

ABSTRACT

This research is driven by the growing trend of affiliate marketing strategies adopted by local brands such as The Rituale in shaping brand image. Although affiliate marketing has proven effective in increasing online store visits, inconsistencies have emerged between the brand's intended values and the messages conveyed by affiliate content. These inconsistencies raise academic concerns regarding the effectiveness of influencer affiliate marketing content in building a coherent and positive brand image. Therefore, this study aims to explore influencer affiliate content tactics in enhancing brand image and to propose a conceptual model relevant to the context of digital marketing. The study adopts a qualitative case study approach focused on The Rituale. Data were collected through in-depth interviews with 14 participants, including company representatives, affiliate influencers, consumers, and academic experts. The data were analyzed using systematic qualitative techniques data reduction, presentation, and conclusion drawing to obtain an in-depth understanding of the relationship between content strategies and brand image development.

The findings reveal that affiliate marketing content contributes positively to brand image when it delivers factual, educational, and brand-aligned messages. Aesthetic content aligned with the Korean beauty theme successfully strengthens brand awareness and fosters associations with a premium lifestyle. However, negative aspects were also identified, including irrelevant content, low technical quality, and influencer communication styles that failed to accurately reflect the brand's identity, potentially compromising consumer perception. In managing content, The Rituale implements structured briefings, brand value guidelines, and regular content monitoring to ensure message consistency. At the same time, creative freedom is granted to influencers to maintain authenticity and audience engagement. This balanced approach fosters synergy between the brand and its affiliate influencers. The proposed conceptual model emphasizes the alignment between brand values, influencer communication style, and emotionally resonant, educational content. This model suggests that authentic content aligned with brand identity can enhance consumer engagement, build trust, and establish a strong, sustainable brand image. The findings are expected to serve as practical insights for companies optimizing digital marketing strategies through strategically aligned affiliate marketing content.

Keywords: *Affiliate Marketing, Influencer Content, Brand image, The Rituale, Digital Marketing*