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The Influence of Affiliate Marketing on Tourist Decision-Making

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Abstract

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This study examines the complex effects of affiliate marketing on travelers' decision-making within the broad context of the travel and tourism sector. In the age of digital marketing, affiliate marketing has become a powerful instrument for influencing consumer decisions, especially in the travel and tourism industry. The purpose of the study is to investigate the complex dynamics and identify the salient features of affiliate marketing that impact travelers' decision-making processes. A questionnaire form was created and a quantitative approach was chosen. 256 randomly chosen tourists made up the sample size. The software SPSS (26) was used to analyze the data. The results indicate that affiliate marketing is crucial in influencing travelers' decisions and behaviors within the travel industry at every level of the decision-making process. All of these processes—from realizing the need for travel to weighing their options, choosing a destination, and reviewing their experiences—have an impact on how tourists will behave and make decisions in the future when it comes to travel. Furthermore, the results offer compelling insights, demonstrating strong positive correlations between marketer characteristics, content attributes, affiliate marketing process efficiency, and tourist decision-making patterns. The study highlights the critical importance of marketer credibility, content relevance, trustworthiness, and visitor preference.

1. Introduction

Affiliate marketing is a performance-based marketing strategy that has gained significant traction in the tourism industry (Surabhi,2017). It involves a partnership between a tourism business (the advertiser) and an affiliate marketer (the publisher) who promotes the advertiser's products or services on their platforms (Bhagyalakshmi,2023). The affiliate marketer earns a commission for each successful referral or sale generated through their marketing efforts. Affiliate Marketing is “the practice whereby a digital publisher or website promotes an online retailer and earns a commission based on the sales or leads that the advertising generates for that online retailer” (IAB Affiliate Marketing Working Group, 2016, P.5) .

Affiliate marketing is used as a way to attract attention to your business or provide an incentive for a customer to take a desired action. Affiliate marketing “typically last for a specified time period and are designed to achieve a defined purpose like helping to launch a new business or luring customers away from a competitor” (Nwogu,2019,P.18). affiliate programs are “a type of marketing where the partners or affiliates advertise products of the

merchant. He further states, that this type of marketing is based on performance, since compensation is usually calculated through the amount of clicks” (Schwarz,2011,P.9).

The tourism industry, characterized by its diverse range of products and services such as hotels, airlines, travel agencies, and tour operators, has embraced affiliate marketing as a cost-effective and efficient way to reach a wider audience and drive sales. The growth of online travel booking platforms and the increasing reliance on digital channels for travel planning have further fueled the adoption of affiliate marketing in the tourism sector (Daniele , *et al.* ,2009 and Gregori, *et al.*,2014).

Affiliate marketing in the tourism industry operates through various channels, including websites, blogs, social media platforms, e-mail marketing, and review websites. Affiliate marketers leverage their online presence and influence to attract potential travelers and direct them to the advertiser's website or booking platform. This partnership benefits both parties involved, as the advertiser gains increased visibility and customer acquisition, while the affiliate marketer earns a commission for their promotional efforts.(Ritesh,2017 and Liu,2019).

The tourism industry's adoption of affiliate marketing can be attributed to several factors. Firstly, it provides tourism businesses with a cost-effective marketing strategy, as they only pay commissions when a desired action, such as a booking or purchase, is completed. This performance-based model allows businesses to allocate their marketing budget more efficiently and measure the return on investment (Bevendorff and Wiegmann, 2022 and Nursal, *et al.*, 2022).

Secondly, affiliate marketing enables tourism businesses to tap into the affiliate marketer's existing audience and leverage their influence and credibility. Affiliate marketers often have niche expertise or a loyal following, making their recommendations and endorsements highly influential in the decision-making process of potential travelers(Solichin, *et al.*,2022).

Furthermore, affiliate marketing allows tourism businesses to target specific customer segments and reach a wider audience. By partnering with affiliate marketers who cater to specific travel interests or demographics, businesses can increase their brand exposure and attract potential customers who may not have been reached through traditional marketing channels.(Rolim , *et al.*, 2020 and Suryanarayana, 2021).

However, the adoption of affiliate marketing in the tourism industry is not without challenges. Advertisers need to carefully select affiliate partners to ensure alignment with their brand values and target audience. Additionally, monitoring and managing affiliate activities to maintain brand reputation and prevent fraudulent practices require ongoing efforts(Ghosal, *et al.*,2020 and Fahim and Nasabi, 2020).

This research aims to evaluating the influence of affiliate marketing on tourist decision-making in tourism by examine the impact of affiliate marketing strategies on tourists' decision-making processes when it comes to choosing tourism products or services. The objective is to understand how affiliate marketing affects tourists' perceptions, attitudes, and behaviors in the context of tourism, and to provide insights for marketers and businesses in optimizing their affiliate marketing strategies.

2. The theoretical framework and the hypotheses

2.1.Role of affiliate marketing in the tourism industry

Affiliate marketing plays a significant role in the tourism industry, leveraging partnerships and digital platforms to drive sales, increase brand exposure, and enhance customer engagement. Affiliate marketing allows tourism businesses (such as hotels, travel agencies, airlines, and tour operators) to reach a broader audience without substantial upfront costs. Affiliates promote their products or services, and businesses only pay commissions for actual sales, making it a cost-effective marketing strategy (Chattopadhyay,2020).

Affiliates, which can include travel bloggers, influencers, travel websites, and review platforms, have their own followers and audiences interested in travel. By partnering with affiliates, tourism businesses can tap into these audiences and gain exposure to potential customers they might not reach through traditional marketing efforts (kamboh and Kamboh, 2021 and Gupta, *et al.*,2017). Affiliate marketing diversifies marketing channels for tourism businesses. Different affiliates use various platforms like websites, social media, e-mail newsletters, and etc. This diversity allows businesses to target different customer segments and demographics effectively (Norouzi,2017).

This type of marketing often involves backlinks to the tourism business's website. These backlinks can boost search engine rankings, helping the business to appear higher in search results and enhance its online visibility (George,2021). Affiliates' endorsement and positive reviews can also build trust and credibility for the tourism brand. Also, affiliates often have a dedicated and engaged audience that trusts their opinions and recommendations (Pradina,2019). When an affiliate endorses a tourism product or service, it carries more weight than traditional advertising. Positive recommendations from affiliates can significantly influence potential travelers' decisions (Daniele, *et al.*, 2009) .

According to lunio (2021) affiliate marketing operates on a performance-based model, where businesses pay commissions only upon successful conversions (e. g., bookings, sales). This model allows tourism businesses to track their ROI and analyze the effectiveness of different affiliates and campaigns, enabling them to optimize their marketing strategies (Asadiyah, *et al.*,2023). Affiliates can tailor their promotions to specific target audiences based on their niche or expertise. This personalized approach aligns with the preferences and behaviors of potential travelers, increasing the likelihood of conversions. Affiliate marketing fosters partnerships and collaborations within the tourism industry. Tourism businesses can form strategic partnerships with affiliates, other travel companies, or influencers, leading to joint marketing efforts that amplify reach and brand impact (Marquerette and Hamidah,2023).

2.2.Tourist decision-making process in the context of tourism

Tourist decision-making process in the context of tourism refers to the series of steps that tourists go through when making choices related to travel and tourism activities. This process involves several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Each stage plays a crucial role in shaping tourists' decisions and behaviors within the tourism industry(Singh,2023) .

The first stage of the tourist decision-making process is need recognition. In this stage, individuals recognize a need or desire to engage in tourism activities. This could be

triggered by various factors such as personal interests, social influences, or external stimuli. For example, an individual may feel the need for a vacation due to work-related stress or a desire to explore new destinations based on recommendations from friends or advertisements (Kumar and Ahmed, 2023).

Once the need is recognized, tourists move on to the second stage, which is information search. During this stage, individuals actively seek out information about potential travel destinations, accommodations, transportation options, and other relevant factors. Information can be obtained from various sources such as travel agencies, online platforms, guidebooks, word-of-mouth recommendations, and official tourism websites. The extent of information search may vary depending on individual preferences and the perceived importance of the decision (Stylos, 2019).

After gathering relevant information, tourists proceed to the third stage, which is the evaluation of alternatives. In this stage, individuals assess different options based on their needs, preferences, and available resources. Factors such as cost, convenience, safety, attractions, cultural experiences, and personal interests are considered during the evaluation process. Tourists may use various decision-making strategies such as comparing pros and cons or using decision-making models to weigh different alternatives. (infinitytechsolutions, 2023 and McCabe and Chen, 2016).

Once tourists have evaluated their options, they reach the fourth stage known as the purchase decision. At this point, individuals make a final choice and commit to a specific travel destination or tourism product. The purchase decision may involve additional considerations such as booking accommodations or transportation arrangements. Factors influencing this decision may include price, availability, reputation, and previous experiences. (prestigemarketing, 2023 and Karl, 2018).

The final stage of the tourist decision-making process is post-purchase evaluation. After the travel experience, tourists reflect on their decision and evaluate whether it met their expectations and needs. This evaluation can influence future decisions and behaviors, as positive experiences may lead to repeat visits or recommendations to others, while negative experiences may result in dissatisfaction or avoidance of certain destinations or tourism products (Schroeder and Pennington, 2015).

2.3. The Influence of affiliate marketing on tourist decision-making

Affiliate marketing plays a crucial role in shaping tourist behavior. It introduces tourists to new products and services through targeted advertising campaigns. By providing personalized recommendations and offers, affiliate marketers can influence tourists' preferences and increase their likelihood of making a purchase. The use of persuasive techniques, such as social proof and scarcity tactics, further enhances the impact of affiliate marketing on tourist behavior (Sá and Cunha, 2023).

Affiliates play a role in the "exploration and evaluation" stage of the tourist decision-making process. Tourists often come across affiliates while seeking out the best options and looking for deals or vouchers. Affiliates can introduce new brands and products into a tourist's comparative set during the research phase, where tourists are still susceptible to messaging. For younger audiences (18-34), affiliates can maximize the prominence of content that promotes the value proposition of a brand. These tourists are not necessarily

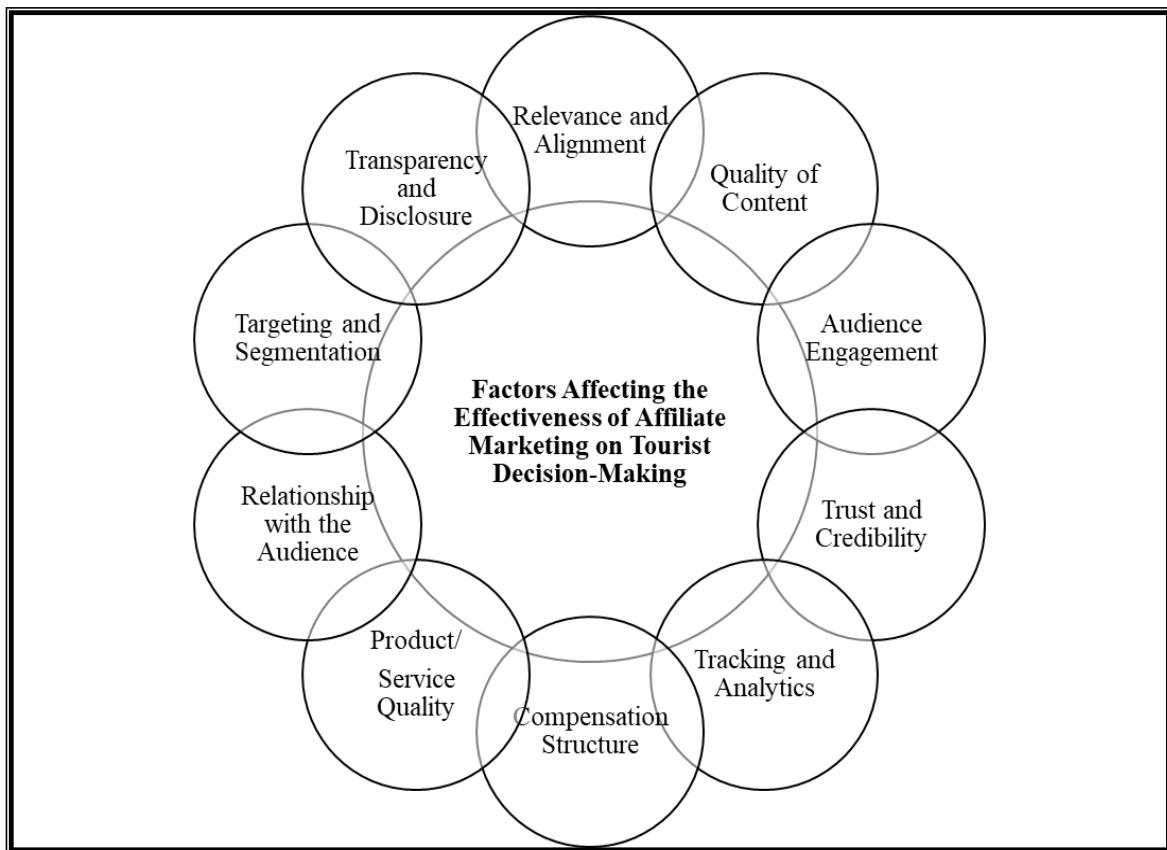
looking for the cheapest option but for what they perceive as the best value option(Thi, *et al.*,2023 and Moliner, *et al.*,2023).

A study on the impact of affiliate marketing on millennial e-buying behavior found that affiliate marketing has a significant influence on the perceived ease of use and perceived usefulness of online shopping. This, in turn, affects the attitude and behavior towards using online shopping. Trust is a crucial factor in affiliate marketing. Affiliates can establish themselves as reliable sources of information and recommendations by being transparent about their affiliate relationships and only promoting products or services they genuinely believe in. (Xu, *et al.*, 2023 and singh,2023).

They can also leverage social proof by showcasing testimonials, reviews, and endorsements from satisfied customers, which can significantly influence a potential buyer's decision. Efficiently allocating resources by focusing on segments with the highest potential for returns on investment is another aspect of affiliate marketing that can influence tourist decision-making. Tailoring affiliate content to specific segments fosters a deeper connection, increasing trust and engagement. Affiliate marketing can also use the scarcity tactic to create a sense of urgency and drive people to action. Making a product or deal seem limited and exclusive generates a level of anxiety and fear of missing out on the opportunity, which can strongly impact the rapidity of a tourist's decision-making. (Shokhan and Mutaliyeva, 2023 and Muhyi,2023).

2.3.1. Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making

In the bustling landscape of the tourism industry, the symbiotic relationship between affiliate marketing and tourist decision-making stands as a crucial nexus, influenced by an array of multifaceted factors. Understanding the intricate dynamics that shape the effectiveness of affiliate marketing on tourist decision-making unveils a tapestry woven with diverse elements as shown in figure (1). Delving into these factors provides a nuanced understanding of how affiliate marketing strategies influence and shape the choices of modern-day travelers, unveiling the pivotal role they play in the decision-making process. This exploration not only illuminates the complexities of the tourism industry but also underscores the significance of leveraging these factors to craft compelling affiliate marketing campaigns that resonate with the discerning preferences of tourists in an ever-evolving digital landscape (Ghosh, *et al.*,2019).

**Figure (1)****Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making**

The effectiveness of affiliate marketing relies heavily on the relevance and alignment between the affiliate's content and the target audience's interests and needs. When the affiliate's promotional efforts align with the tourists' preferences and desires, it increases the likelihood of influencing their decision-making positively (Jung, *et al.*,2020).

Also, Tourists are more likely to be influenced by affiliates they perceive as trustworthy and credible. Factors such as the affiliate's expertise, transparency, authenticity, and track record of providing accurate and unbiased information contribute to building trust with the audience. Affiliates who foster trust have a greater impact on tourist decision-making (Emeritus,2023 and Wolters, *et al.*,2020).

The quality of content produced by affiliates plays a vital role in influencing tourist decision-making. High-quality content that is informative, engaging, and addresses tourist needs effectively can capture attention and build credibility. Conversely, poorly produced content or content lacking depth and value may undermine the effectiveness of affiliate marketing efforts.(Dose,*et al.*,2019).

Affiliates' ability to engage their audience is crucial for the effectiveness of affiliate marketing. Engaging content, such as interactive elements, compelling storytelling, or personalized recommendations, can captivate tourists and encourage them to consider the promoted products or services in their decision-making process(Köste, *et al.*,2020) .

Transparency is essential in affiliate marketing to maintain tourist trust. Clear and conspicuous disclosure of the affiliate relationship between the marketer and the affiliate is necessary to avoid any perception of deception. Tourists appreciate transparency and are more likely to trust affiliates who openly disclose their promotional relationships (Zhou, *et al.*,2019).

Effective targeting and segmentation enable affiliates to reach the right audience with their marketing efforts. Understanding the specific needs, preferences, and demographics of the target audience allows affiliates to tailor their content and promotions to resonate with tourists, increasing the effectiveness of their influence on tourist decision-making (Chui, *et al.*,2018).

Affiliates who have established a strong and genuine relationship with their audience tend to have a greater impact on tourist decision-making. Building a loyal following, actively engaging with the audience, and consistently delivering value over time can enhance the effectiveness of affiliate marketing efforts.(Zeng, *et al.*,2018).

The quality and reputation of the promoted products or services significantly affect the effectiveness of affiliate marketing. Tourists are more likely to be influenced by affiliates promoting high-quality offerings that align with their expectations. Conversely, affiliating with low-quality or unreliable products can damage the trust and credibility of the affiliate, diminishing their impact on tourist decision-making(Viswanathan, *et al.*,2018) .

The compensation structure offered to affiliates can impact their motivation and commitment to promoting products or services. Fair and attractive compensation schemes, such as competitive commission rates or performance-based incentives, can incentivize affiliates to invest more effort in their marketing activities, potentially enhancing their effectiveness in influencing tourist decision-making.(Hui,*et al.*,2022).

Robust tracking and analytics systems enable marketers to measure the effectiveness of affiliate marketing efforts accurately. Monitoring key performance indicators, such as click-through rates, conversion rates, and sales attributed to affiliates, helps identify successful strategies and optimize future campaigns. Data-driven insights can guide marketers in maximizing the effectiveness of affiliate marketing on tourist decision-making (Bandyopadhyay, *et al.*,2009 and Malik and Sharma, 2019).

Affiliate marketers should clearly disclose their affiliate relationships to their audience. This transparency is essential as tourists have a right to know when an affiliate stands to gain a commission from a recommendation. It enables tourists to make informed decisions based on unbiased information. Affiliate marketers should provide honest and authentic recommendations. They should only promote products or services that they genuinely believe will benefit their audience. Misleading or deceptive practices can damage trust and credibility.(Voltolini,2019).

Ethical affiliate marketers prioritize the quality and relevance of the products and services they promote. Recommending low-quality or irrelevant offerings solely for the sake of earning commissions is unethical. Affiliates should avoid conflicts of interest that might compromise their ability to provide objective recommendations. For example, they should not promote products from a merchant they have a personal or financial interest in without disclosing the conflict .(Ghias, *et al.*,2022)

Respecting tourist privacy is critical. Affiliates should handle tourist data and information responsibly, in compliance with data protection laws. They should also inform tourists about how their data is used when collecting it. Affiliate marketing content should adhere to ethical advertising practices. This includes not engaging in spam, click fraud, or deceptive advertising methods that could negatively impact tourists or the reputation of the affiliate marketing industry (Rao, 2020).

Affiliates should ensure they receive fair compensation for their promotional efforts. Unfair commission structures or deceptive compensation practices can be unethical and damage trust. When affiliates provide product reviews, these reviews should be objective and unbiased. They should clearly state any potential drawbacks or limitations of the products in addition to their positive aspects (Tseng, 2022).

Hoanca and *et al.* (2018) describe ethical affiliate marketers should prioritize high-quality content that provides value to the audience. Thin, shallow, or poorly researched content is not in the best interest of tourists and should be avoided. Affiliate marketers have influence over their audience. Ethical considerations include using this influence responsibly and not encouraging tourists to make unwise or impulsive decisions. (Keserwani and Rastogi, 2021).

Affiliates should adhere to relevant legal regulations, such as tourist protection laws, advertising guidelines, and data privacy regulations. Compliance helps maintain ethical practices in affiliate marketing. How affiliates handle tourist feedback, complaints, and concerns is an ethical consideration. Prompt and respectful responses to tourist inquiries or complaints demonstrate a commitment to ethical practices. (Hemker, *et al.*, 2021).

Based on the above, the first hypothesis of the study can be formulated as follows:

H1: The efficiency of the affiliate marketing process significantly impact tourists' decision-making.

2.3.1.1. The Characteristics of Affiliate Marketing Content That Influences on Tourist Decision-Making in Tourism

Affiliate marketers who establish themselves as trustworthy sources of information can influence tourists. They should provide honest and reliable recommendations about destinations, accommodations, activities, and travel-related products. Content that shares authentic travel experiences and personal stories can resonate with tourists. Genuine, first-hand accounts of trips, adventures, or vacations can create a strong emotional connection and influence decisions. (Yoo and Choi, 2021).

Visual content, including high-quality images and videos, can showcase destinations and experiences, allowing tourists to envision themselves there. Visual appeal can be a powerful tool in influencing travel decisions. Specialized affiliates who focus on specific niches within the tourism industry (e.g., adventure travel, luxury travel, family vacations) can provide in-depth knowledge and tailored recommendations that cater to a specific audience (Sharma, 2022).

Objective and detailed reviews of accommodations, restaurants, attractions, and travel products can help tourists make informed decisions. These reviews should be free from bias and reflect actual experiences. Transparent affiliate marketers who clearly disclose their affiliate relationships build trust with their audience. Tourists appreciate knowing when

affiliate links are used and that the recommendations are not solely driven by commissions (Rellores, *et al.*, 2022).

Demonstrating social proof through testimonials, user-generated content, and mentions of the affiliate's previous successful travel experiences can be persuasive for potential travelers. Affiliate marketing content that addresses common traveler concerns or provides solutions to challenges, such as travel itineraries, packing tips, or safety advice, can be highly valuable to tourists.(Yang, *et al.*,2022).

Content that provides the latest information on travel restrictions, safety guidelines, and local regulations can be particularly influential in the post-COVID-19 travel landscape. Influential affiliate content often sparks inspiration and wanderlust. It should encourage tourists to explore new destinations and experiences, making them excited to plan their trips. Engaging with the audience by responding to comments, questions, and feedback can foster a sense of community and trust, further influencing tourist decisions.(Ding, *et al.*,2023).

Successful affiliate marketers often have a presence on various platforms, including blogs, social media, YouTube, and email newsletters, ensuring that they reach a broader audience. Offering exclusive promotions, discounts, or special deals to the audience through affiliate partnerships can entice tourists to make travel-related purchases.(Sitinjak, *et al.*,2022).

Consistent and reliable content production maintains the audience's interest and trust. Affiliates who regularly provide valuable content can build a loyal following. Using analytics and data to understand the audience's preferences, behavior, and demographics allows affiliates to tailor their content and promotional efforts effectively.(Aboushouk and Elsaywy, 2020).

Based on the above, the second hypothesis of the study can be formulated as follows:

H2: The characteristics of the affiliate marketing content impact tourists' decision-making .

2.3.1.2.The Characteristics of the affiliate marketer that influences tourist decision-making in tourism:

Influential affiliate marketers have in-depth knowledge of the travel industry, destinations, accommodations, and travel-related products. They provide valuable insights and advice to their audience. They have a genuine passion for travel and a deep love for exploring new places. This enthusiasm is contagious and resonates with their audience. Trust is essential in affiliate marketing. Effective affiliates build credibility by offering honest, unbiased information and recommendations. They avoid promoting products or services solely for the sake of earning commissions.(Kozinets and Gretzel, 2021).

Influential affiliate marketers are transparent about their affiliate relationships. They openly disclose when they are promoting products or services for which they may earn a commission. This transparency builds trust with their audience. They often share their personal travel experiences, including both the highlights and challenges of their journeys. Authentic storytelling and relatable content can make a strong impact on tourists(Lee, *et al.*,2019) .

A dynamic and engaging online presence is crucial. This includes maintaining a blog, social media profiles, YouTube channels, or other platforms where they can reach and connect with their audience. Many successful affiliate marketers focus on a specific niche within the travel industry, such as adventure travel, luxury travel, budget travel, family vacations, or solo travel. Specialization allows them to cater to a particular audience's needs and interests(Hansen and Lee, 2013) .

Consistent content creation is key. Regularly publishing high-quality content keeps the audience engaged and builds trust over time. Influential affiliate marketers thoroughly understand their target audience. They know their audience's preferences, pain points, and what motivates them to make travel-related decisions.(Meir, *et al.*,2019).

Proficiency in various content formats, including writing, photography, videography, and social media management, is valuable in reaching a diverse audience. Versatility in content creation can capture different tourist segments. Knowledge of search engine optimization (SEO) and digital marketing strategies can help affiliate marketers increase the visibility of their content and reach a larger audience.(Heiens and Narayanaswamy, 2021).

Building relationships with tourism industry professionals, such as hotels, tour operators, and travel agencies, can lead to collaboration opportunities and exclusive offers for their audience.Effective affiliate marketers analyze data and user feedback to refine their strategies and understand what resonates with their audience. They use analytics to make data-driven decisions. Influential affiliates prioritize their audience's interests and needs. They actively listen to their audience's feedback and adapt their content and recommendations accordingly(Hendrayati and Pamungkas, 2020) .

Being able to address common travel concerns, provide practical solutions, and offer valuable advice to travelers can enhance the affiliate's influence on tourist decision-making. Instead of focusing solely on short-term gains, successful affiliate marketers often have a long-term vision. They aim to build lasting relationships with their audience and partners (Roundha and Pabalkar, 2021) .

Based on the above, the third hypothesis of the study can be formulated as follows:

H3: The characteristics of the affiliate marketer impact tourists' decision-making .

2.3.1.3.Characteristics of tourist who influenced by affiliate marketing

Tourists who are influenced by affiliate marketing have a level of trust in the affiliate marketer. They believe in the credibility and expertise of the affiliate, which is often built over time through consistent, valuable recommendations. These tourists are receptive to product or service recommendations made by affiliates. They are willing to consider and act on these recommendations when they see value in them(Dutta and Sajnani, 2018) .

Influenced tourists often actively seek information and reviews before making a purchase decision. They are interested in learning about products or services and value the insights provided by affiliates. They place a significant emphasis on product reviews and user experiences. They rely on affiliate reviews and testimonials to guide their decision-making process.(Afzaal,*et al.*,2018).

These tourists are often price-conscious and may look for discounts, deals, or exclusive offers that affiliates provide. They appreciate cost-effective recommendations. Influenced tourists engage with affiliate marketing content. They read blog posts, watch videos, follow social media updates, and subscribe to newsletters, actively seeking the latest recommendations and insights. They often have specific needs or problems to solve, and they turn to affiliate marketing content to find solutions. Affiliates who address these needs effectively can have a strong influence (Luli and Kawano, 2020).

Over time, influenced tourists may develop loyalty to specific affiliates whose recommendations align with their preferences and needs. They return to these affiliates for guidance. They consider the trustworthiness of the affiliate marketer before making a decision. Trust is a critical factor in their decision-making process. Many influenced tourists are comfortable making purchases online, as affiliate marketing often directs them to e-commerce platforms or specific product/service websites. (Xue, *et al.*, 2021).

They engage in comparative shopping, using affiliate recommendations as one of many sources of information to make an informed decision. These tourists place a strong emphasis on value. They seek products or services that offer the best combination of quality and price, often looking for affiliate promotions and discounts. Influenced tourists may provide feedback and reviews themselves, as they understand the importance of sharing their experiences with the community. They have diverse interests and may follow various affiliates who cater to different niches, whether it's travel, technology, beauty, fitness, or other areas. (Tanina, *et al.*, 2020).

These tourists are typically comfortable with online platforms, social media, and e-commerce websites. They can navigate the internet to explore and make informed decisions. They appreciate the value of the content provided by affiliates beyond just promotional material. Quality content is seen as informative, entertaining, or educational. (Starc Peceny and Ilijaš, 2021).

Based on the above, the fourth hypothesis of the study can be formulated as follows:

H4: The characteristics of the tourist in affiliate marketing impact tourists' decision-making.

3. Methodology

3.1. Study variables:

Based on the study hypotheses, a model was created for the study variables, which is shown in Figure No. (2), where the study variables consist of 5 independent variables, which are the efficiency of the affiliate marketing process, the characteristics of the affiliate marketing content, the characteristics of the affiliate marketer, the characteristics of the tourist in affiliate marketing and Ethical considerations for affiliate marketing. The study assumes that these six variables affect the dependent variable, which is the decision-making of the tourist.

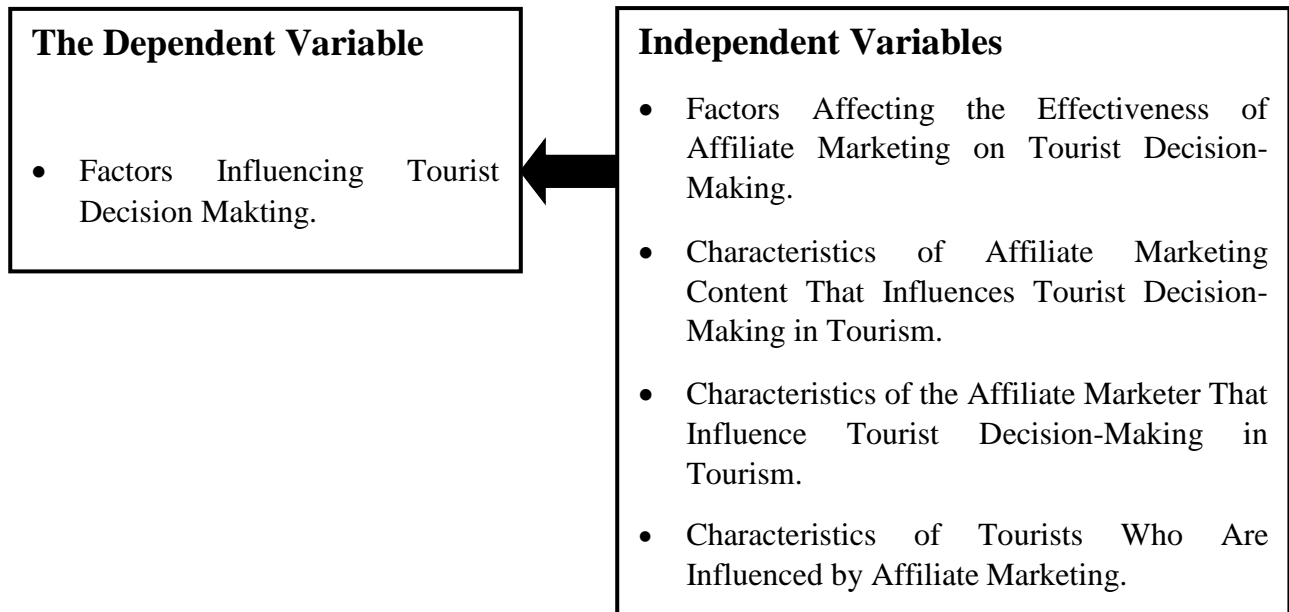


Figure (2)
Study variables

3.2.Data and variables

This research depends on a quantitative approach. A questionnaire form was developed to gather primary data, questionnaire items modified from previous research. A 5-point Likert scale questions ranging from 5 (strongly agree) to 1 (strongly disagree) were used to record participants' responses to measure the behavior and preferences of the sample. The questionnaire has 24 questions; Questions were divided into four dimensions according to table (1). The questions are easy to understand, clear, and do not carry more than one meaning. The questions were arranged in a logical order to help the respondents move from question to question easily and avoid being bored. The final section of the questionnaire included demographic questions, such as gender, age, education level, nationality, and the purpose of travel.

Table (1)

The questionnaire Dimensions

No	The Title of the Dimension	Questions Number
1	Factors Influencing Tourist Decision Making.	4
2	Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making.	5
3	Characteristics of Affiliate Marketing Content That Influences Tourist Decision-Making in Tourism.	5
4	Characteristics of the Affiliate Marketer That Influence Tourist Decision-Making in Tourism.	5
5	Characteristics of Tourists Who Are Influenced by Affiliate Marketing.	5

The questionnaire was addressed to the tourists. The sample is random. Roscoe in 1975 suggested that a sample size greater than 30 and less than 500 is suitable for most behavioral studies (Memon,*et al.*,2020). The questionnaire was designed on Google Documents, it was distributed online, and collected from January 2023 through August 2023. The questionnaire

was distributed to 300 tourists; the number of respondents reached 256 (sample size), the number of incorrect forms was 27 and the number of correct forms is 229. SPSS (26) software is used for data analysis.

Validity and Reliability of the Variables

The reliability and validity coefficient Cronbach's alpha was used to measure the extent of consistency between the sample items (Taber,2018). The results showed that there is a correlation between the items of the study axes, as the following table (2) shows the values between (0.963 – 0.991), and they are acceptable to all questions and valid for the stages of statistical analysis, and therefore the results of the study can be generalized to the study population.

Table (2)
The reliability and validity coefficient Cronbach's alpha

No	The Title of the Dimension	Questions Number	Cronbach's alpha
1	Factors Influencing Tourist Decision Making.	4	0.983
2	Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making.	5	0.963
3	Characteristics of Affiliate Marketing Content That Influences Tourist Decision-Making in Tourism.	5	0.991
4	Characteristics of the Affiliate Marketer That Influence Tourist Decision-Making in Tourism.	5	0.987
5	Characteristics of Tourists Who Are Influenced by Affiliate Marketing.	5	0.969
Total		24	0.995

3.3. Analysis of the Demographic of Sample's Respondents

Table (3)
The Demographic of Sample's Respondents

Variables	Classifications	Frequency	Percentage
1- Age	From 18 To 24	38	16.6%
	From 25 To 34	66	28.8%
	From 35 To 44	67	29.3%
	From 45 To 54	37	16.2%
	From 55To 64	11	4.8%
	From 65 and over	10	4.4%
	Total	229	100%
2- Nationality	USA	45	19.7%
	Canada	20	8.7%
	Australia	20	8.7%
	France	23	10 %
	Italy	16	7 %
	Turkey	21	9.2%
	Germany	17	7.4%
	Brazil	21	9.2%
	UK	17	7.4%
	Spain	14	6.1%
	Greece	15	6.6%
	Total	229	100%

3- Gender	Male	104	45.4%
	Female	125	54.6%
	Total	229	100%
4- Education Level	Undergraduate	90	39.3%
	Graduate	94	41%
	Postgraduate	45	19.7%
	Total	229	100%
5- The Purpose of Travel	Education	36	15.7%
	Visit New Places	48	21%
	Culture Exchange	43	18.8%
	Recreational	49	21.4%
	Other	53	23.1%
	Total	229	100%

The data shows that the majority falls within the age range of 25 to 44, comprising 74.7% of respondents. Younger and older demographics, though smaller in representation, are still notable at around 21.4%. The 25 to 44 age group forms the core target for affiliate marketing strategies due to their significant representation and digital engagement. Customizing content and offers that cater to the interests, preferences, and needs of this core demographic is pivotal for campaign success. While the primary focus might be on the core demographic, crafting varied strategies for younger and older age groups is essential to ensure comprehensive coverage.

The varied nationalities within the sample highlight the importance of localization and targeted campaigns in affiliate marketing. Understanding the preferences and travel habits of different nationalities can aid in crafting tailored content. The near-balanced gender distribution and diverse educational backgrounds suggest the need for content that appeals universally, while also catering to specific interests and educational levels.

Diverse travel purposes indicate the need for multifaceted affiliate marketing campaigns that offer solutions and experiences aligned with different travel intents. Tailoring content to address educational travel, recreational travel, cultural exchange, and exploring new places is essential. Understanding and catering to the diverse segments within this data through targeted and personalized affiliate marketing content can significantly enhance engagement and conversion rates in the travel industry.

3.4. Analysis of Respondents' Questionnaire

3.4.1. The First Dimension: Factors Influencing Tourist Decision Making

Table (4)

The First Dimension: Factors Influencing Tourist Decision Making

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation
I consider affiliate marketing an important and familiar aspect of my decision making to travel.	7	10	19	94	99	4.1703	0.96962
I feel confident in relying on online reviews and recommendations for selecting accommodations, activities, or destinations.	5	10	19	104	91	4.1616	0.91052
The customization options available on travel websites align well with my preferences and contribute to my decision-making process.	5	10	15	102	97	4.2052	0.90649
The convenience of accessing diverse travel options online significantly influences my decision-making process.	7	10	13	97	102	4.2096	0.95499
Mean						4.1867	

Note: n=frequency; %=percentage; 1= strongly Disagree 2=Disagree; 3= Neutral; 4= Agree;

5= strongly Agree; M=Mean; SD=Standard Deviation.

The majority of respondents leaned towards Agree and Strongly Agree, indicating a high recognition (94 + 99 = 193 out of 230 responses) of affiliate marketing's importance in decision-making. The mean value of 4.1703 suggests a general agreement with the statement. Similar to the first statement, respondents largely agreed (104 + 91 = 195 out of 230 responses) that they feel confident relying on online reviews. The mean value of 4.1616 indicates strong agreement. Also, a majority leaned towards Agree and Strongly Agree (102 + 97 = 199 out of 230 responses) regarding the alignment of customization options with their preferences. The mean value of 4.2052 indicates a high level of agreement. Similar to previous statements, respondents mostly agreed (97 + 102 = 199 out of 230 responses) that online travel options significantly influence their decision-making. The mean value of 4.2096 implies strong agreement with this statement.

The table (4) shows that there's a consistent trend indicating a favorable perception towards the factors influencing tourist decision-making related to affiliate marketing and online resources. The mean values, ranging around 4.16 to 4.21 out of 5, showcase a high level of agreement among respondents with these influencing factors. The standard deviation values, relatively low (ranging from 0.90649 to 0.96962), indicate that responses were closely clustered around the mean, suggesting a certain degree of consensus in the perceptions. The data reflects a positive attitude among respondents regarding the influence of affiliate marketing, online reviews, customization options, and the convenience of online travel choices in their decision-making process. These findings suggest that these elements play

significant roles and are highly regarded when individuals make decisions related to travel (Shokhan and Mutaliyeva, 2023 and Muhyl,2023).

3.4.2. The Second Dimension: Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making

Table (5)

The Second Dimension: Factors Affecting the Effectiveness of Affiliate Marketing on Tourist Decision-Making

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation
The relevance of affiliate marketing content greatly influences its effectiveness.	7	8	13	94	107	4.2489	0.93849
Transparency and honesty in affiliate marketing partnerships enhance their effectiveness.	3	10	21	95	100	4.2183	0.88129
Personalization of affiliate marketing recommendations increases their effectiveness.	3	10	21	96	99	4.2140	0.87988
The reputation of affiliate marketers affects how effective their recommendations are.	3	10	19	90	107	4.2576	0.883.7
The alignment of affiliate marketing with my interests and preferences makes it more effective.	7	10	15	92	105	4.2140	0.96545
Mean						4.2306	

Respondents exhibit a robust inclination (mean = 4.2489) towards agreeing that the pertinence of affiliate marketing content plays a pivotal role in enhancing its efficacy. This strong consensus suggests a profound correlation between content relevance and the effectiveness of marketing strategies aimed at tourists. The survey reflects a substantial agreement (mean = 4.2183) among respondents regarding the enhancement of effectiveness through transparent and honest affiliative partnerships. This finding underscores the significance of ethical and clear collaborations in bolstering the impact of marketing endeavors on tourist decision-making.

A prevalent consensus (mean = 4.2140) among respondents highlights the potency of personalized marketing recommendations in amplifying their effectiveness. This emphasizes the importance of tailored approaches in aligning marketing content with individual tourist preferences. The data manifests a significant association (mean = 4.2576) between marketer reputation and the efficacy of recommendations, indicating that a marketer's credibility significantly impacts the persuasiveness of their suggestions to tourists.

Respondents showcase a pronounced inclination (mean = 4.2140) towards agreeing that the alignment of marketing strategies with their interests and preferences heightens their efficacy. This aligns with the premise that tailored approaches resonate more effectively with diverse tourist preferences. The collective mean of 4.2306 across these factors underscores their substantive influence on the efficacy of affiliate marketing strategies in influencing tourist decision-making. These findings underscore the critical role of content relevance, transparency, personalization, marketer reputation, and alignment with individual preferences

in shaping the efficacy of affiliate marketing approaches in the tourism domain. Such insights hold significance for marketers aiming to enhance the impact of their strategies in shaping tourist decisions. The relatively low standard deviation values (ranging from 0.87988 to 0.96545) suggest a convergence of responses, indicating a degree of unanimity among respondents regarding the influence of these factors on the effectiveness of affiliate marketing in tourist decision-making processes. (Hemker,*et al.*,2021)

3.4.3. The third Dimension: Characteristics of Affiliate Marketing Content That Influences Tourist Decision-Making in Tourism

Table (6)

The third Dimension: Characteristics of Affiliate Marketing Content That Influences Tourist Decision-Making in Tourism

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation
Well-structured and organized affiliate marketing content is more influential.	7	10	15	98	99	4.0878	0.95726
High-quality visuals and multimedia in affiliate marketing content are persuasive.	9	10	14	94	102	4.1790	0.95846
Clear and concise affiliate marketing recommendations have a greater impact.	7	10	16	99	97	4.1747	0.95746
Informative and educational content is more likely to influence my decisions.	7	10	13	103	96	4.1834	0.94659
Stories and personal experiences shared in affiliate marketing content are compelling.	7	13	12	94	103	4.1921	0.98574
Mean						4.1834	

Respondents exhibit a notable inclination (mean = 4.0878) towards agreeing that well-structured and organized affiliate marketing content holds significant influence in shaping tourist decisions. This underscores the importance of content presentation and organization in capturing tourist interest and engagement. There is a pronounced agreement (mean = 4.1790) among respondents regarding the persuasive nature of high-quality visuals and multimedia content in affiliate marketing. This emphasizes the pivotal role of visual elements in capturing attention and influencing tourist decision-making.

The data reflects a substantial consensus (mean = 4.1747) among respondents emphasizing the impact of clear and concise recommendations in influencing their decisions. This underscores the importance of clarity and brevity in delivering persuasive content. A prevailing consensus (mean = 4.1834) is observed among respondents, highlighting the influential nature of informative and educational content in shaping tourist decisions. This emphasizes the significance of providing value and information that educates tourists in their decision-making process.

The dataset indicates a substantial agreement (mean = 4.1921) regarding the compelling nature of stories and personal experiences shared in affiliate marketing content. This

underscores the influence of relatable narratives in capturing attention and guiding tourist decisions. The collective mean score of 4.1834 across these characteristics signifies their substantial impact on tourist decision-making in the context of affiliate marketing within the tourism domain. These findings accentuate the pivotal role of well-structured content, high-quality visuals, clarity in recommendations, informative educational content, and engaging narratives in shaping tourist decisions.

The relatively low standard deviation values (ranging from 0.94659 to 0.98574) suggest a convergence of responses, signifying a degree of consensus among respondents regarding the influence of these characteristics on tourist decision-making. These insights hold significant implications for marketers and content creators aiming to optimize affiliate marketing strategies in the tourism sector (Yang, *et al.*,2022).

3.4.4. The Fourth Dimension: Characteristics of the Affiliate Marketer That Influence Tourist Decision-Making in Tourism

Table (7)

The Fourth Dimension: Characteristics of the Affiliate Marketer That Influence Tourist Decision-Making in Tourism

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation
Trustworthiness and credibility of the affiliate marketer affect my trust in their recommendations	7	5	15	104	98	4.2271	0.89881
Consistency in the affiliate marketer's messaging and branding influences my decisions	7	10	15	96	101	4.1965	0.96007
The affiliate marketer's expertise and knowledge about the tourism industry are important	8	8	14	95	104	4.2183	0.96219
A likable and relatable persona of the affiliate marketer impacts my choices	7	10	11	102	99	4.2052	0.96219
The affiliate marketer's ability to engage and interact with their audience influences me	7	7	13	106	96	4.2096	0.91272
Mean						4.2114	

The dataset focuses on the characteristics of affiliate marketers that significantly influence tourist decision-making within the tourism industry. The analysis of responses from a questionnaire reveals various attributes and their perceived impact on shaping tourist decisions. Respondents express a strong inclination (mean = 4.2271) towards agreeing that the trustworthiness and credibility of affiliate marketers significantly affect their trust in recommendations. This emphasizes the pivotal role of trust and credibility in establishing persuasive recommendations.

There is a notable consensus (mean = 4.1965) among respondents regarding the influence of consistency in messaging and branding by affiliate marketers. This underlines the

importance of uniformity and reliability in influencing tourist decisions. The data reflects a substantial agreement (mean = 4.2183) among respondents emphasizing the importance of an affiliate marketer's expertise and knowledge about the tourism industry. This highlights the influence of industry expertise in shaping tourist choices.

Respondents showcase a significant agreement (mean = 4.2052) regarding the impact of a likable and relatable persona of affiliate marketers on their choices. This emphasizes the role of personal appeal in establishing connections and influencing decisions. A prevailing consensus (mean = 4.2096) among respondents indicates that the ability of affiliate marketers to engage and interact with their audience significantly influences them. This underscores the impact of interactive skills in guiding tourist decisions.

The collective mean score of 4.2114 across these characteristics signifies their substantive influence on tourist decision-making within the realm of affiliate marketing in the tourism sector. These findings underscore the pivotal role of trustworthiness, consistency, expertise, likability, and interactive skills of affiliate marketers in shaping tourist decisions.

The relatively low standard deviation values (ranging from 0.89881 to 0.96219) suggest a convergence of responses, indicating a degree of consensus among respondents regarding the influence of these characteristics on tourist decision-making. These insights hold significant implications for marketers aiming to optimize their strategies and enhance their impact on tourist choices within the tourism industry (Heiens and Narayanaswamy, 2021).

3.4.5. The fifth Dimension: Characteristics of Tourists Who Are Influenced by Affiliate Marketing

Table (8)

The fifth Dimension: Characteristics of Tourists Who Are Influenced by Affiliate Marketing

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. deviation
I am influenced by affiliate marketing when planning my travel experiences.	7	10	19	100	93	4.1441	0.96027
I actively seek out affiliate marketing content for travel inspiration and guidance.	2	10	19	94	104	4.2576	0.85275
I frequently share affiliate marketing recommendations with others.	7	9	13	97	103	4.2227	0.94507
I trust affiliate marketing when making my travel-related decisions.	7	9	13	94	106	4.2358	0.94884
I rely on affiliate marketing for discovering new and exciting tourist destinations.	7	10	19	89	104	4.1921	0.97681
Mean						4.2105	

Respondents express a notable inclination (mean = 4.1441) towards agreeing that they are influenced by affiliate marketing when planning their travel experiences. This suggests a moderate but present impact of affiliate marketing on their decision-making.

There is a significant consensus (mean = 4.2576) among respondents indicating that they actively seek out affiliate marketing content for travel inspiration and guidance. This emphasizes the proactive role of seeking such content for travel-related insights.

Respondents showcase a substantial agreement (mean = 4.2227) regarding the frequency of sharing affiliate marketing recommendations with others. This underscores the tendency to share trusted and valuable content with peers.

The dataset reflects a strong agreement (mean = 4.2358) among respondents indicating their trust in affiliate marketing when making travel-related decisions. This signifies a high level of reliance on such content for decision-making.

Respondents showcase a notable agreement (mean = 4.1921) regarding their reliance on affiliate marketing for discovering new and exciting tourist destinations. This highlights the role of affiliate marketing in introducing tourists to novel destinations.

The collective mean score of 4.2105 across these characteristics signifies their substantive influence on tourists' decision-making processes within the realm of affiliate marketing in the tourism sector. These findings underscore the pivotal role of affiliate marketing in inspiring, guiding, and earning trust among tourists in their travel-related decisions.

The relatively low standard deviation values (ranging from 0.85275 to 0.97681) suggest a convergence of responses, indicating a degree of consensus among respondents regarding the influence of these characteristics on tourist decision-making. These insights are crucial for marketers aiming to understand and tailor their strategies to effectively engage and influence tourists within the tourism industry (Xue, *et al.*,2021).

3.5. The Test of The Study Hypotheses

Table (9)

The Test of The Study Hypotheses

The Study Hypotheses	Pearson Correlation	Sig
H1: The efficiency of the affiliate marketing process significantly impact tourists' decision-making .	0.975**	0.00
H2: The characteristics of the affiliate marketing content impact tourists' decision-making .	0.976**	0.00
H3: The characteristics of the affiliate marketer impact tourists' decision-making .	0.978**	0.00
H4: The characteristics of the tourist in affiliate marketing impact tourists' decision-making.	0.983**	0.00

Note: Correlation is significant at the 0.01 level (2-tailed).

The study hypotheses were tested using Pearson correlation coefficients to determine the relationships between different variables and tourists' decision-making influenced by affiliate marketing .

H1: The efficiency of the affiliate marketing process significantly impacts tourists' decision-making.

The strong positive correlation (0.975**) suggests a significant relationship between the efficiency of the affiliate marketing process and tourists' decision-making. The value of 0.00 indicates a high level of significance, supporting the hypothesis that as the efficiency of the marketing process increases, tourists' decision-making is notably influenced.

H2: The characteristics of the affiliate marketing content impact tourists' decision-making.

The strong positive correlation (0.976**) indicates a significant relationship between the characteristics of affiliate marketing content and tourists' decision-making. The value of 0.00 reinforces the hypothesis, suggesting that specific attributes of marketing content significantly affect tourists' decision-making processes.

H3: The characteristics of the affiliate marketer impact tourists' decision-making.

The strong positive correlation (0.978**) demonstrates a significant relationship between the characteristics of affiliate marketers and tourists' decision-making. The value of 0.00 supports the hypothesis, indicating that certain traits of marketers significantly influence tourists' decision-making behavior.

H4: The characteristics of the tourist in affiliate marketing impact tourists' decision-making.

The very strong positive correlation (0.983**) highlights a significant relationship between the characteristics of tourists within affiliate marketing and their decision-making. The extremely value of 0.00 strongly supports the hypothesis, indicating that specific attributes of tourists play a substantial role in influencing their decision-making processes within affiliate marketing.

The results reveal strong and significant positive correlations between all studied variables (efficiency of marketing process, content characteristics, marketer traits, and tourist attributes) and tourists' decision-making influenced by affiliate marketing. Each hypothesis receives substantial support, suggesting that these factors significantly impact tourists' decision-making processes within the domain of affiliate marketing.

4. Conclusion

Research findings confirm that the pivotal role of affiliate marketing in shaping tourists' decision-making processes within the domain of travel-related products and services. The partnership between tourism businesses and affiliate marketers wields a substantial influence, driven by the commission-based structure and diverse marketing channels utilized .

These collaborations ensure cost efficiency for businesses, leveraging established audiences and credibility to tap into diverse demographics and niches beyond traditional marketing avenues. The careful selection of affiliate partners aligns with brand values and targets specific audiences, enhancing consistency and relevance in marketing efforts .

Moreover, the flexible nature of affiliate marketing models allows tailored strategies, optimizing promotional endeavors toward specific goals, performance metrics, and target audiences within the tourism industry. From the initial recognition of travel needs to post-experience evaluation, affiliate marketing significantly shapes tourists' choices and behaviors throughout their decision-making journey.

The efficacy of affiliate marketing directly impacts tourists by fostering trust, providing pertinent and credible information, and aligning with ethical practices, influencing their decisions within the ever-evolving landscape of tourism. Understanding and leveraging the intrinsic characteristics of affiliate marketing content, marketer qualities, and tourist preferences profoundly influence and steer tourists' choices within the tourism industry.

5. Implications

1. Tourism businesses should engage in strategic partnerships with affiliate marketers that focus on shared objectives. This entails defining clear goals, ensuring alignment of values, and creating marketing strategies that resonate with the needs and preferences of tourists. Regular communication and collaboration foster stronger relationships and more effective marketing campaigns.
2. Flexibility in commission structures is crucial. This involves tailoring the commission-based models to match the behavior and preferences of tourists. Experimentation with various incentive models (performance-based, tiered commissions, bonuses) can offer insights into how different structures impact tourists' decision-making processes.
3. Diversifying affiliate marketing channels requires an understanding of each platform's audience and engagement dynamics. Crafting content that is engaging, informative, and credible across websites, blogs, social media, and review platforms helps in maximizing the impact of affiliate marketing efforts.
4. To maximize efficiency, tourism businesses should focus on the performance-based nature of affiliate marketing. Payments should be aligned with desired outcomes, ensuring cost efficiency and optimizing return on investment.
5. Collaborating with affiliates provides access to their established audiences and credibility. Utilize these partnerships to expand the reach of tourism products or services, especially in niche or untapped demographics.
6. Identify and collaborate with affiliates who cater to specific interests or demographics within the tourist population. Tailoring marketing efforts to these diverse segments allows for more targeted and effective outreach.
7. Tourism businesses should carefully select affiliate partners that align with their brand values and resonate with their target audience. Maintaining consistency in messaging and relevance ensures a stronger connection with potential tourists.
8. Implementing monitoring systems is crucial to oversee affiliate activities. This ensures that marketing content remains authentic, fraudulent practices are avoided, and the brand reputation is protected.

9. Use different affiliate marketing models based on specific objectives, performance metrics, and target audiences. This adaptability optimizes marketing efforts, allowing for better alignment with the diverse needs of tourists.
10. Tailoring marketing strategies to address each stage of the tourist decision-making process involves recognizing needs, providing informative content, facilitating easy purchase decisions, and encouraging post-experience evaluation. Crafting strategies for each stage helps influence tourists at different points of their decision journey.
11. Focusing on building trust through transparent practices, providing relevant and reliable information, engaging effectively, and upholding ethical standards directly impacts tourists' decisions. Efficiency in these areas fosters trust and confidence in the marketing process.
12. Understanding the characteristics within affiliate marketing content, the qualities of affiliate marketers, and the individual traits of tourists allows for the creation of tailored marketing strategies. Aligning marketing efforts with these characteristics ensures more impactful campaigns that resonate with tourists' preferences and behaviors.

6. Future Research

Future research on the influence of affiliate marketing on tourist decision-making could explore several intriguing avenues to further enhance our understanding and strategies within the tourism industry:

1. Investigate the long-term effects of affiliate marketing on tourists' decision-making. Understand how initial interactions with affiliate marketing content influence repeat behaviors and choices over time.
2. Explore the integration of emerging technologies like AI, VR, or AR into affiliate marketing strategies within the tourism sector. Examine how these technologies influence tourists' decision-making processes.
3. Conduct cross-cultural studies to comprehend how different cultural backgrounds influence the effectiveness of affiliate marketing strategies in attracting tourists from diverse regions and societies.
4. Analyze shifts in consumer behavior and preferences, particularly post-pandemic, and evaluate how these changes impact the efficacy of affiliate marketing efforts in the tourism industry.
5. Investigate how the integration of sustainability-focused and ethically driven affiliate marketing campaigns affects tourists' decision-making, and assess the influence of eco-friendly and socially responsible initiatives on tourist choices.

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تأثير التسويق بالعمولة على عمليات صنع القرار للسائحين

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معلومات المقالة	الملخص
<p>الكلمات المفتاحية التسويق بالعمولة؛ عمليات صنع القرار للسائحين ؛ التسويق الرقمي ؛ استراتيجيات التسويق.</p> <p>(JAAUTH) المجلد ٢٥، العدد ١، (٢٠٢٣)، ص ٢٦٦-٢٧٧</p>	<p>تستكشف هذه الورقة البحثية التأثير المتعدد الأوجه للتسويق بالعمولة على عمليات صنع القرار للسائحين ضمن المجال الواسع لصناعة السياحة. في عصر يهيمن عليه التسويق الرقمي، برز التسويق بالعمولة كأداة مهمة في تشكيل خيارات المستهلكين، لا سيما في قطاع السفر والسياحة. تهدف الدراسة إلى التعمق في الديناميكيات المعقدة والتأكد من الجوانب المؤثرة للتسويق بالعمولة التي توجه سلوكيات صنع القرار لدى السائحين. وتم اعتماد المنهج الكمي، وتم تطوير استمارة الاستبيان. وبلغ حجم العينة ٢٥٦ سائحاً، تم اختيارهم عشوائياً. وتم تحليل البيانات باستخدام برنامج (26) SPSS تشير النتائج إلى أن التسويق بالعمولة يلعب دوراً مهماً في كل مرحلة من مراحل عملية صنع القرار السياحي ويلعب دوراً حيوياً في تشكيل خيارات وسلوكيات السائحين في صناعة السياحة. من إدراك الحاجة إلى السفر إلى تقييم الخيارات، واتخاذ قرار الشراء، والتقييم اللاحق للتجربة، تؤثر هذه الخطوات بشكل جماعي على قرارات السائحين وسلوكياتهم المستقبلية في مجال السياحة. وتكشف النتائج عن رؤى مقنعة، وتعرض علاقات إيجابية قوية بين كفاءة عمليات التسويق بالعمولة، وسمات المحتوى، وخصائص السوق، وأنماط صنع القرار لدى السائحين. والجدير بالذكر أن الدراسة تؤكد على الدور المحوري للجدارة بالثقة، وملاءمة المحتوى، ومصداقية السوق، وتفضيلات السائحين في تشكيل عملية صنع القرار بشكل كبير ضمن أطر التسويق بالعمولة. توصي الدراسة بأن الآثار المترتبة على هذه النتائج تمتد إلى ممارسي التسويق وأصحاب المصلحة في الصناعة وواضعي السياسات، مع التركيز على الحاجة إلى استراتيجيات مصممة خصيصاً تتماشى مع تفضيلات السائحين لتحسين فعالية التسويق بالعمولة في قطاع السياحة.</p>