A Study On Awareness And Perception Of Customers Towards Affiliate Marketing With Special Reference To Agra Region

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Abstract

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-partypublishers are affiliates, and the commission fee incentivizes them to find ways to promote the company. The internet has increased the prominence of affiliate marketing. In this sense, affiliate marketingis essentially a pay-for-performance marketing program where the act of selling. The current study is being conducted to analyze the awareness level of affiliate marketingamong the respondents the study will be carried out by taking the survey of 180 respondents by non-probabilistic convenience sampling method from Agra Region by using structured questionnaires and interview technique. Study found that there is awareness amongthe respondents towards Affiliate marketing and it was also found that all socio-economic variables like age, education qualification, gender and area of residence of the respondents have significant relationship with awareness level of respondent towards the usage of affiliate marketing.

Keywords- Affiliate marketing, Perception, Awareness, Attitude, Socio economic variables.

Introduction

Internet marketing has gained significance with the high growth rate of online media penetration at global level because it offers richer possibilities to directly target global consumers and among the online available options. Affiliate marketing has grown as one of the choicest promotional tools for lead generation the digital promotion Affiliate programs was appeared in 1996 when Amazon start to pay websites for referring customers to join their site (Dabs &Manaktola, 2007). In the pre-world wide web, the concept of affiliate marketing was improved by aircrafts, and then hotels and other travel agencies, through global distribution systems (GDS) to obtain wider reach to their target audiences (Dale, 2003). The tourism sector was one of the beginning industries to realize that progresses in information technology allowed companies to increase awareness, grow market share via 24 hours online access to existing and potential tourists, and to offer solution to the traditional industry problems and seasonality (Inkpen, 1998; Werthner& Klein, 1999; Barnett &Stading, 2001; Law, Leung, & Wong, 2004). Affiliate marketing is a kind of internet marketing, whereby an organization (an advertiser or merchant) signs an agreement with another corporation (a publisher or affiliate) to display a link for its website an affiliated sites (Goff, 2006).

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party

publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company. The internet has increased the prominence of affiliate marketing. For example, Amazon (AMZN) popularized the practice by creating an affiliate marketing program whereby websites and bloggers put links to the Amazon page for a reviewed or discussed product to receive advertising fees when a purchase is made. Affiliate marketing based offline has been in use much longer. An example from tourism: a receptionist recommends a restaurant to the customer .The receptionist then receives a commission from the owner of the restaurant as he has brought him a new customer. The affiliate partner puts merchants' links on his web page and for each visitor who buys something off these links online; the affiliate receives a commission from the merchant. Affiliate programs offers may benefits for merchants, such as:
• Promotion.
• Choice, possibility of performance based payment.
• Sale or some other transaction.
• Linking and increasing number of customers via (SEO).
Although, there are many of travel affiliate websites some users don't use them again or repurchasing while other are more loyal to them. In getting the reason beyond losing customer's loyalty, we require to define the factors that can effect on repurchasing and the customer's loyalty.

Online Advertising Compared To Traditional Marketing

Publicizing on the web became amazingly quick. Actually, internet promotion is viewed as the quickest developing type of direct advertising. There has been a discussion on whether the Internet is to be viewed as customary promoting or is another type of direct showcasing. **Turban et al. (2019)** promoting is characterized as a push to convey data so as to improve deals. Conventional promoting was exceptionally indifferent, in light of the fact that it generally just comprised of one-way mass correspondence. With direct showcasing, advertisers attempted to customize publicizing and to make it progressively viable. Despite the fact that customary direct showcasing approaches worked truly well, they were simply excessively costly

and moderate. Turban et al. Regular postal mail battles had a reaction pace of just 1 to 3 percent. In the event that the crusade cost would, at that point be around $1 per individual, the expense per reacting individual would run from $33 to $100. This would just legitimize for costly items, for example, vehicles. Market division helped however didn't take care of the issue. The Internet is presented as intelligent promoting. This is on the grounds that it empowered publicists to cooperate straightforwardly with clients as buyers could now get more data or send messages to pose inquiries. There are significant focal points of publicizing on the web over conventional mass promoting. Customary publicizing media, for example, TV, radio, papers, and magazines are broadly utilized, in any case, the market is continually changing and increasingly 9 individuals are investing more energy in the web and utilizing cell phones. Advertisers and sponsors are keen on arriving at such potential. Presumably, the greatest advantages that web-based promoting and bringing to the table are low costs, productivity, and intuitiveness.

Affiliate Marketing

Affiliate advertising is a sort of execution based advancing in which a business compensations at any rate one auxiliary for each visitor or customer brought by the part's own exhibiting tries. It is a type of on-line showcasing strategy wherein a distributor advances a business endeavor through promotion on their site and that prompts business compensates the member with the commission each time a guest, the client creates deals. Enfroy (2018) Affiliate promoting is a well-known strategy to drive deals and produce noteworthy online income. Amazingly gainful to the two brands and offshoot advertisers, the new push towards less customary showcasing strategies has paid off.
Facts:
• 81% of brands and 84% of distributors influence the intensity of subsidiary showcasing, a measurement that will keep on expanding as offshoot promoting going through builds each year in the United States.
• There is a 10.1% expansion in subsidiary advertising spending in the United States every

year, implying that by 2021, that number will reach $6.8 billion.

- In 2020, content showcasing costs were checked to be 62% of customary advertising plans while at the same time producing multiple times the leads of conventional strategies. Actually, 16% of all requests caused online to can be credited to the effect of member promotion.
- In March of 2020, Amazon's subsidiary structure changed, offering paces of 1-10% of item income for makers, giving the chance to subsidiaries to significantly build their automated revenue dependent on the vertical they're selling on.
- The subsidiary promoting of Jason Stone, also called Millionaire Mentor, was liable for as much as $7 million in retailer deals just in the long stretches of June and July in 2021.

Review of Literature

Sharma (2019) explained the importance of Internet Marketing in e-commerce and gives a brief introduction of Internet marketing. Advantages of Internet advertising have been explained while explaining the various e-commerce revenue models like CPA, CPL, CPM and CPI. The research examined various e-commerce website like Flipkart, Snapdeal, Shopclues, Homeshop18, Fashionandyou and Dealsandyou. He concludes that Internet Marketing is an essential tool for any company that wants to improve their revenue.

According to **Edelman and Brandi (2020)** some of the common frauds that affiliate may indulge in are adware, cookie stuffing, typo-squatting and loyalty software. Study discussed the various affiliate management structures i.e. in-house affiliates, specialist affiliate and the affiliate network, which provides required technical infrastructure. The research shows that affiliate marketing allow sellers to advertise more efficiently via Internet.

Dr. Sonal Kala & Rajesh Kumar Sharma (2021) Stated that Internet is the central-hub for quick and rapid lifestyle, communication, connecting with people for official purposes. The interactions between customers and service providers in electronic commerce through the retailer's website. This study measured the relationship between various characteristics of online shopping and customer purchase behaviour towards online shopping and future of online shopping in India.

Obaidat, M. S., & Lorenz, P. (2019) Short form of electronic commerce is e-commerce, it is a type of innovative business model where individual or group or a firm can buy and sell on electronic network with support of internet. The another names of e-commerce are online commerce, web commerce, e-retail, e-tail and e-comm. But e-tail refers to any transactional processes around retail.

Venugopal et al (2021) Affiliate marketing is a crucial source of the many things which provides the mandatory tools for the creative and hardworking individual to venture out on their own. It can provide ample opportunity to earn money doing what you're good at and also allows someone to use their skills and expertise for his or her own finances. It can get people started in their own business enterprises with nearly no cost or risk to themselves and does more with relevance recent trends in web marketing. To get a handle on increasingly about the idea, we underline on the patterns and chances of association advertising and its utilization in current business through referrals in online promoting. There are innumerable options with the smallest amount possible risks that carry the interested persons to the success and also the technical and manual hazards to be avoided are discussed during this paper.

Grzegorz Mazurek (2019) Affiliate marketing may be a prospective strategy of internet marketing and e-commerce, which essence lies within the shift of responsibility for sales onto a 3rd party, in particular, on customers, who are compensated commission subsequent to persuading different customers to search for items offered by a support (organization utilizing the e-advancement tools). This text explores the characteristics of affiliate marketing and presents the perspectives of affiliate activities onto the Polish e-market. The results are prepared on the premise of literature review, a quantitative inquiry conducted by means of an electronic

questionnaire on e-shops' marketing managers in Poland, and some interviews with experts from affiliate marketing networks.

Statement of the problem

One of the recent trends in the field of marketing is consumerism and the process of selling theright quality of products to the right consumer and at the right time. With the increasing competition, exposure to customers, changing lifestyles it is important that companies come upwith different strategies to keep the consumers on their toes and ensure to provide them with accessibility and convenience. Therefore, it is important that everyone is aware of the recent strategies such as Affiliate marketing which helps consumers to access products faster and better competitively. Therefore, this study is conducted in analyzing the awareness and perception of consumers towards affiliate marketing among the respondents in India.

Objectives of the Study

- To study the level of awareness of affiliate marketing among the respondents of the Agra Region
- To understand the perception and attitude of the respondents towards the adoption ofaffiliate marketing
- To study the relationship between demographic variable and level of awareness of the Agra Region

Hypothesis

1. There is no significant awareness of affiliate marketing among respondents
2. There is no significant relationship between demographic variable and the level of awareness among respondents towards affiliate marketing

Research Methodology

Under this study the researchers will use both primary data and secondary data. Primary data is collected through questionnaire from Agra Region. Secondary data is also used for the purpose of the study from various sources like Published books Newspapers, Journal, Published articles, unpublished articles, various websites etc. The sample size is 180 that are data will be collected from Agra Region. Under this study the researchers have used non probability sampling method to collect data. Under non probability sampling convenient sampling technique has been used by the researcher for collecting the sample. For this study appropriate hypothesis are developed and will be tested by using statistical tool- Regression analysis, factor analysis and chi-square. Data analysis will be carried out with the help of SPSS Version28.

Analysis and Interpretation

Regression Analysis

For analyzing the awareness level among the respondents about effective use of affiliatemarketing regression analysis was conducted.

Dependent factor	Heard about affiliate marketing.
Independent factor	Online shopping, affiliate wallet payments, onlineadvertising, online feedback system, e-commerce, e-Search, email marketing, social media marketing.
F value of the model	11.001
R^2	.751
Significance level	.031

The regression model is said to be significant if the significance value is less than 0.05 thatis (p<0.05). The R-Square value is .565 which is approximately equal to 0.7 which means that the ten independent variables influence the awareness level to an extent of .751. The dependent variables h a v e a significant influence on the level of the awareness of the respondents towards affiliate marketing. The results are analyzed to test the hypothesis H1that is, there is no significant awareness and effect use of affiliate marketing in India. Therefore, the null hypothesis that is, there is no significant awareness of affiliate marketing in India is rejected and the alternative hypothesis that is, there is significant awareness of affiliate marketing in India is accepted.

H_O1	H0	There is no significant awareness and effective use of affiliate marketing	Rejected
	Ha	There is significant awareness and effective use of affiliate marketing	Accepted

Factor Analysis

The main objective to conduct factor analysis is to determine the attitude of the respondents towards affiliate marketing. Factor analysis is the most common data reduction technique using principle component analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.818
	Approx. Chi-Square	823.981
Bartlett's Test of Sphericity	Df	45
Sig		.000

KMO=.818 which is greater than 0.7, which indicate that all variables are significantly correlated. Hence, it is appropriate to carry out factor analysis. Variables with less than 0.4 as communality are not going to significantly contribute to the entire data. Hence, we discard suchvariables. Here the table of communalities is provided below in which all the variables have communality value more than 0.4. Hence, we consider all variables for the study.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.829	58.287	58.287	5.829	58.287	58.287
2	1.113	11.134	69.421	1.113	11.134	69.421
3	.840	8.397	77.818			

4	.649	6.488	84.305			
5	.377	3.772	88.078			
6	.342	3.417	91.495			
7	.247	2.471	93.966			
8	.244	2.443	96.409			
9	.186	1.865	98.273			
10	.173	1.727	100.000			

Extraction Method: Principal Component Analysis.

To find the new factors and the variables associated with them

		Components	
		1	2
High Potential	Affiliate marketing is convenient in terms of usage	.870	
	transactions through affiliate marketing saves time	.879	
	affiliate marketing is better than offline marketing	.892	
	transaction through affiliate marketing will have proper accountability	.819	
	affiliate marketing is user friendly	.822	
	affiliate marketing help in curbing black money	.737	
Not in favour affiliate marketing	affiliate marketing is less costly		.773
	affiliate marketing is not safe and secure		.872
	affiliate marketing will decrease cash flow in market		.508

The number of factors to be chosen is based on the Eigen values of the factors (>1) and the total variance explained by such factors (>60%). In the present case, we take 2 factors for further analysis since they have Eigen values>1 and total variance explained is 69.421% whichis more than 60%. These groups of respondents are highly interested in affiliate marketing. They are active users of affiliate marketing for day-to-day transactions.

They support affiliate marketing and this group of respondents doesn't support affiliate marketing they highly depend on direct transactions.

CHI SQUARE

To investigate the relationship with the social economic variables and the level of awareness among the respondents towards usage of affiliate marketing, Chi-

square analysiswas done

Demographic Variable	Factor
Education qualification of respondent	1. Heard about affiliate marketing.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.691[a]	6	.018
Likelihood Ratio	2.679	6	.248
Linear-by-Linear Association	.832	1	.362
N of Valid Cases	180		

Demographic variables	Factors
Education qualification of the respondent	Heard about affiliate marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.033[a]	8	.021
Likelihood Ratio	8.734	8	.365
Linear-by-Linear Association	1.465	1	.226
N of Valid Cases	180		

Demographic variables	Factors
Gender of the respondent	Heard about affiliate marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.623[a]	4	.001
Likelihood Ratio	2.050	4	.027
Linear-by-Linear Association	1.086	1	.297
N of Valid Cases	180		

Demographic variables	Factors

Area of the respondent	Heard about affiliate marketing

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.033[a]	2	.015
Likelihood Ratio	6.034	2	.067
Linear-by-Linear Association	0.765	1	.212
N of Valid Cases	180		

From the above table age, education qualification, gender and area of residence are selected to check whether there is significant relationship between socio-economic variable and the level of awareness among respondent towards usage of affiliate marketing. The above table shows the chi square values as 3.691, 18.033, 1.623 and 8.379 respectively and table value is .018, .021, .001 and .015 which is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis that is there is relationship between socio-economic variables and the level of awareness among the respondent towards the usage of affiliate marketing.

H$_0$2	H0	There is no significant relationship between the socio economic variables and the level of awareness among the respondents towards usage of affiliate marketing	Rejected
	Ha	There is significant relationship between the socio economic variables and the level of awareness among the respondents towards usage of affiliate marketing	Accepted

Findings of the study
- As the main objective was to analyse the awareness level among the respondents towards the usage of affiliate marketing it was found that there is awareness among the respondents towards Affiliate marketing.
- The second objective of the study was to analyse the attitude and consumer behaviour towards the adoption of affiliate marketing for which factor analysis was conducted. Respondents were grouped in to two different category based on the 10 variables as High potential and Not in favour of affiliate marketing.
- It was also found that all socio-economic variable like age, education qualification, gender and area of residence of the respondents have significant relationship with awareness level of respondent towards the usage of affiliate marketing.

Conclusion
Present study has made an attempt to understand the perception and attitude of the respondents towards the adoption of affiliate marketing in India particularly in Bengaluru city. The main objective of this research is to determine the level of awareness, attitude and relationship of social economic variables towards the usage of affiliate marketing. This study has a total of 180 respondents which was collected from Agra Region and data collected was being analyzed by using SPSS 28. The level of awareness towards affiliate marketing was moderately high. As for as attitude, it varies among the respondents. All the

demographic variables had significant relationship with awareness and effective use of affiliate marketing. The growth of users of Smartphone and internet penetration in such area also facilitated the adoption of affiliate marketing.

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