliate marketing setting. The model that is applied as a research methodology has three independent variables which are:

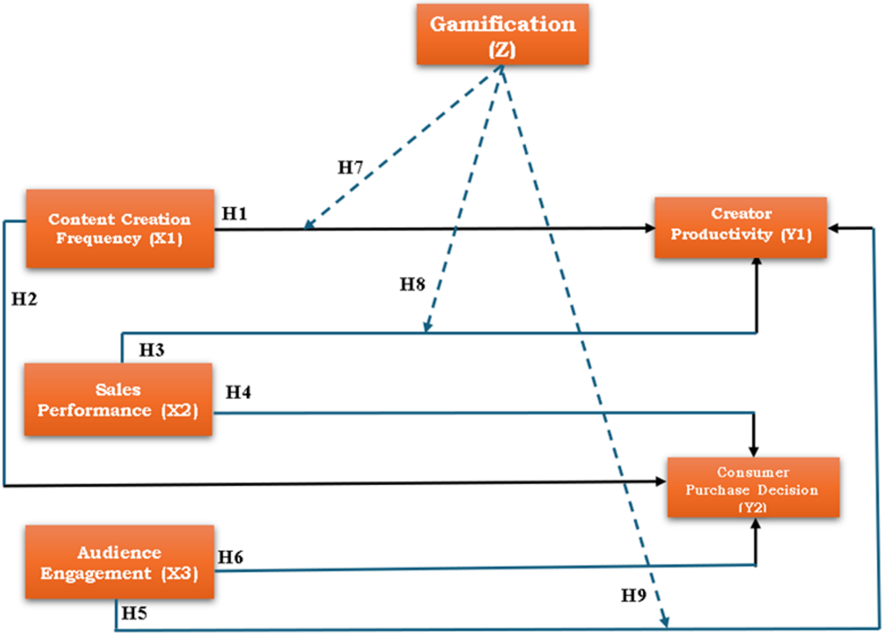

Fig. 1. Research model.

3 Methodology

The study uses a quantitative design and Structural Equation Modeling (SEM) to determine the correlation between the variables of interest. Quantitative approach enables the empirical testing of the causality of relations using the assistance of rigid testing statistic [25]. In social research and digital marketing, quantitative approaches are often used to test conceptual models as well as verify hypotheses developed based on theoretical studies and previous research [26]. The Structural Equation Modeling (SEM) method is used because it is able to analyze the complex relationships between several latent variables and quantifiable variables simultaneously in one integrated analysis model. SEM also allows the scientists to test the direct and indirect correlation between the independent and dependent variables, and the moderating variables in a more holistic way than the traditional regression analysis methods [27]. Therefore, this method is very suitable to investigate that implements various positive ideas such as content creation rate, sales effectiveness, viewer interaction and gamification, creator activity and consumer purchasing behavior. Moreover, SEM is commonly applied in studies of social commerce, digital marketing, and influencer marketing, since it can be used to test theoretical models which entail multidimensional relationships amongst user behavior variables in digital environments [4]. Using the SEM approach, this study will be capable of providing more in-depth understanding of the impact of the creator performance indicators on the creator productivity and consumer purchasing behavior in the TikTok affiliate marketing system.

This study will have a sample size of Tik Tok affiliate creators in Indonesia who are actively marketing products under the Tik Tok Affiliate Marketing program. Affiliate creators refer to the producers of promotional content of specific products, who earn commissions based on the quantity of sales transactions that people use affiliate links that these creators offer to viewers [8]. Affiliate creators could be called a key member of the social commerce ecosystem as they can influence the perception and buying decisions of the audience because they are capable of producing the digital content that they do [9]. The sampling strategy of the research is purposive sampling; it is a non-probability sampling strategy that selects respondents based on some criteria that can be applied to the research objectives [28]. The method is widely used in studies which focus on digital marketing and social commerce because the researcher can receive data about respondents whose experience is first-hand on the phenomenon being studied [25].

The participants of the study included met the following criteria: a). Users registered and active in the TikTok Affiliate program. People that have shared promotional material of products in the last three months. Artists that have completed sale transacting through affiliate links. This is what will be used to ensure that the respondents that will be involved in the study will be with the relevant experience in affiliate marketing activities that will be carried out in the Tik Tok platform. In this regard, the obtained data must be more related to the behavior and performance of creators within the social commerce ecosystem. Adequate sample size is also critical in Structural Equation Modeling (SEM)-based research to establish the stability of parameter estimation and validity of the research model [25, 27]. The sample size is believed to be enough to give a consistent estimation of the parameters and increase the level of reliability and validity of the findings of the statistical analysis. Therefore, this study attempted to establish the number of respondents (101 Tik Tok affiliate creators) who had met the research criteria and could be included in the research. This is considered to be of sufficient value that will satisfy the requirements of SEM analysis and is statistically strong enough to test the research model proposed.

4 Results and Discussion

According to the measurement evaluation guidelines in PLS-SEM, tests on validity and reliability were conducted to help determine that each construct meets the requirements [25], The results are shown in the Fig. 2. Depending on the results of the external load, all the indicators are above 0.70 except some of the indicators in construction that can still be retained since the Composite Reliability (CR) and Average Variance Extracted (AVE) still checks the limit (see Table 1).

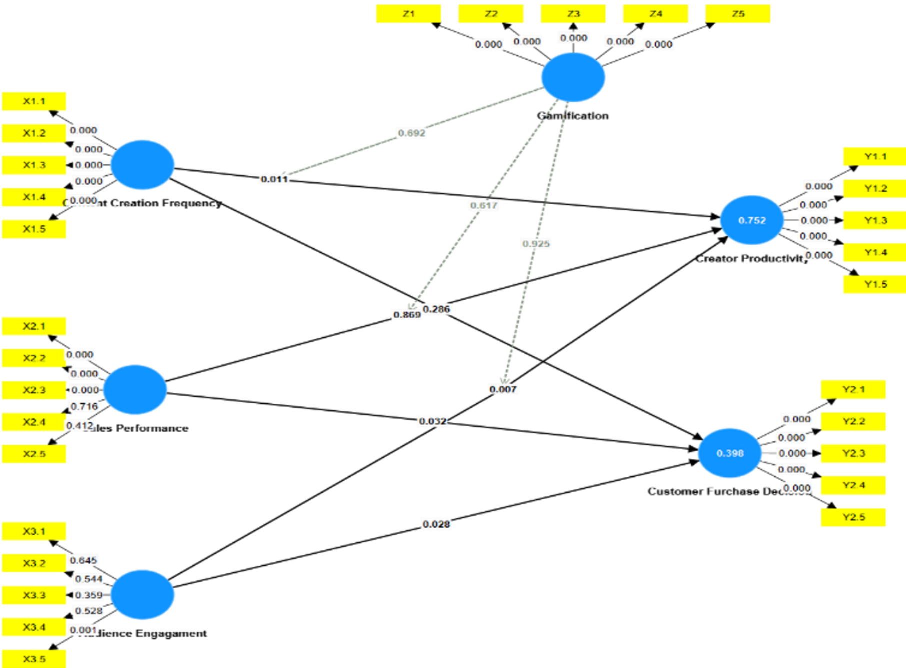

Fig. 2. Smart PLS 4.0 boostraping results.

Convergent validity analysis shows that the indicators have high outer loading value of over 0.70 indicating that they are good measures of the underlying constructs. The value of Composite Reliability (CR) is above the cutoff of 0.70 in all the variables, which means that there is a great deal of internal consistency. Also, the values of the Average Variance Extraction (AVE) are above 0.50 which proves that the constructs are meeting the requirements of acceptable convergent validity. Even though some indicators have loading values that are less than 0.70 (e.g., Z4 and Z5), they could still be eliminated to enhance the quality of the measurement model. Overall, the test results show that the measurement model in this study meets the criteria of validity and reliability, so that further analysis can be continued on the testing of the structural model.

The purpose of the paper is to investigate how the performance measures of creators such as audience engagement, content creation frequency, sales performance and gamification affect creator productivity and consumer buying behavior in the Tik Tok affiliate marketing platform. After the analysis performed using the SmartPLS 4.0, it was discovered that some of the relationships between variables were significant, and others were not.

Table 1. Construction of validity and reliability test results.

Variable	Indica-tor	External Load-ing	CR	AVE	Information
Content Creation Frequency (x1)	X1.1	0.749	0.91	0.63	Valid and relia-ble
	X1.2	0.764			Applicable
	X1.3	0.861			Applicable
	X1.4	0.888			Applicable
	X1.5	0.896			Applicable
Sales Performance (X2)	X2.1	0.881	0.93	0.66	Valid and relia-ble
	X2.2	0.816			Applicable
	X2.3	0.825			Applicable
	X2.4	0.829			Applicable
	X2.5	0.833			Applicable
Audience Engage-ment (X3)	X3.1	0.784	0.92	0.61	Valid and relia-ble
	X3.2	0.838			Applicable
	X3.3	0.808			Applicable
	X3.4	0.699			Quite valid
	X3.5	0.846			Applicable
Gamification (Z)	Z1	0.941	0.88	0.60	Valid and relia-ble
	Z2	0.956			Applicable
	Z3	0.918			Applicable
	Z4	0.554			Less applicable
	Z5	0.480			Not valid
Creator Productivity (Y1)	Y1.1	0.784	0.90	0.64	Valid and relia-ble
	Y1.2	0.838			Applicable
	Y1.3	0.808			Applicable
	Y1.4	0.680			Quite valid
	Y1.5	0.699			Quite valid
Purchase Decision (Y2)	Y2.1	0.821	0.91	0.66	Valid and relia-ble
	Y2.2	0.769			Applicable
	Y2.3	0.754			Applicable
	Y2.4	0.774			Applicable
	Y2.5	0.846			Applicable
Content Creation Frequency (x1)	X1.1	0.749	0.91	0.63	Valid and relia-ble
	X1.2	0.764			Applicable
	X1.3	0.861			Applicable

Table 2. Hypothesis test results.

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	Statistics T (|O/STDEV|)	P value
Increased Audience > Creator Productivity	0,411	0,370	0,151	2,716	0,007
Furchase Customer > Audience Attribution Decisions	0,269	0,257	0,123	2,198	0,028
Content Creation Frequency > Creator Productivity	0,256	0,271	0,100	2,549	0,011
Frequency of Content Creation > Customer Furchase Decisions	0,167	0,190	0,156	1,068	0,286
Gamification > Creator Productivity	0,324	0,361	0,108	2,999	0,003
Sales Performance > Creator Productivity	0,018	0,011	0,106	0,165	0,869
Sales Performance > Customer's Furchase Decision	0,308	0,292	0,144	2,144	0,032
Gamification x Audience Engulment > Creator Productivity	0,009	0,009	0,096	0,094	0,925
Gamification x Content Creation Frequency > Creator Productivity	0,046	0,030	0,117	0,396	0,692
Gamification x Sales Performance > Creator Productivity	0,055	0,053	0,111	0,501	0,617

The results are added to a better comprehension of creator-based marketing interactions in social trading platforms. Particularly, the results demonstrate that the attention of the audience has a negative yet significant influence on the output of the creators, thereby demonstrating the topicality of communication between the creators and their audiences in motivating them to generate content on a regular basis. It is possible to mention likes, comments, and sharing of content among others, which will assist the audience to be more motivated to work on their output. This result fits the previous research that highlighted audience engagement as a critical predictor of creator activity and viability of a digital marketing campaign in the context of social media [9, 14]. Social interaction between creators and audiences in the context of social commerce can also establish a sense of loyalty in a certain community and foster social bonds that enhance marketing that is based on recommendations. In addition, the study comes up with the conclusion that the level of audience involvement is also a major determinant of consumer buying behavior and thus the level of involvement can be utilized to determine the level of consumer trust with the advertised products. Viewers with a sense of attachment to creators will be more inclined to trust their advice, which is why the notion of electronic word-of-mouth, as the idea that the process of social interaction in digital platforms influences consumer attitudes and consumer buying behavior, has been proposed [4, 10]. The reality that creators provide short and personalized video content on Tik Tok, which are more authentic, only enhances the credibility of creators within the realms of Tik Tok and, consequently, a higher influence on consumer decisions.

The results of the analysis indicate that the rate at which content is produced has a considerable positive influence on enhancing the productivity of the content producer, which determines consistency in content production as a key factor in enhancing the performance of affiliate programs. Regular posters will have a higher chance of being retained in the social media algorithm and have a wider audience. The specified discovery is consistent with the prior research, based on which a regular production of the content is a promising digital marketing strategy since it enhances brand recognition and user engagement on the social networks [3]. Creation of content frequency could therefore be a good parameter in measuring productivity of a content producer in the affiliate marketing ecosystem. However, the study also shows that the rate of content production is not a highly determining factor to the consumer decision to purchase. This means that the quantity of material is insufficient to have a direct impact on the purchasing decision as individuals will tend to consider other elements such as quality of the content, trustworthiness of the producer and usefulness of the product. These results suggest that large volumes of content may not always result in the success of marketing in a social commerce setting unless they are backed by quality and reliability of content and trustworthiness by the consumer to the producer [11].

The analysis has shown that the impact of gamification on the productivity of creators is positive and significant (in the context of Tik Tok affiliate programs, the gamification as incentives in the form of rewards and leaderboards and sales targets can be applied to the incentive of creators promote more actively). Gamification motivates content creators by adding competitive and achievement elements, which stimulates them to be more active in creating content. The results are in line with the previous research that proposes that gamification could enhance user motivation and performance in any online setting [21, 29]. On the other hand, the results show that the creator productivity does not differ significantly in terms of the sales performance but has a significant impact on the consumer purchasing. This means that, creators might not be encouraged by the amount of sales they get to produce more content. However, the creators will become more credible in the eyes of the audience and increase consumer confidence in the products that they are marketing as a result of a good sales performance. The results presented in this article confirm previous studies that have hypothesized that positive sales may make the image of a creator more trustworthy in terms of information on the products [15].

This paper has established that the issues regarding gamification is not a major confounding factor between the measures of developer performance and developer productivity. As much as gamification directly positively influences productivity it does not substantially reinforce the relationship between performance factors and productivity outcomes. It implies that, in the context of the Tik Tok affiliate program, gamification is more of a direct motivational factor than a variable that enhances the power of creator performance factors. Overall, the results support the idea that the effectiveness of affiliate marketing ecosystem in social commerce largely hinges on the quality of social interaction between creators and their viewers, or incentive mechanisms developed by online platforms. Consequently, the marketing strategies established on Tik Tok by creators are based not just on the promotion element but also on the ability of creators to establish meaningful and intimate connections with their fans.

In theory, the findings in the paper will contribute to the literature on social commerce, influencer marketing, and gamification by demonstrating how the predictors of creator performance, in particular, audience engagement and creation rate of content are significant to creator productivity within the affiliate marketing platform. The findings are consistent with the social commerce theories, which are oriented on the impact of social interaction and community participation in consumer behavior formation in relation to online platforms [1]. Moreover, the research also adds to the gamification research literature in the field of digital marketing as it demonstrates that the mechanisms of gamification could directly enhance the output of creators, which can be reinforced by the other works, which underline the efficacy of utilizing gamification in digital marketing and positively impact user motivation and engagement [21]. Practically, the study has a number of profound implications on the digital platform, content creators and companies which use affiliate marketing programs. First, social media platforms like Tik Tok need to identify ways of improving the level of interest of the audience such as maximizing interactive performance such as comments, live stream, content recommendation application among others that can stimulate people to engage. Second, content makers are encouraged to concentrate on quality and engagement of the audience rather than on frequency of contents as authentic, informative and pertinent contents have the potential to boost consumer trust on the products proposed. Third, affiliate marketing agencies and brands should partner with creators having a high audience engagement rate because such a factor has been proven to have a strong impact on the consumer buying decisions.

The present study is unique because it would form an integrative model that would connect the performance metrics of creators and the processes of gamification, the output of creators and consumer buying model in the Tik Tok affiliate marketing framework. The present study integrates the two aspects of consumer behavior and influencer marketing in one analytical scheme as compared to the past research studies, which have a tendency to analyze the two constituents separately. It also makes an empirical contribution by studying the implementation of gamification to TikTok affiliate programs which has not been researched in the context of social commerce. Thus, the research offers novel understandings of the impact of the digital platform design on the productivity of creators and consumer behavior in the swiftly growing social commerce environment.

5 Conclusion and Recommendation

Based on the Structural Equation Modeling (SEM) analysis, this paper shows that there is a set of variables that can be significant to enhance the productivity of creators and consumer buying behavior in the Tik Tok affiliate marketing system. The results show that the audience interaction and frequency of content production positively and significantly affect the productivity of creators, which means that intense interaction with audiences and regular content production are the factors that motivate creator performance in affiliate programs. Moreover, audience engagement and sales performance are discovered to positively affect the consumer purchase decision, indicating that the social interaction and reputable sales results may enhance consumer confidence in creators product recommendations. Meanwhile, the direct effect of gamification on productivity of creators is significant, but the influence is not crucial as a moderating variable in the strengthening of association between the indicators of performance and productivity by creators. Based on the results, the research recommends that online applications such as Tik Tok ought to add more features to enhance the interactions between the audience and creators, such as enhancing the interactive features and incentives, and more interactive gamification programs. To the content creators, a higher frequency of content production is not only necessary but quality of content and interaction with the audience must be emphasized as a way of gaining consumer trust. Furthermore, it is suggested that the future research needs to expand the model with other variables such as credibility of influencers, content quality, and consumer trust and conduct research on other social commerce platforms to provide a more comprehensive understanding of the dynamics of creator-driven digital marketing.

Acknowledgments. The writers wish to convey their profound thanks to the Faculty of Economics and Business at University of Bangka Belitung for the educational assistance offered during this research. The writers further express their genuine gratitude to all participants who willingly took part in this study and provided significant insights. The contributions, time, and readiness of these individuals were crucial to finalizing this paper.

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