International Journal of Education, Vocational and Social Science
https://e-journal.citakonsulindo.or.id/index.php/IJEVSS
E-ISSN : 2963 4954
IJEVSS

Affiliate And Influencer Marketing-Based Digital Business Transformation In The Creator Economy Ecosystem: A Model For Enhancing Consumer Trust And Purchase Decision-Making

L. Husnul Khatimi[1]
[1]Pascasarjana, Universitas Islam Negeri Mataram, Mataram, Indonesia
Muh. Salahuddin[2]
[2]Universitas Islam Negeri Mataram, Mataram, Indonesia
Sanurdi[3]
[3]Universitas Islam Negeri Mataram, Mataram, Indonesia

Corresponding Author: 250404008.mhs@uinmataram.ac.id

Abstract

This study aims to analyze digital business transformation through affiliate marketing and influencer marketing within the creator economy ecosystem, examine their roles in enhancing consumer trust, and develop an integrated model explaining their influence on purchase decision-making. The study employs a qualitative approach with an exploratory case study design. Data were collected through in-depth interviews, observations, and document analysis involving digital entrepreneurs, affiliate marketers, influencers, content creators, and consumers actively engaged in digital commerce platforms. The collected data were analyzed using thematic analysis to identify patterns and relationships among affiliate marketing, influencer marketing, consumer trust, and purchasing behavior. The findings reveal that digital business transformation in the creator economy is characterized by the integration of affiliate marketing and influencer marketing as strategic mechanisms for creating value and strengthening consumer relationships. Affiliate marketing contributes through informational transparency and experiential credibility, while influencer marketing enhances emotional engagement and social influence. The study further demonstrates that consumer trust serves as the central mediating mechanism linking both marketing strategies to purchase decision-making. Based on these findings, an integrated conceptual model is proposed, illustrating how transparency, authenticity, credibility, and engagement collectively foster trust and ultimately influence purchasing behavior. The study

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

contributes theoretically by integrating affiliate marketing and influencer marketing within a unified framework and practically by providing trust-centered marketing strategies for businesses seeking sustainable growth in the creator economy ecosystem.

Keywords: Affiliate Marketing; Influencer Marketing; Consumer Trust.

INTRODUCTION

The rapid advancement of digital technology has driven a fundamental transformation in global economic activities, particularly in the fields of marketing and platform-based commerce. Digital economy theory explains that the utilization of information and communication technologies has altered the interaction patterns between producers and consumers from conventional models to network-based economic systems characterized by high levels of connectivity, participation, and digital collaboration (Sundararajan, A., et al., 2013). In this context, the emergence of the creator economy represents a significant phenomenon reflecting changes in market structures, where individuals no longer function solely as passive consumers but also as value creators capable of influencing market behavior through various digital platforms. This condition positions digital business as a strategic instrument for fostering efficiency, effectiveness, and economic sustainability in the era of digital transformation (Vogelsang, M. 2010; Parente, R. C., et al., 2018).

From a normative perspective, digital business transformation in Indonesia is supported by several regulatory frameworks, including Law Number 11 of 2008 concerning Electronic Information and Transactions, as amended by Law Number 19 of 2016, and Law Number 1 of 2024 concerning the Second Amendment to the Electronic Information and Transactions Law, which provide a legal foundation for electronic transactions and digital economic activities. Furthermore, the ethical principles underlying digital business practices are aligned with Islamic values as stated in the Holy Qur'an, Surah An-Nisa (4:29), which prohibits the unlawful acquisition of wealth and encourages commercial transactions based on mutual consent among the parties involved. This verse highlights that transparency, honesty, and trust constitute the fundamental pillars of economic activities, including contemporary digital business practices conducted through social media and digital platforms.

Despite the remarkable growth of affiliate-based digital businesses and influencer marketing, empirical realities indicate that the increasing intensity of digital marketing activities is not always accompanied by a corresponding increase in consumer trust. In numerous cases,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

promotional activities conducted by affiliates and influencers generate skepticism among consumers due to a lack of transparency, excessive endorsement practices, and discrepancies between promotional claims and the actual quality of products received. Such conditions create a gap between the ideal vision of the creator economy, which emphasizes authenticity and trust, and the practical realities of digital marketing that continue to face challenges related to credibility (Cha, H., et al., 2023).

This discrepancy becomes increasingly complex as affiliate marketing and influencer marketing have emerged as dominant strategies for influencing consumer purchasing decisions. Theoretically, influencers and affiliates are positioned as opinion leaders capable of establishing emotional connections with audiences, thereby enhancing trust and purchase intentions (Rosário, A. T., & Dias, J. C. 2023). However, various contemporary phenomena demonstrate that the proliferation of influencers and affiliates has led to information overload, reduced perceptions of authenticity, and increased consumer selectivity toward marketing messages. Consequently, the effectiveness of influencer marketing and affiliate marketing in fostering consumer trust remains a critical issue requiring further scholarly investigation.

The problem extends beyond marketing communication and encompasses the transformation of consumer behavior within the creator economy ecosystem. Contemporary digital consumers possess extensive access to information sources, causing purchasing decisions to be influenced not only by promotional activities but also by trust perceptions, user experiences, digital reputation, and the quality of relationships established by influencers and affiliates with their communities. Such behavioral transformations necessitate the development of adaptive marketing strategies that prioritize long-term relationship building with consumers (Dhasmana, S., & Dhasmana, P. 2025).

Furthermore, the evolution of digital platform algorithms on platforms such as TikTok, Instagram, YouTube, and e-commerce marketplaces has created increasingly complex information distribution mechanisms. Algorithms not only determine content visibility but also influence engagement levels, audience reach, and the effectiveness of affiliate and influencer marketing campaigns. As a result, the success of digital marketing strategies is no longer solely determined by product quality or influencers' communication capabilities but also by the ability to optimize digital systems that connect producers, creators, and consumers within an integrated ecosystem (Tussyadiah, I. P., & Sigala, M. 2018).

Moreover, one of the primary challenges in affiliate-based digital businesses and influencer marketing lies in balancing commercial interests with communication authenticity.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Many influencers face a dilemma between content monetization demands and the necessity of maintaining audience trust (Agarwal, J., & Wu, T. 2015; Brenner, B. 2018). When commercial objectives become excessively dominant, consumer trust tends to decline, ultimately reducing marketing effectiveness and influencing purchasing decisions negatively. Therefore, there is a pressing need for a digital business model capable of integrating credibility, transparency, and engagement in a sustainable manner.

Based on these challenges, this study proposes a conceptual approach that positions consumer trust as the central variable linking affiliate marketing, influencer marketing, and purchasing decisions. This model is founded on the assumption that the success of digital business transformation within the creator economy is determined not merely by the intensity of promotional activities but also by the ability to establish authentic and trustworthy relationships between creators and consumers. Consequently, consumer trust is viewed as a mediating mechanism capable of explaining the effectiveness of digital marketing strategies in shaping purchasing behavior (He, Q., et al., 2020).

In addition, this study offers an integrative perspective that combines affiliate marketing and influencer marketing within a single analytical framework. Existing studies tend to examine these concepts separately, despite their practical convergence within the creator economy, where they collectively form an integrated digital marketing system. This approach is expected to generate a more comprehensive empirical model for explaining the process through which consumer trust is developed and subsequently influences purchasing decisions.

Academically, several previous studies have investigated the relationship between influencer marketing and consumer purchasing decisions. Lou and Yuan (2019) found that influencer credibility significantly affects consumer trust and purchase intentions. Similarly, Ki, Cuevas, Chong, and Lim (2020) demonstrated that influencer authenticity constitutes a key determinant of digital marketing effectiveness. Furthermore, Sokolova and Kefi (2020) revealed that parasocial interactions between influencers and followers contribute significantly to the enhancement of purchase intentions within social media environments.

On the other hand, studies on affiliate marketing have primarily focused on marketing performance and sales conversion. For instance, Duffy (2022) emphasized the effectiveness of affiliate systems in increasing digital sales, while Chaffey and Ellis-Chadwick (2022) highlighted the importance of data-driven marketing strategies within digital ecosystems. Nevertheless, these studies exhibit notable limitations because they examine influencer marketing and affiliate marketing independently. Furthermore, limited research has integrated both variables within the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

context of the creator economy while positioning consumer trust as the primary mechanism influencing purchasing decisions. This research gap gives rise to the novelty of the present study, namely the development of an integrative model of digital business transformation based on affiliate marketing and influencer marketing within the creator economy ecosystem to enhance consumer trust and purchasing decisions.

The urgency of this research is further reinforced by the rapid expansion of the creator economy in Indonesia, as evidenced by the increasing number of content creators, digital affiliates, and business actors utilizing social media as their primary marketing channel. Amid increasingly intense competition, business practitioners require marketing models capable of not only increasing sales performance but also cultivating sustainable consumer trust. Therefore, this study is essential for developing both conceptual and empirical frameworks that can guide the formulation of more effective digital business strategies.

Based on preliminary observations across various digital platforms, including TikTok Shop, Instagram Shopping, and affiliate-integrated e-commerce marketplaces, consumer purchasing decisions appear to be strongly influenced by the level of trust placed in creators and affiliates promoting products. Nevertheless, variations in promotional effectiveness remain evident, suggesting that the relationships among affiliate marketing, influencer marketing, consumer trust, and purchasing decisions are not yet fully understood in a comprehensive manner. This condition underscores the necessity for research capable of explaining the mechanisms underlying these interrelationships within the rapidly evolving creator economy ecosystem.

Based on the foregoing discussion, this study aims to analyze the transformation of digital businesses through affiliate marketing and influencer marketing within the creator economy ecosystem, identify the influence of these variables on consumer trust, and examine their implications for consumer purchasing decisions. Furthermore, the study seeks to develop a conceptual model capable of explaining the integrative relationships among affiliate marketing, influencer marketing, consumer trust, and purchasing decisions, thereby contributing both theoretically and practically to the advancement of sustainable digital business practices in the era of the creator economy.

RESEARCH METHOD

This study employs a qualitative approach with an exploratory case study design to gain an in-depth understanding of digital business transformation through affiliate marketing and influencer marketing within the creator economy ecosystem (Santoso, A. E. 2025; Alabi, R. O.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

2020). The qualitative approach is considered appropriate because the study seeks to explore the meanings, experiences, perceptions, and interactions of digital business actors, influencers, affiliates, and consumers in shaping trust and purchase decisions in digital environments.

The research is conducted in selected digital business ecosystems that actively utilize affiliate marketing and influencer marketing strategies through social media platforms such as TikTok, Instagram, YouTube, and e-commerce marketplaces. The selection of the research setting is based on its relevance to the rapid growth of the creator economy and its significant role in influencing consumer behavior and purchasing decisions.

Data are collected through in-depth interviews, participant observation, and document analysis. The primary informants consist of digital entrepreneurs, affiliate marketers, influencers, content creators, and consumers who have experience interacting with affiliate and influencer marketing campaigns. Informants are selected using purposive sampling to ensure that participants possess relevant knowledge and experience regarding the phenomenon under investigation (Haider, R., et al., 2025; Tan, F. T., et al., 2020).

The collected data are analyzed using thematic analysis, which involves data reduction, coding, categorization, theme development, and interpretation. This analytical process enables the researcher to identify patterns, relationships, and underlying mechanisms linking affiliate marketing, influencer marketing, consumer trust, and purchase decisions within the creator economy ecosystem.

To ensure the trustworthiness of the findings, this study applies triangulation techniques, including source triangulation, method triangulation, and member checking. These procedures enhance the credibility, dependability, confirmability, and transferability of the research results. Through this methodological framework, the study aims to develop a comprehensive and integrative model of digital business transformation that explains how affiliate marketing and influencer marketing contribute to enhancing consumer trust and influencing purchase decisions in the creator economy era.

RESULTS AND DISCUSSION

Digital Business Transformation through Affiliate and Influencer Marketing in the Creator Economy Ecosystem

The findings reveal that digital business transformation within the creator economy ecosystem has significantly altered conventional marketing structures by integrating affiliate marketing and influencer marketing into a collaborative digital value creation system. Data

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

obtained from in-depth interviews indicate that businesses no longer rely solely on traditional advertising mechanisms but increasingly utilize content creators, affiliates, and social media influencers as strategic intermediaries in communicating product value to consumers (Libai, B., et al., 2025).

Participants consistently emphasized that social media platforms such as TikTok, Instagram, YouTube, and marketplace-based affiliate programs have transformed promotional activities into interactive and community-driven engagements. Rather than functioning merely as promotional agents, influencers and affiliates have evolved into trusted information providers who shape consumer perceptions through authentic content, product reviews, demonstrations, and personal experiences. This transformation reflects the transition from a product-centered marketing paradigm to a relationship-centered marketing model that prioritizes engagement, authenticity, and trust (Wigayha, C. K., & Rolando, B. 2025).

The analysis further demonstrates that the creator economy ecosystem facilitates decentralized marketing processes where value creation is distributed among multiple stakeholders. Businesses provide products and services, creators generate content and social influence, while consumers actively participate in evaluating and disseminating information. This interconnected ecosystem reinforces the notion that digital business transformation is not solely technological but also social and behavioral in nature.

These findings support the theoretical perspective of the digital economy, which argues that digital technologies create network-based interactions capable of generating collaborative value. The creator economy therefore represents an emerging business environment where affiliate marketing and influencer marketing function as strategic instruments for accelerating digital transformation and expanding market reach.

The Role of Affiliate Marketing in Building Consumer Trust

The study found that affiliate marketing contributes significantly to consumer trust formation by providing consumers with accessible, experience-based, and relatable product information. Interview data indicate that consumers often perceive affiliate marketers as ordinary users who share authentic product experiences rather than as corporate representatives (Libai, B., et al., 2024). Consequently, recommendations delivered by affiliates are frequently viewed as more credible and trustworthy.

Participants reported that trust is strengthened when affiliates provide transparent information regarding product advantages, limitations, pricing, and usage experiences.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Transparency reduces uncertainty and perceived risk, which are critical determinants of consumer trust in online purchasing environments (Peres, R., et al., 2024). Conversely, participants expressed skepticism toward affiliate content perceived as excessively promotional or financially motivated.

The findings suggest that affiliate marketing operates as a trust-building mechanism through informational credibility and perceived authenticity. The ability of affiliates to communicate realistic product experiences enables consumers to evaluate product quality before making purchasing decisions. Therefore, affiliate marketing extends beyond sales generation and serves as a strategic instrument for reducing information asymmetry between businesses and consumers.

These findings align with trust theory, which posits that trust emerges when information sources demonstrate competence, honesty, and reliability. Within the creator economy ecosystem, affiliate marketers function as trust intermediaries who facilitate informed consumer decision-making processes.

The Role of Influencer Marketing in Strengthening Consumer Trust

The results indicate that influencer marketing plays a crucial role in establishing emotional and relational trust between consumers and brands. Unlike affiliate marketers who primarily provide informational credibility, influencers create emotional connections through continuous interaction, storytelling, and community engagement (Usta, M. 2023).

Interview participants frequently highlighted authenticity as the most important factor influencing trust toward influencers. Consumers reported greater confidence in influencers who consistently demonstrate genuine product usage, maintain transparency regarding sponsored content, and preserve alignment between promoted products and their personal brand identities. Influencers perceived as authentic were considered more persuasive and trustworthy than those engaged in excessive commercial endorsements.

The findings also reveal that parasocial relationships significantly contribute to trust formation. Consumers often perceive influencers as familiar individuals whose opinions resemble recommendations from friends or family members. Such psychological proximity strengthens trust and increases receptivity toward marketing messages.

This evidence supports social influence theory, which suggests that individuals are more likely to adopt attitudes and behaviors endorsed by credible and socially influential figures. Within the creator economy ecosystem, influencers act as social trust agents capable of bridging the gap

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

between businesses and consumers through emotional engagement and social credibility.

Consumer Trust as the Central Mechanism Linking Marketing Activities and Purchase Decisions

One of the most significant findings of this study is the identification of consumer trust as the central mechanism connecting affiliate marketing and influencer marketing with purchase decision-making. Data analysis demonstrates that promotional activities alone do not directly determine purchasing behavior. Instead, consumers first evaluate the credibility of the information source before developing trust and subsequently making purchasing decisions (Tutar, F. K., et al., 2026).

Participants consistently reported that trust reduces uncertainty regarding product quality, seller reliability, transaction security, and post-purchase satisfaction. When trust is established, consumers become more confident in purchasing products recommended by affiliates and influencers. In contrast, low levels of trust frequently result in hesitation, information-seeking behavior, or purchase avoidance.

The findings suggest that trust functions as a mediating variable through which affiliate marketing and influencer marketing exert their influence on consumer behavior. This mechanism highlights the importance of trust as a strategic asset within digital business ecosystems. Businesses that prioritize trust-building initiatives are more likely to achieve sustainable consumer relationships and long-term purchasing loyalty.

Theoretically, these findings reinforce relationship marketing theory, which emphasizes that sustainable business performance is achieved through trust-based relationships rather than short-term transactional exchanges.

Development of an Integrated Model for Enhancing Consumer Trust and Purchase Decision-Making

Based on the thematic analysis, this study develops an integrated conceptual model of digital business transformation within the creator economy ecosystem. The model demonstrates that affiliate marketing and influencer marketing jointly influence consumer trust through complementary mechanisms.

Affiliate marketing contributes primarily through informational transparency, experiential authenticity, and product-related credibility (Tan, F. T., et al., 2020). Influencer marketing contributes through emotional engagement, social influence, and community relationships. These dimensions collectively strengthen consumer trust, which subsequently influences purchase

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

intentions and actual purchasing decisions.

The proposed model identifies four interconnected stages. The first stage involves digital content creation through affiliate and influencer activities. The second stage focuses on trust formation through transparency, authenticity, credibility, and engagement. The third stage encompasses consumer evaluation and confidence development. The final stage culminates in purchase decision-making and potential long-term loyalty formation.

The model further suggests that trust serves as the primary mediating construct that transforms marketing exposure into purchasing behavior. Without trust, promotional activities are unlikely to generate sustainable consumer responses. Consequently, digital business transformation should prioritize trust-centered strategies rather than solely emphasizing sales-oriented objectives (Boateng, R., et al., 2025).

DISCUSSION

The findings demonstrate that the creator economy has fundamentally transformed digital marketing practices by repositioning consumers, creators, affiliates, and influencers as interconnected actors within a collaborative ecosystem. This transformation extends beyond technological innovation and represents a broader shift toward relationship-based digital commerce.

The study contributes to existing literature by integrating affiliate marketing and influencer marketing within a unified analytical framework (Hammoud, G. A., et al., 2026). Previous studies have largely examined these concepts independently, whereas the present findings reveal that both strategies operate synergistically in shaping consumer trust and purchasing behavior. This integration constitutes an important theoretical contribution to the understanding of digital business transformation in contemporary creator economies.

Furthermore, the study introduces a novel perspective by positioning consumer trust as the central mechanism underlying the effectiveness of affiliate and influencer marketing strategies. While prior research has frequently emphasized engagement, visibility, or purchase intention, the present findings demonstrate that trust functions as the foundational element through which digital marketing activities generate behavioral outcomes (Vrontis, D., et al., 2021; Khoirina, M. M., et al., 2025).

Practically, the findings imply that businesses should prioritize transparency, authenticity, and meaningful consumer engagement when implementing affiliate and influencer marketing strategies. Rather than focusing exclusively on promotional reach or conversion rates,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

organizations should cultivate trust-oriented marketing ecosystems capable of generating sustainable consumer relationships and long-term business performance (Gu, M., et al., 2025).

Overall, the study confirms that successful digital business transformation within the creator economy ecosystem depends on the strategic integration of affiliate marketing and influencer marketing mechanisms that collectively strengthen consumer trust and influence purchase decision-making. The proposed model provides both theoretical and practical guidance for businesses seeking to enhance competitiveness and sustainability in the evolving digital marketplace.

CONCLUSION

This study concludes that the transformation of digital business within the creator economy ecosystem has fundamentally reshaped contemporary marketing practices through the integration of affiliate marketing and influencer marketing. The findings reveal that both strategies play complementary roles in influencing consumer behavior, where affiliate marketing contributes through informational credibility, transparency, and experiential product communication, while influencer marketing strengthens emotional engagement, social influence, and audience relationships. The study further demonstrates that consumer trust serves as the central mechanism connecting these marketing strategies to purchase decision-making. Consumers tend to evaluate the authenticity, credibility, and reliability of affiliates and influencers before developing trust, which subsequently influences their purchasing decisions. Thus, the effectiveness of affiliate and influencer marketing extends beyond promotional activities and depends significantly on their ability to establish and maintain consumer trust.

Furthermore, this study develops an integrated model illustrating that affiliate marketing and influencer marketing collectively enhance consumer trust through transparency, authenticity, credibility, and engagement, which in turn drive purchase decision-making within the creator economy ecosystem. The study contributes to the literature by integrating both marketing approaches into a unified framework and positioning consumer trust as the key mediating factor in digital business transformation. Practically, the findings suggest that businesses should prioritize trust-centered marketing strategies by fostering authentic communication, ethical promotional practices, and meaningful consumer engagement to achieve sustainable business performance. Ultimately, successful digital business transformation in the creator economy is not solely determined by technological adoption or promotional reach but by the capacity to cultivate long-term consumer trust that supports purchasing behavior and business sustainability.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

FUTURE DIRECTIONS

Future research on affiliate and influencer marketing-based digital business transformation within the creator economy ecosystem should move beyond descriptive analyses of marketing effectiveness toward a more comprehensive examination of the evolving relationships among digital businesses, content creators, platform technologies, and consumers. Subsequent studies are encouraged to investigate how affiliate marketing and influencer marketing strategies operate across different industries, cultural contexts, and digital platforms, particularly regarding the mechanisms through which trust is established, maintained, and transformed in increasingly complex online environments. Such investigations would provide a deeper understanding of how creator-driven marketing ecosystems influence consumer behavior and business sustainability. Furthermore, future scholars may develop more sophisticated conceptual and empirical frameworks capable of assessing the interplay among authenticity, transparency, engagement, credibility, and consumer trust, which collectively shape purchase decision-making in contemporary digital markets.

Moreover, future studies should explore various mediating and moderating variables that potentially influence the effectiveness of affiliate marketing and influencer marketing in fostering consumer trust and purchase decisions. Factors such as platform algorithms, social commerce integration, electronic word-of-mouth, digital literacy, consumer involvement, brand reputation, content quality, and community engagement deserve greater scholarly attention. The findings of the present study suggest that consumer trust and purchasing behavior cannot be explained solely by marketing exposure or promotional activities; rather, they emerge from complex interactions among technological infrastructures, social relationships, platform governance, psychological factors, and market dynamics. Therefore, future research employing interdisciplinary approaches that integrate digital marketing, consumer behavior, information systems, communication studies, business management, and behavioral economics would substantially enrich the academic understanding of creator economy ecosystems. The application of quantitative methods, mixed-methods designs, longitudinal studies, and cross-cultural comparisons would further strengthen the generalizability and explanatory power of future findings.

Another important direction for future inquiry lies in examining the implications of emerging technologies for affiliate and influencer marketing practices. The rapid advancement of artificial intelligence, machine learning algorithms, virtual influencers, augmented reality, social commerce technologies, and automated recommendation systems is fundamentally reshaping digital marketing landscapes. Consequently, future research should critically investigate how

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

these technological innovations affect consumer trust formation, content authenticity, influencer credibility, purchasing behavior, and business performance. Comparative studies between human influencers and AI-generated influencers, as well as analyses of ethical issues related to algorithmic influence, data privacy, and digital transparency, may provide valuable insights into the future evolution of creator-driven business models. Such scholarly efforts would contribute not only to the advancement of digital business transformation theory but also to the development of evidence-based strategies and policies that support sustainable, trustworthy, and consumer-centered marketing practices in the rapidly evolving creator economy.

REFERENCES

Agarwal, J., & Wu, T. (2015). Factors influencing growth potential of e-commerce in emerging economies: An institution-based N-OLI framework and research propositions. Thunderbird International Business Review, 57(3), 197-215.

Alabi, R. O. FROM INFLUENCE TO IMPACT: UNDERSTANDING THE STRATEGIC ROLE OF CREATORS IN DIGITAL MARKETING ECOSYSTEMS. Journal ID, 3165, 9689.

Boateng, R., Boateng, S. L., Anning-Dorson, T., & Penu, O. K. A. (Eds.). (2025). AI and the creative economy: Transforming content creation and influencer entrepreneurship. CRC Press.

Brenner, B. (2018). Transformative sustainable business models in the light of the digital imperative—A global business economics perspective. Sustainability, 10(12), 4428.

Cha, H., Kotabe, M., & Wu, J. (2023). Reshaping internationalization strategy and control for global e-commerce and digital transactions: A Hayekian perspective. Management International Review, 63(1), 161-192.

Dhasmana, S., & Dhasmana, P. (2025). Digital Economy: Economics in The Age of Technology and Innovation. Booksclinic Publishing.

Gu, M., Liu, D., & Kumar, S. (2025). Navigating platform-led affiliate marketing: Implications for content creation and platform profitability. Information Systems Research, 36(2), 802-827.

Haider, R., Shaif, M. F. I., Ahmed, R., Nafi, N. H., Sumon, M. R., & Rahman, M. (2025). Assessing the impact of influencer marketing on brand value and business revenue: An empirical and thematic analysis. International Journal of Science and Research Archive, 16(2), 471-482.

Hammoud, G. A., Salem, M. M., & Ayoub, I. R. (2026). Studying the Affiliate Marketing Practices by Social Media Influencers. International Journal for Tourism, Archeology & Hospitality (IJTAH), 6(1).

He, Q., Meadows, M., Angwin, D., Gomes, E., & Child, J. (2020). Strategic alliance research in the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

era of digital transformation: Perspectives on future research. British Journal of Management, 31(3), 589-617.

Khoirina, M. M., Safitri, R. D., Nastiti, T. A., Wardhana, A. N., & Balqis, G. A. (2025). Unpacking The Dynamics Of MSMES'Adoption Of Affiliate Marketing: Insights From The AMC Framework And Development Culture. Jurnal Manajemen Bisnis dan Kewirausahaan, 5(2), 179-196.

Libai, B., Babic Rosario, A., Beichert, M., Donkers, B., Haenlein, M., Hofstetter, R., ... & Zhang, L. (2024). Influencer marketing unlocked: Understanding the value chains driving the creator economy. Alice and Mayzlin, Dina and Muller, Eitan and Shapira, Daniel and Yang, Jeremy and Zhang, Lingling, Influencer Marketing Unlocked: Understanding the Value Chains Driving the Creator Economy (November 25, 2024). HKUST Business School Research Paper, (2024-187).

Libai, B., Rosario, A. B., Beichert, M., Donkers, B., Haenlein, M., Hofstetter, R., ... & Zhang, L. (2025). Influencer marketing unlocked: Understanding the value chains driving the creator economy. Journal of the Academy of Marketing Science, 53(1), 4-28.]

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of interactive advertising, 19(1), 58-73.

Parente, R. C., Geleilate, J. M. G., & Rong, K. (2018). The sharing economy globalization phenomenon: A research agenda. Journal of International Management, 24(1), 52-64.

Peres, R., Schreier, M., Schweidel, D. A., & Sorescu, A. (2024). The creator economy: An introduction and a call for scholarly research. International Journal of Research in Marketing, 41(3), 403-410.

Rosário, A. T., & Dias, J. C. (2023). The new digital economy and sustainability: Challenges and opportunities. Sustainability, 15(14), 10902.

Santoso, A. E. (2025). EXPLORING TIKTOK AFFILIATE AS A DRIVER OF DIGITAL BUSINESS TRANSFORMATION MSMEs: A QUALITATIVE STUDY. Resilience of Small Medium Business, 1(2), 104-120.

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of retailing and consumer services, 53, 101742.

Sundararajan, A., Provost, F., Oestreicher-Singer, G., & Aral, S. (2013). Research commentary—information in digital, economic, and social networks. Information Systems Research, 24(4), 883-905.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License

Tan, F. T., Ondrus, J., Tan, B., & Oh, J. (2020). Digital transformation of business ecosystems: Evidence from the Korean pop industry. Information Systems Journal, 30(5), 866-898.
Tan, F. T., Ondrus, J., Tan, B., & Oh, J. (2020). Digital transformation of business ecosystems: Evidence from the Korean pop industry. Information Systems Journal, 30(5), 866-898.
Tussyadiah, I. P., & Sigala, M. (2018). Shareable tourism: tourism marketing in the sharing economy. Journal of Travel & Tourism Marketing, 35(1), 1-4.

Tutar, F. K., Abukalloub, A., & Güngör, A. (2026). Influencer Economy and Consumer Behavior: A Conceptual Analysis of Digital Marketing's Economic Effects. Athena: Journal of Social, Culture and Society, 4(3), 761-775.

Usta, M. (2023). Influencer Marketing and Evolving Brand Image Strategies Impact on Startup and Digital Businesses' Growth (Doctoral dissertation, Mykolo Romerio universitetas.).

Vogelsang, M. (2010). Digitalization in open economies: Theory and policy implications. Springer Science & Business Media.

Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. International Journal of Consumer Studies, 45(4), 617-644.

Wigayha, C. K., & Rolando, B. (2025). Digital Creators As Modern Marketers: Exploring the Prospects and Hurdles in the Online Economy. ABDIMAS (Aksi Bakti Dan Dedikasi Ilmiah Untuk Masyarakat), 1(1), 15-28.

Zhang, Q., & Abdullah, F. (2025). The psychological mechanisms through which digital content marketing by online influencers affects customer loyalty: evidence from multiple countries. Frontiers in Communication, 10, 1702657.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-Share Alike 4.0 International License