

AFFILIATE MARKETING STRATEGIES TOWARDS CUSTOMER ENGAGEMENT AND SALES CONVERSION OF APPAREL PRODUCT AMONG WORKING-CLASS MILLENNIALS

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ABSTRACT

This study determined the impact of affiliate marketing strategies on customer engagement, repeat engagement, sales conversion, and key performance metrics such as social media engagement, click-through rate (CTR), and time spent on page, specifically targeting working-class millennials. The researchers employed non-probability sampling methods, including purposive, quota, and convenience sampling techniques, selecting 150 participants who were familiar with affiliate marketing and actively purchased apparel products online. The findings revealed that most participants were aged 28-30 years, predominantly female, married, and had a monthly income ranging from Php 15,001 to Php 20,000. Affiliate marketing strategies significantly enhanced customer engagement, with social media interactions and influencer promotions fostering strong connections between consumers and brands. Metrics such as social media engagement, CTR, and time spent on page indicated that well-executed campaigns effectively drive traffic, keep customers engaged, and encourage repeat transactions. Influencers played a critical role in fostering repeat engagement and customer loyalty through consistent promotions and personalized content. Ultimately, the study concluded that affiliate marketing strategies successfully convert customer interest into purchases, increasing both immediate and repeat transactions through trusted recommendations and clear calls to action.

Keywords: Affiliate marketing strategies, customer engagement, sales conversion, working-class millennials

1.0 INTRODUCTION

Affiliate marketing is when people or businesses promote and sell products or services from another company and earn a commission for each sale. Although it seems simple, the process has several important parts. Basically, it helps people make money by promoting someone else's products and driving sales. In affiliate marketing, there are key players that work together to make the system work. These include the merchant (the company offering the product), the affiliate marketer (the person or business promoting the product), the customer, and the affiliate program that tracks the transactions. The customer is the person who buys the product after seeing the affiliate's promotion. Customers often find affiliate links through reviews, recommendations, or ads shared by the affiliate. When a customer clicks on these links, a tracking cookie is stored in their browser to track their actions. If the customer makes a purchase within a certain time (called the cookie duration), the affiliate gets a commission. This

process is designed to be easy for the customer, with clear information about affiliate links to build trust and follow the rules (Santora, 2024).

Affiliate marketing has become a crucial strategy for apparel brands to increase sales and reach new customers, especially with the growth of online shopping. Brands pay affiliates, like influencers and content creators, a commission for each sale made through their promotion, helping brands connect with audiences that trust the recommendations. Platforms like TikTok make this strategy even more effective, as influencers can showcase products in engaging videos and link directly to brands. With advanced tracking tools, brands can measure how well their campaigns perform and make improvements. This method is particularly successful with working-class millennials, who prefer genuine recommendations over traditional ads (Heathcote, 2015).

Millennials are skilled with technology and use digital media daily. They grew up during a time of rapid tech growth and have easily adapted to it. When it comes to social media, millennials are heavy users of platforms like Facebook and YouTube, but they also use Snapchat and Reddit more than others. They don't just watch content, they also engage with it, trusting influencers and using social media to discover new ideas and get recommendations. Since millennials find online content and social media more influential, they are more likely to be moved by promotions if they come from authentic resources, such as influencers or content developers. Thus, partnerships like such will make brands more believable and trustworthy before this target audience. Brands can reach working-class millennials and make them engage with products and eventually purchase them through targeted affiliate marketing strategies (Media Culture, 2023).

Thus, this study determined how affiliate marketing strategies effectively enhance customer engagement and drive sales conversion of apparel products among working-class millennials.

In view of the preceding statements, this study was conducted to:

1. Determine the socio-demographic profile of the participants in terms of:
 - a. Age;
 - b. Sex;
 - c. Civil status;
 - d. Monthly income;
2. Determine the effectiveness of affiliate marketing strategies in promoting apparel products.
3. Identify the impact of affiliate marketing strategies on customer engagement with apparel products in terms of:
 - a. Click-Through Rate;
 - b. Time Spent Page;
 - c. Social Media Engagement; and
 - d. Repeat Engagement

4. Determine the impact of affiliate marketing strategies on the sales conversion of apparel products

2.0 METHODOLOGY

This study used the descriptive research approach. The descriptive design was used to describe the demographic profile, and was used to determine affiliate marketing strategies and their impact on customer engagement and sales conversion of apparel products among working-class millennials. This design allowed the study to explore the connections between affiliate marketing strategies and their influence on both customer engagement and sales conversion. For this study, the researchers used non-probability sampling methods, including purposive, quota, and convenience sampling techniques. Purposive sampling involved selecting 150 working-class millennials who met specific criteria, such as familiarity with affiliate marketing and actively purchasing apparel products online. Quota sampling ensured representation from subgroups within this target population. Convenience sampling recruited readily accessible participants who met the inclusion criteria. This approach provided relevant and practical data, offering focused insights into the effectiveness of affiliate marketing strategies in promoting apparel products, enhancing customer engagement, and driving sales conversion. The researcher used an adapted survey questionnaire administered thru Google Forms and face-to-face survey form to collect the data from working-class millennials.

Data were analyzed using statistical tools such as frequency counts, percentages, means, and standard deviation to describe the participants' demographic profiles, shopping experiences, and buying intentions. The researchers used the descriptive-correlation method to describe the perception and preference using determining their level of agreement on their shopping experiences and buying intentions using a 5-point Likert scale. The following conversion scales were used in interpreting the data.

Table 1. Descriptive interpretation for the effectiveness of affiliate marketing strategies in promoting apparel products

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21-5.00	Strongly agree	It means that affiliate marketing strategies are highly effective in promoting apparel products, leading to strong brand visibility, awareness, and increased customer interest.
3.41 – 4.20	Agree	It means that affiliate marketing strategies are effective in promoting apparel products, contributing to positive brand exposure and customer interest.
2.61 – 3.40	Slightly agree	It means that affiliate marketing strategies have a moderate effect on promoting apparel products, with some benefits in terms of brand visibility and customer engagement, but room for improvement.
1.81-2.60	Disagree	It means that affiliate marketing strategies have limited effectiveness in promoting apparel products, showing little impact on brand visibility or customer interest.
1.00-1.80	Strongly disagree	It means that affiliate marketing strategies fail to effectively promote apparel products, showing no significant impact on brand visibility or customer awareness.

Table 2. Descriptive interpretation of the impact of affiliate marketing strategies on customer engagement in terms of click-through rate

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21-5.00	Strongly agree	It means that affiliate marketing strategies are highly effective in driving click-through rates, significantly increasing customer engagement with apparel products.
3.41 – 4.20	Agree	It means that affiliate marketing strategies effectively increase click-through rates, contributing positively to customer engagement.

2.61 – 3.40	Slightly agree	It means that affiliate marketing strategies have a moderate impact on click-through rates, with room for improvement to enhance customer engagement
1.81-2.60	Disagree	It means that affiliate marketing strategies have minimal impact on click-through rates, showing limited effectiveness in engaging customers.
1.00-1.80	Strongly disagree	It means that affiliate marketing strategies fail to impact click-through rates and are ineffective in driving customer engagement with apparel products.

Table 3. Descriptive interpretation of the impact of affiliate marketing strategies on customer engagement in terms of time spent on page

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21-5.00	Strongly agree	It means that affiliate marketing strategies significantly increase the time customers spend on the page, showing strong engagement with apparel products.
3.41 – 4.20	Agree	It means that affiliate marketing strategies effectively encourage customers to spend more time on the page, enhancing engagement with apparel products.
2.61 – 3.40	Slightly agree	It means that affiliate marketing strategies moderately increase the time spent on the page, with some positive effects on customer engagement.
1.81-2.60	Disagree	It means that affiliate marketing strategies have minimal impact on the time customers spend on the page, showing low engagement with apparel products.
1.00-1.80	Strongly disagree	It means that affiliate marketing

strategies fail to increase the time spent on the page, indicating no significant effect on customer engagement.

Table 4. Descriptive interpretation of the impact of affiliate marketing strategies on customer engagement in terms of social media engagement

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21-5.00	Strongly agree	It means that affiliate marketing strategies significantly boost social media engagement, resulting in increased interaction and interest in apparel products.
3.41 – 4.20	Agree	It means that affiliate marketing strategies effectively enhance social media engagement, leading to positive interaction and heightened interest in apparel products.
2.61 – 3.40	Slightly agree	It means that affiliate marketing strategies have a moderate effect on social media engagement, contributing to some level of interaction but with room for improvement.
1.81-2.60	Disagree	It means that affiliate marketing strategies have little impact on social media engagement, showing low interaction or interest in apparel products.
1.00-1.80	Strongly disagree	It means that affiliate marketing strategies fail to generate social media engagement, showing no significant effect on customer interaction or interest in apparel products.

Table 5. Descriptive interpretation of the impact of affiliate marketing strategies on customer engagement in terms of repeat engagement

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
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4.21-5.00	Strongly agree	It means that affiliate marketing strategies strongly encourage repeat engagement, leading to ongoing interest and repeat purchases of apparel products.
3.41 – 4.20	Agree	It means that affiliate marketing strategies effectively encourage repeat engagement, resulting in continued customer interest and return visits for apparel products.
2.61 – 3.40	Slightly agree	It means that affiliate marketing strategies moderately contribute to repeat engagement, with some positive effects, though further improvement may be needed.
1.81-2.60	Disagree	It means that affiliate marketing strategies have little effect on repeat engagement, showing limited customer interest and fewer return visits for apparel products.
1.00-1.80	Strongly disagree	It means that affiliate marketing strategies fail to encourage repeat engagement, with no significant impact on customer interest or repeat purchases of apparel products.

Table 6. Descriptive interpretation of the impact of affiliate marketing strategies on the sales conversion of apparel products

WEIGHTED MEAN	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21-5.00	Strongly agree	It means that affiliate marketing strategies effectively drive sales conversion, resulting in a high rate of successful apparel purchases.
3.41 – 4.20	Agree	It means that affiliate marketing strategies effectively contribute to sales conversion, resulting in a positive increase in the purchase rate of apparel

2.61 – 3.40	Slightly agree	products. It means that affiliate marketing strategies have a moderate impact on sales conversion, contributing to some sales, though further optimization may be needed to increase effectiveness.
1.81-2.60	Disagree	It means that affiliate marketing strategies have little impact on sales conversion for apparel products.
1.00-1.80	Strongly disagree	It means that affiliate marketing strategies have no impact on sales conversion or purchase decisions for apparel products.

3.0 RESULTS AND DISCUSSION

3.1 Demographic Profiles of the Participants

Table 7 shows that most participants (36%) belong to the age bracket of 28-30 years old and are female (67.33%). Majority (60%) of the participants are married and has monthly income (28.67%) ranging from Php15,001 - Php20,000.

These findings are supported by Zhou (2024), who stated that a significant portion of affiliate marketers fall within the 25 to 34-year-old age range, often referred to as older millennials. This demographic has grown alongside the rapid expansion of digital technologies and the internet, making them more familiar with online platforms, social media, and e-commerce. Their active participation in online shopping and digital content consumption aligns with their awareness of and engagement with affiliate marketing strategies. These factors explain why individuals within this age group are well-represented in studies focusing on affiliate marketing.

Table 7. Distribution of participants in terms of their socio-demographic profile

DEMOGRAPHIC PROFILES	FREQUENCY	PERCENTAGE
Age		
28-30	54	36.00
31-33	33	22.00
34-36	34	22.67
37-39	14	9.33
40-43	15	10.00

Sex		
Female	101	67.33
Male	49	32.67
Civil Status		
Single	57	38.00
Married	90	60.00
Widow/Widower	3	2.00
Monthly Income		
5,000-10,000	27	18.00
10,001-15,000	28	18.67
15,001-20,000	43	28.67
20,001-25,000	30	20.00
25,001-30,000	14	9.33
30,001 and above	8	5.33

3.2 Effectiveness of Affiliate Marketing Strategies in Promoting Apparel Products

Table 8 presents the effectiveness of affiliate marketing strategies in promoting apparel products. The results indicate that working-class millennials agreed that affiliate marketing strategies are effective in boosting customer engagement and influencing their purchases.

Staff (2024) reinforced the results of the study, highlighting that affiliate marketing is effective because it helps businesses achieve marketing goals at a low cost. Affiliates build trust by promoting products they genuinely use and enjoy, which resonates with their audience. Moreover, adapting to trends like generative AI and platforms such as TikTok further enhances the effectiveness of affiliate marketing in engaging consumers and driving sales.

Table 8. Effectiveness of Affiliate Marketing Strategies in Promoting Apparel Products

STRATEGIES IN PROMOTING APPAREL PRODUCTS	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
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1. I trust apparel brands that are promoted by influencers on TikTok, YouTube, and Facebook.	3.50	1.807	Agree
2. I am easily drawn to promotions by affiliate marketers on TikTok, YouTube, and Facebook, and they often influence me to explore apparel products.	3.72	2.115	Agree
3. I find that affiliate marketing on TikTok, YouTube, and Facebook provides me with useful information about apparel products.	3.71	1.866	Agree
4. I am more likely to click on apparel product links shared by influencers on TikTok, YouTube, and Facebook than traditional online ads.	3.17	2.042	Slightly agree
5. I spend more time exploring apparel products recommended by influencers on TikTok, YouTube, and Facebook.	5.00	1.657	Strongly agree
6. I rely on the content shared by affiliates on TikTok, YouTube, and Facebook, such as video reviews and styling tips, to help me make informed decisions about purchasing apparel.	3.55	1.724	Agree
7. I feel more confident purchasing apparel products online because of affiliate promotions on TikTok, YouTube, and Facebook.	3.83	1.752	Agree

8. I am more likely to buy apparel products when I see special

offers or discounts shared by influencers on TikTok, YouTube, and Facebook.	4.60	1.653	Strongly agree
9. I tend to revisit apparel websites or brands I discovered through influencer promotions on TikTok, YouTube, and Facebook.	4.69	1.810	Strongly Agree
10. I find affiliate marketing on platforms like TikTok, YouTube, and facebook improves my overall shopping experience when buying apparel products.	4.02	1.863	Agree
OVERALL	3.98	1.667	Agree

3.3 Impact Of Affiliate Marketing Strategies On Customer Engagement

Table 9 shows the effectiveness of affiliate marketing strategies in terms of driving click-through rates. Overall, the study revealed that affiliate marketing strategies significantly enhance customer engagement with apparel products.

Collins (2023) supported the findings of the study, emphasizing that click-through rate (CTR) is a crucial metric in affiliate marketing that measures how effectively affiliate links drive customer actions. Platforms like TikTok, YouTube, and Facebook see higher CTRs when influencers share personal experiences or create engaging content around apparel products, highlighting the effectiveness of affiliate marketing in driving traffic to product pages and encouraging customer engagement.

Table 9. Impact of affiliate marketing strategies on customer engagement with apparel products based on click-through rate

CLICK-THROUGH RATE (CTR)	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I am more likely to click on apparel product links promoted by influencers on TikTok, YouTube, and Facebook.	4.85	2.050	Strongly agree

2. I am drawn to affiliate marketing promotions for apparel products on TikTok, YouTube, and Facebook, which capture my attention and make me want to click on the product links.	4.37	1.806	Strongly agree
3. I frequently click on apparel product links shared by trusted influencers on TikTok, YouTube, and Facebook.	4.45	1.751	Strongly agree
4. I am more likely to click on links when influencers on TikTok, YouTube, or Facebook offer exclusive discounts and deals on apparel products.	3.58	1.665	Agree
5. I am more likely to click on product promotions for apparel when the affiliate ads on TikTok, YouTube, and Facebook are well-targeted.	4.74	1.617	Strongly agree
OVERALL	4.40	1.778	Strongly agree

Table 10 presents the impact of affiliate marketing strategies on customer engagement with apparel products in terms of time spent on the page. Overall, the study revealed that working-class millennials strongly agree that affiliate marketing strategies effectively increase the time they engage with apparel product pages.

Liu and Zheng (2024) supported the findings of the study, emphasizing that engaging landing pages play a critical role in customer engagement. A well-designed, visually appealing, and easy-to-navigate landing page helps capture attention and encourages customers to spend more time exploring products. They also highlighted that landing pages should align with the content promoted by influencers to ensure consistency and build trust in the brand, ultimately enhancing customer interaction with apparel products

Table 10. Impact of affiliate marketing strategies on customer engagement with apparel products based on time spent on page

TIME SPENT ON PAGE	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
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1. I spend more time browsing apparel products recommended by influencers on TikTok, YouTube, and Facebook.	3.98	1.649	Agree
2. I stay on product pages longer when I watch engaging video content about apparel products on TikTok, YouTube, and Facebook.	5.00	1.685	Strongly agree
3. I tend to explore multiple apparel products after clicking links shared by influencers on TikTok, YouTube, or Facebook.	4.89	1.754	Strongly Agree
4. I spend more time on product pages when influencers on TikTok, YouTube, and Facebook provide detailed reviews and styling advice about apparel products.	4.02	1.647	Agree
5. I often spend extended periods of time exploring apparel products after being led to a website through an influencer's TikTok, YouTube, or Facebook post.	3.75	1.799	Agree
OVERALL	4.33	1.707	Strongly agree

Table 11 highlights the impact of affiliate marketing strategies on customer engagement with apparel products based on social media engagement. The results show that working-class millennials strongly agree that affiliate marketing strategies effectively enhance their interaction and engagement with apparel products on social media platforms.

Eckstein (2024) proves the result of the study by emphasizing that social media engagement is crucial in affiliate marketing, especially for apparel products. Actions like likes, comments, shares, and reposts not only drive traffic to a brand’s website but also build a sense of community around the product. High engagement levels, such as followers interacting with posts or sharing their experiences, increase content visibility on social platforms. This leads to

greater brand recognition and reach, further amplifying the effectiveness of affiliate marketing strategies and driving customer engagement with apparel products.

Table 11. Impact of affiliate marketing strategies on customer engagement with apparel products based on social media engagement

SOCIAL MEDIA ENGAGEMENT	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I regularly like, comment, or share posts about apparel products promoted by influencers on TikTok, YouTube, and Facebook.	4.13	1.660	Agree
2. I am more likely to follow apparel brands on TikTok, YouTube, and Facebook after seeing them promoted by influencers.	4.97	1.820	Strongly agree
3. I engage with social media content (e.g., watching videos, participating in polls) related to apparel products promoted by influencers on TikTok, YouTube, and Facebook.	3.28	1.681	Agree
4. I often share or tag friends in posts featuring apparel products promoted on TikTok, YouTube, and Facebook.	3.60	1.659	Agree
5. I find apparel products promoted by influencers on TikTok, YouTube, and Facebook increase my overall engagement with the brand's social media pages, such as liking or commenting on more post.	4.69	1.693	Strongly agree
OVERALL	4.13	1.703	Agree

Table 12 shows the impact of affiliate marketing strategies on customer engagement in terms of repeat engagement. The results revealed that working-class millennials agree that affiliate

marketing strategies strongly encourage repeat engagement, leading to ongoing interest and repeat purchases of apparel products.

Team (2024) proved the result of the study by demonstrating that affiliate marketing strategies effectively drive repeat engagement, motivating customers to revisit apparel websites or social media pages for future purchases. When influencers consistently promote products and provide updates, customers are more inclined to return for new arrivals or exclusive offers. Frequent interactions, such as showcasing seasonal collections or offering discount codes for returning customers, help foster trust and build customer loyalty. These regular promotions keep the brand top-of-mind, encouraging repeat purchases, thus supporting the strong impact of affiliate marketing strategies on repeat engagement.

Table 12. Affiliate marketing strategies on customer engagement in terms of repeat engagement

REPEAT ENGAGEMENT	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I am more likely to revisit apparel websites that I first discovered through promotions on TikTok, YouTube, or Facebook.	4.94	1.672	Strongly agree
2. I regularly follow influencers on TikTok, YouTube, and Facebook to discover new apparel products and revisit their recommendations.	4.21	1.622	Strongly agree
3. I am encouraged to return to apparel brands promoted on TikTok, YouTube, and Facebook after having positive experiences with them.	3.88	1.768	Agree
4. I am more likely to revisit apparel product pages that were recommended by influencers on TikTok, YouTube, and Facebook for future purchases.	3.49	1.667	Agree
5. I frequently engage with apparel brands I discovered through affiliate promotions on TikTok, YouTube, and Facebook by visiting their websites multiple times	3.66	1.602	Agree

OVERALL	4.04	1.666	Agree
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3.4 Impact Of Affiliate Marketing Strategies On The Sales Conversion Of Apparel Products

Table 13 presents the impact of affiliate marketing strategies on sales conversion in terms of rational buying intention. The results revealed that working-class millennials agree that affiliate marketing strategies effectively drive sales conversion, resulting in a high rate of successful apparel purchases.

The result of the study was supported by Team (2024), who found that affiliate marketing strategies effectively drive sales conversion by turning customer interest into actual purchases. According to the study, influencers introduce apparel products to their followers, fostering interest through trusted recommendations. Affiliates also build trust by sharing honest reviews and personal experiences, which help customers feel more confident in making a purchase. Clear calls to action, like “Click here to buy now,” and direct product links further encourage immediate action. Moreover, continuous promotion of new products keeps the brand top-of-mind, leading to repeat purchases in the future. This demonstrates how affiliate marketing strategies significantly impact sales conversion and customer buying behavior.

Table 13. Impact of affiliate marketing strategies on the sales conversion of apparel products

SALES CONVERSION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I have made purchases of apparel products because of affiliate marketing promotions on TikTok, YouTube, and Facebook.	4.89	1.714	Strongly agree
2. I am more likely to purchase apparel products when they are promoted by trusted influencers on social media platforms like TikTok, YouTube, and Facebook.	3.44	1.667	Agree
3. I find it easier to make a purchase decision when affiliate links for apparel products are shared on TikTok, YouTube, and Facebook.	3.24	1.681	Slightly agree

4. I find special discounts or offers shared by affiliates on TikTok, YouTube, and Facebook influence my decision to buy apparel products.	4.89	1.984	Strongly agree
5. I am encouraged to complete the purchase of apparel products based on product recommendations from influencers on TikTok, YouTube, and Facebook.	3.55	1.635	Agree
6. I am motivated to purchase apparel products immediately when affiliates share limited-time offers or promotions on social media.	3.98	1.729	Agree
7. I find affiliate marketing strategies on TikTok, YouTube, and Facebook significantly impact my decision to buy apparel products that I wouldn't have considered otherwise.	4.74	1.826	Strongly agree
8. I am more likely to convert from browsing to buying apparel products after seeing positive reviews or promotions shared by influencers on TikTok, YouTube, or Facebook.	3.78	1.734	Agree
9. I feel more confident making a purchase online because of affiliate marketing promotions for apparel products.	3.41	1.763	Agree
10. I am more likely to return and purchase additional items from the same brand after seeing apparel products promoted by influencers on TikTok, YouTube, and Facebook.	3.70	1.646	Agree

OVERALL

3.96

1.738

Agree

4.0 CONCLUSIONS AND RECOMMENDATIONS

The study explored the impact of affiliate marketing strategies on customer engagement, repeat engagement, sales conversion, and key performance metrics like social media engagement, click-through rate, and time spent on page, specifically targeting working-class millennials. Based on the findings, the following conclusions were drawn:

1. Most of the participants are female and married, highlighting their ability to make informed decisions while balancing responsibilities. This reflects their unique behaviors, such as a preference for practicality, trust in brands, and engagement with technological options like affiliate marketing, which align with their lifestyle and purchasing habits.
2. The participants agree that affiliate marketing strategies effectively enhance customer engagement with apparel products. This means that social media interactions and influencer promotions successfully build strong connections between customers and brands, increasing interest and encouraging repeat engagement.
3. The participants recognized that social media engagement is essential in affiliate marketing. This means that likes, comments, and shares effectively increase product visibility and improve brand recognition. They also agreed that click-through rates (CTR) demonstrate how affiliate marketing strategies drive traffic to product pages and generate interest. Additionally, the time spent on product pages increases when participants interact with influencer content, showing that well-planned affiliate marketing campaigns not only attract customers but also keep them engaged for longer periods.
4. The participants' experiences with affiliate marketing strategies moderately impact their likelihood to make purchases. This means that their engagement with influencer recommendations and personalized content influences their decision to buy and return for future transactions.

Based on the above conclusions, the following recommendations are made:

1. Businesses should focus on strengthening social media engagement by encouraging interactions such as likes, comments, and shares. Partnering with influencers who align with the brand's values can help foster a sense of trust and connection with the target audience. Consistent updates and promotions on social media platforms can further increase product visibility and brand recognition.
2. To maximize the effectiveness of affiliate marketing strategies, businesses should monitor and optimize key performance metrics such as the click-through rate (CTR) and time spent on product pages. Clear and compelling calls to action, direct links to product pages, and visually appealing content can encourage users to click through and spend more time engaging with products.
3. Businesses should collaborate with influencers to promote consistent, personalized content that includes exclusive discounts or loyalty rewards. These efforts can build customer trust, encourage repeat engagement, and foster long-term loyalty, ultimately driving repeat purchases and increasing overall sales conversion rates.
4. Future researchers may use the findings of this study as a reference to explore further the relationship between affiliate marketing strategies and consumer behavior,

particularly in terms of engagement, repeat purchases, and sales conversion. Additional factors, such as emerging trends and platform-specific engagement, may also be explored.

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