

“Strategic Insights into Consumer’s Perception Towards Affiliate Marketing”

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ABSTRACT

Affiliate marketing, one of the earliest and most cost-effective forms of Internet marketing, operates on a performance-based model involving three key stakeholders: advertisers, publishers (affiliates), and consumers. In this system, affiliates promote products or services and earn commissions for customer actions driven through their promotional efforts. The Indian affiliate marketing sector is projected to surpass \$835 million by 2025, driven by the increasing popularity of online commerce and widespread Internet penetration. This study explores the fundamentals of affiliate marketing, its structural components, and consumer perceptions in the Indian digital ecosystem. It examines various compensation models like Cost Per Click (CPC), Cost Per Lead (CPL), Cost Per Order (CPO), and Cost Per Mille (CPM), and delves into the roles of different participants including ad servers and agencies. A key focus is on understanding the significance of consumer trust, safety, service quality, and privacy in shaping perceptions of affiliate marketing. The study adopts a descriptive research design, utilizing a sample of 105 respondents selected through simple random sampling. Data analysis through factor analysis using SPSS revealed four dominant perception factors: trust, safety, service quality, and privacy. The results suggest that these factors significantly influence consumers’ acceptance and engagement with affiliate marketing campaigns. Literature review supports these findings and highlights affiliate marketing’s role in brand exposure, customer acquisition, and loyalty building. Further, the study draws attention to affiliate fraud risks and the need for robust management structures. The findings underscore affiliate marketing’s potential as a sustainable digital strategy for businesses seeking to optimize customer reach and return on investment. This research contributes to the understanding of consumer behavior in e-commerce and provides insights for marketers to refine affiliate strategies for improved effectiveness and transparency.

Keywords: Affiliate Marketing, Consumer Perception, E-commerce, Trust and Privacy, Online Advertising

INTRODUCTION

One of the first types of internet marketing involves a person recommending a product to someone else in order to earn a commission on the transaction. Three parties are involved in associate and performance marketing: the advertiser, the publisher, and the consumer. A recent study by the Internet and Mobile Association of India (IAMAI) projects that by the end of 2025, the Indian affiliate marketing business will be worth over \$835 million. Every time a customer takes an action from the publisher to the advertiser website, the mixed method strategy pays off. Long-term customer relationships are the main goal of enhancing the sales force. Affiliate marketing functions as a brand evangelist for an internet firm by increasing client visibility through revenue generation. Promotional marketing message to prospective customers. It includes email marketing, social media marketing, Search engine marketing, display advertising as well as mobile advertising.

It consists of a number of parties: publisher, advertiser, advertising agencies, ad server and advertising affiliate. Publisher integrates advertisement into the online world and advertiser is the one that provides advertisement that be displayed on publisher's content. Ad agency helps generate and place the ad copy. Ad server helps deliver the ad and track statistics.

Internet marketing or online marketing is a type of marketing that utilizes Internet to deliver promotional marketing message to prospective customers. It includes email marketing, social media marketing, Search engine marketing, display advertising as well as mobile advertising. It consists of a number of parties: publisher, advertiser, advertising agencies, ad server and advertising affiliate. Publisher integrates advertisement into the online world and advertiser is the one that provides advertisement that be displayed on publisher's content. Ad agency helps generate and place the ad copy. Ad server helps deliver the ad and track statistics.

Affiliate marketing is a form of online business in which a third party i.e. the affiliate is awarded for every visitor it provides with the help of hyperlinks on the website. It is very similar to paying a finder's fee for the introduction of new client or multiple clients to a business. There are various ways in which an affiliate can be compensated. They are CPC or Cost per click, CPL or Cost per Lead, CPM or cost per thousand, CPO or Cost per order.

Affiliate marketing is a form of online business in which a third part i.e. the affiliate is awarded for every visitor it provides with the help of hyperlinks on the website.

It consists of 3 main parties:

Advertiser: Advertiser is a term used for an individual or a firm selling any product via online websites and applications.

Affiliate: Affiliate is a term used for an individual or a firm promoting products of the advertiser with the help of a website or an application.

Customer: Customer is a term used for an individual or a firm that visits the affiliate website or the application and if he or she likes the advertisement clicks on it. The customer is then directed to the merchant's website.

Cost Per Affiliation

CPA or Cost per affiliation or Cost per order or cost per purchase is the price paid by the advertiser per orders.

It is used to make comparison across advertising media and vehicles and can also be used to measure the profitability of a firm's Internet marketing.

REVIEW OF LITERATURE

In this, the researcher identified and reviewed research papers. To develop a thorough understanding of the empirical research in the field of Affiliate Marketing review of literature related to it was undertaken.

Janssen et al. (2007) studied the impact of affiliate marketing on search engine ranking and found out how the seven different affiliate marketing network affects the search engine ranking. He found that increase in the affiliate network is influenced by the increase in the number of potential affiliate, active in the advertising web page. The research also highlights the importance of growth in the affiliate network as it increases the search engine ranking of the website as well as ultimate viewership.

Zeeshan Khawar Malik and Thomas M Connolly (2012) Affiliate Marketing is the process of generating revenue by making referrals online and has become the most popular and cost-effective technique to market product in a fast and effective manner. In this paper a personalized concept in affiliate marketing by observing the interdependent relationship between a merchant (an advertiser) and an affiliate (a publisher) and performing implicit clustering on the basis of high similarity index between affiliates (advertisers) associated with their publisher. We achieve this by observing the common characteristics between the source and the destination referrals and comparing the most effective attributes of the user profiles. On the basis of similarity between the parent and child referral we perform an implicit clustering process and calculate conditional probability from similarity between the parent and child referral in each cluster to give the best recommendation to the future coming referral.

Zia UL Haq (2012) Affiliate marketing has seen fewer studies even being a multibillion dollar industry and one of the most expanding online advertising lead generators for direct marketers. The aim of this survey described in this paper is to evaluate the attitude of respondents towards affiliate programs or affiliate marketing, used as a source of information, advertisement and a connecting link between the online marketer and the customer. In this regard a survey was conducted among 300 Indian internet users to know their attitude towards affiliate programs and the various factors that affect the effectiveness of these programs. The findings of this survey demonstrate a positive view of affiliate marketing. This research also found that the stronger predictor of the consumer attitude of affiliate marketing is the usefulness, informativeness, incentive and perceived trust. In short the future of affiliate marketing is to a greater extent affected by the consumer's perception of affiliate program usefulness and control over it. This study recommends a need for direct marketers to develop more innovative affiliate links that will elicit a more positive response from the consumers.

Venugopal, K., Das, S., & Nagaraju, M. (2013). Affiliate marketing is one of the many resources that provide the essential tools required for the industrious and creative person to go out on their own. It can offer plenty of opportunities to make money doing what you're good at and let someone use their knowledge and abilities to their personal financial situation. It can let people launch their own businesses for almost no money or risk, and it can accomplish more while taking into account current developments in online marketing. In order to gain a better understanding of the concept, we emphasise the trends and opportunities in association advertising as well as its application in modern company through online referral marketing.

Edelman and Brandi (2014) 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.

Andeep Prabhu, Tanmay Satpathy (2015). Affiliate marketing is also referred as performance marketing and associate marketing. In context to Indian online market, according to IAMAI, the digital commerce market has seen a growth by 33% to Rs 62,967 crore last year as against Rs 47,349 crore. And it is predicted that this online market will touch \$50-\$70 billion by 2025 for the increasing popularity of online shopping and increase in internet penetration. Online retailers like Flipkart, Amazon, and Yatra.com have already started affiliate marketing in India and the technique is gaining popularity in digital market. The objective of this research paper is to analyse adoptability of affiliate marketing in Indian businesses and the future potential of it.

Sharma (2015) 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, and Shop clues, Homeshop18, Fashioned and Dealsandyou. He concludes that Internet Marketing is an essential tool for any company that wants to improve their revenue.

Bede Amarasekara, Anuradha Mathrani (2016) Affiliate Marketing (AM) has become an important and cost effective tool for e-commerce. There are numerous risks and vulnerabilities that are typically associated with AM. Though a well-planned AM model can greatly benefit the e-commerce strategies of an enterprise, a haphazardly implemented system can expose a business enterprise to major risks and vulnerabilities, which can lead to great financial losses through fraudulent activities. This research-in-progress has identified some of the risks and the technical background of those scenarios. The research will now move on to build a functional prototype of an AM network to design and test solutions to control the identified risks.

Jiradech Suchada (2018) Nowadays, competition in the online business of tourism esp. hotels and resorts is noticeably fierce. Using a kind of cyber brokerage system, called affiliate, in conducting marketing becomes more and more popular marketing weapon for tourism industry. It is viewed as an effective marketing tool that can raise the exposure of products and chance to establish credibility and strength of brand image. The objective of this research is to study relationships between factors in the system of affiliate marketing and the rent intention. Online questionnaire-based data were collected from Thai consumers who used to make room reservations via affiliate

marketing system. Experimental results show that the trust in publisher in the affiliate system is the key factor significantly affecting the rent intention.

María Teresa Ballestar, Pilar Grau-Carles. Jorge Sainz (2018) The digital transformation of companies is having a major impact on all business areas, especially marketing, where audiences are most volatile and loyalty is at its scarcest. Many large retail brands try to keep their client base interested by becoming partners in cash back websites. These websites are based on a specific type of affiliate marketing whereby customers access a wide range of merchants and obtain financial rewards based on their activities. Besides using this mix of traditional marketing strategies, cash back websites attract new target customers and increase existing customers' loyalty through recommendations, using a word-of-mouth marketing strategy built on economic incentives for users who refer others to these sites. The literature shows that this strategy is one of the major areas of success of this business model because customers who join following recommendation are more active and are therefore more profitable and loyal to the brand. Nevertheless, the new users who are referred to these sites vary considerably in terms of the number of transactions they make on the site. This study advances research on the design of recommendation-based digital marketing strategies by providing companies with a predictive model. This model uses data science, including machine learning methods and big data, to personalize financial incentives for users based on the quality of the new customers they refer to the cash back website. Companies can thus optimize and maximize the return on their marketing investment.

Suresh V, Vetri Selvi M, Maran K, A.R.Shanmuga Priya (2018) Affiliated marketing is a type of online marketing technique where a publisher promotes a business through an advertisement on their web site and that leads to business rewards the affiliate with commission each time a visitor, customer generates sales. Affiliate marketing defined as performance marketing and associate marketing. Affiliate marketing integrates with 3 parties:- Advertiser, Publisher, and Consumer. Advertisers can be selling of any companies products like electronics, books, clothing, and air tickets online or could be insurance company selling policies etc. Consumer is the king and very prominent to part of this cycle that attracts the advertisement and then makes an action (click) from publisher's website to advertiser's website and after purchased a product that is called conversion. This article finds out the inner workings of affiliate marketing. It defines the affiliate marketing marketplace including some of the participants and explores the characteristics of a successful long-term win-win relationship. Affiliate marketing is mainly used to mainstream marketing strategy for e-commerce businesses in the future. A mixed method approach was adapted to analyses the consumers' perspective, via an online questionnaire. The results of the overall rating of product price, quality & time of trend to buy and promote the product in an easy way to reach customers in the online itself.

Rainer Olbrich, Carsten D. Schultz, Patrick M. Bormann (2019) The study uses data from a service company to analyse if social media and advertising activities affect affiliate marketing results. The dataset spans a six month period, registering 611,081 ad impressions, 15,082 clicks, and 2,672 social media messages. The results from affiliates using social media are analysed and then compared to the results of affiliates not using social media. The study adds to the affiliate marketing literature by analysing the used ad media, commission amount, length of partnership, and business focus as campaign variables. Further, it adds to the multichannel literature: micro blogging social media activities of affiliates positively affect the number of ad impressions and to a lesser extent the number of affiliate leads. As social media activities of affiliates affect the results of the affiliate marketing campaign, merchants may include social media data to get a more detailed picture of affiliate activities and performances.

Abdelhady, M. H., Kamal, N. M., & Abd El Samie, H. (2020) This research aims to find out which factors in travel affiliate websites can influence customer loyalty in the in tourism industry. In this research, questionnaires are sent travel affiliate website users (booking.com) to collect quantitative data. Statistical analysis is used to verify the seven hypotheses to analyze the collected data. The result points to six factors in both core and supplementary services that support customer perspective towards loyalty. After analyzing the results of the customers, those used booking.com, the research discover that customers who booking.com have stronger opinions on 'privacy and security' factor. Customer perceived value has significant positive relations to customer satisfaction that may influence customer loyalty.

Sakas, D. P., Giannakopoulos, N. T., & Trivellas, P. (2023) The purpose of this paper is to examine the impact of affiliate marketing strategies as a tool for increasing customers' engagement and vulnerability over financial services. The authors developed a three-staged methodological context, based on the 7 most known centralized payment network (CPN) firms' website analytical data, which begins with linear regression analysis, followed by hybrid modeling (agent-based and dynamic models), so as to simulate brand engagement and vulnerability factors' variation in a 180-day period. The deployed context ends by applying the cognitive modeling method of producing heatmaps and facial analysis of CPN websites to the selected 47 vulnerable website customers, for gathering more insights into their brand engagement.

OBJECTIVES OF THE STUDY

- To study the consumer's perceptions toward Affiliate marketing.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic.

Research Design

Research design is the framework of research methods and techniques chosen by a researcher.. In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. This allows a researcher to provide insights into the why and how of research. Based on the stated objective of the study the researcher will mainly depend on descriptive design.

Sampling Technique & Size

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. The present study is based on Simple Random Sampling Technique to collect data for the analysis of study. An optimum sample is one that fulfills the requirements of efficiency, reliability and flexibility. For the purpose of the study 105 respondents were selected.

Tools & Techniques

The data collected from the survey have been analyzed with the help of statistical tool i.e. Factor Analysis using SPSS software 16.0 version.

DATA ANALYSIS

The factor analysis technique applied on the respondents regarding the various variables (attributes) in Affiliate Marketing revealed specific factors, which clearly define the perception of consumers towards affiliate marketing on E-Commerce. The study explored four factors through 14 statements. These factors are Trust, Safety, Services, and Privacy. These factors explain the role of Affiliate Marketing in E-Commerce which was considered to be significant by the respondents.

A scale was developed to identify the factors affecting the consumer's towards Affiliate Marketing. The literature for the same was reviewed as shown in literature survey and variables were selected to find the Role of the Affiliate Marketing. In the scale many items were added and deleted during the fruitful discussion with the expert in the area of online marketing. For the survey 14 items were selected and all were to be rated on a five point Likert scale by the respondents.

Item wise reliability analysis was performed on selected variables to retain and delete scale items for developing a reliable scale. The scale generated for this objective was refined and purified for reliability validity and uni-dimensionality. Inter item correlations and Cronbach's alpha statistics were used to conduct reliability analysis and to know extend to which items were correlated with a lot of items under consideration.

To study the consumer's perceptions toward Affiliate marketing

Table1: Scale Reliability Analysis (consumer's interest for the use of e-commerce)

	Initial	Extraction	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Mean	Std. Deviation
There is significant and meaningful relationship between customer satisfaction factors and demographic & social factors when shopping online	1.000	.721	.455	.791	2.2190	.78423
Transparency , trustworthy reviews and recommendations builds customer's trust on product and company	1.000	.577	.621	.777	1.8667	.87779
Aesthetically appealing, user friendly and informative online shops are usually preferred by customer	1.000	.793	.475	.790	2.0571	.79456
Possibility to return the goods have detrimental effect on online shopping	1.000	.577	.348	.802	2.2762	1.05151
Technological factors such as security of online payment, safety & trust online payment matters most for customer	1.000	.655	.538	.785	1.8095	.78563
Comprehensive information about the product influence online shopping decisions	1.000	.448	.537	.786	2.0762	.74285
Electronic shops are chosen most frequently due to convenience and ease of use	1.000	.538	.260	.805	2.2667	.76292
The possibility to "TOUCH & TRY ON" the goods or services with domination of video presentations and graphic instruments helps consumer in making online decisions about shopping	1.000	.540	.339	.800	2.3429	.84157
E- Shops are chosen more often due to greater variety of goods	1.000	.652	.426	.794	2.3048	.93154
Need to provide personal data online interferes with customer's privacy	1.000	.675	.230	.809	2.2476	.84103

Customer prefers online shopping due to rational price assessment with comparison of product or service prior to those available in different shop	1.000	.480	.454	.791	2.2476	.84103
Actual product delivered sometimes differs from those shown online	1.000	.589	.346	.799	2.0857	.76100
Nott having quick access to the product to be bought as in case of offline shopping have significant effect on customer's online shopping decisions	1.000	.461	.492	.790	2.2000	.68500
The ability to personalize the needs of consumers will have a significant impact on future trade	1.000	.565	.514	.786	1.8857	.84710

Factor Analysis results

Exploratory factor analysis was conducted as a means of data reduction, to see if the face validity of the items held (Pallant, 2001). The items of the attitude scales were subjected to principal component analysis (PCA) using SPSS. Prior to performing Principal Component Analysis the suitability of data for factor analysis was assessed. The correlation matrix revealed many coefficients of and above as shown in Table 2.

The Kaiser-Meyer-Olkin (KMO) measure was 0.756 exceeding the recommended value of .6 (Tabachnick and Fidell, 1996; and Kaiser, 1974) and the Bartlett's Test of Sphericity (Bartlett, 1954) reached statistical significance, supporting the factorability of the correlation matrix. PCA revealed the presence of three components with Eigen values exceeding 1, explaining **389.232** percent of the variance. The variance explained by each factor is shown in Table 3.

The value for communalities using principal component analysis ranged from .448 to .793 (Table 1). Here, it is pertinent to mention that communalities >0.5 is sufficient for the explanation of constructs (Hair et al., 2009). All these values show factors analysis has extracted good quantity of variance in the items. Hence, all the requirements of reliability, validity and uni-dimensionality are met.

Pearson Correlation Analysis

Correlation analysis was used to measure the degree of relationship between the 14 main independent variables of Affiliate Marketing. As a rule of thumb, if a correlation coefficient value of r indicates 0 to .2, there is a weak relationship between the variables. If r values of .3 to .6, generally considered moderate, and .7 to 1 is strong (Dancey and Reidy, 2007).

According to the scale used if all the 14 items get a rating of 5 each, the total score would be 60. The mean score of the respondents was 29.88 (Table 3). The correlation matrix was computed as shown in Table 3. The mean correlation was 2.135 and it varies from 2.343 to 1.810 with a range .533. There was a sufficient correlation to go ahead with factor analysis.

Code for Correlation matrix

P1 = There is significant and meaningful relationship between customer satisfaction factors and demographic & social factors when shopping online

P2 = Transparency, trustworthy reviews and recommendations builds customer's trust on product and company

P3 = Aesthetically appealing, user friendly and informative online shops are usually preferred by customer

P4 = Possibility to return the goods have detrimental effect on online shopping

P5 = Tech2logical factors such as security of online payment, safety & trust online payment matters most for customer

P6 = Comprehensive information about the product influence online shopping decisions

P7 = Electronic shops are chosen most frequently due to convenience and ease of use

P8 = The possibility to "TOUCH & TRY ON" the goods or services with domination of video presentations and graphic instruments helps consumer in making online decisions about shopping

P9 = E- Shops are chosen more often due to greater variety of goods

P10 = Need to provide personal data online interferes with customer's privacy

P11 = Customer prefers online shopping due to rational price assessment with comparison of product or service prior to those available in different shop

P12 = Actual product delivered sometimes differs from those shown online

P13 = To have quick access to the product to be bought as in case of offline shopping have significant effect on customer's online shopping decisions

P14 = The ability to personalize the needs of consumers will have a significant impact on future trade

Here exploratory factor analysis was employed in order to identify the underlying dimensions of Affiliate Marketing. All the factors having loading more than 0.5 were considered good and in the present concern the loading ranged from .508 to .870. Items with factor loadings <0.5 were removed. The three factors so generated have Eigen values ranging from 2.008 to 3.896.

TRUST (F1)

The first factor has explained 17.493% of the total variance in the factor analysis and has been labeled as "trust". It includes 6 variables i.e., Safer mode, Reliable, Faster, Satisfied with booking, safe during night time, communicate with driver. This shows that today's customers are conscious regarding the quality during online shopping time. The scale reliability of this factor is 0.654 and factor loading ranges from 0.580 to 0.744. It covers 2.449 of the Eigen Values.

SAFETY (F2)

The second factor includes four variables and it is labeled as "safety". The factor has explained that 16.786% of the total variance in the factor analysis solution. The scale reliability of this factor is 0.659 and factor loading ranges from 0.731 to 0.870. It covers 1.767 of Eigen Values. Factor explained 16.781 of the total variance.

SERVICES (F3)

The third factor has been labeled "services". It includes two variables i.e. Cost effectiveness and value for money service. The results indicate that the cost effectiveness is the main factor for perception of consumers towards Affiliate marketing Applications. The factor loading ranges from 0.508 to 0.762. It covers 2.187 of the Eigen values. This factor has explained 15.620% of the total variance in the factor analysis.

PRIVACY (F4)

The fourth factor has been labeled as "PRIVACY". It includes two variables advertising and product trail which makes the product poplar in their market. The factor loading ranges from 0.549 to 0.790. It covers 1.286 of the Eigen values. This factor has explained 9.186% of the total variance in the factor analysis.

Table 2: Correlation Matrix

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14
P1	1.000													
P2	.294	1.000												
P3	.319	.438	1.000											
P4	.357	.342	-.008	1.000										
P5	.412	.423	.541	.192	1.000									
P6	.285	.384	.286	.293	.305	1.000								
P7	.175	.154	.324	-.081	.166	.354	1.000							
P8	.278	.180	.172	.142	.100	.219	.261	1.000						
P9	.303	.332	.080	.247	.159	.383	.236	.368	1.000					
P10	-.112	.149	.238	.063	.203	.170	.061	.042	.050	1.000				
P11	.150	.280	.382	.150	.319	.262	.166	.314	.332	.184	1.000			
P12	.226	.377	.040	.259	.285	.209	-.073	-.016	.139	.177	.042	1.000		
P13	.276	.333	.385	.176	.268	.253	.173	.163	.115	.280	.347	.373	1.000	
P14	.197	.548	.224	.316	.386	.289	.018	.163	.215	.202	.256	.403	.321	1.000

Extraction of Factors

Table 3: Factor analysis results (Varimax rotated results)				
	1	2	3	4
Actual product delivered sometimes differs from those shown online	.744			
Possibility to return the goods have detrimental effect on online shopping	.678			

The ability to personalize the needs of consumers will have a significant impact on future trade	.671			
Transparency , trustworthy reviews and recommendations builds customer's trust on product and company	.580			
Aesthetically appealing, user friendly and informative online shops are usually preferred by customer		.870		
Tech2logical factors such as security of online payment, safety & trust online payment matters most for customer		.731		
2t having quick access to the product to be bought as in case of offline shopping have significant effect on customer's online shopping decisions				
E- Shops are chosen more often due to greater variety of goods			.762	
The possibility to "TOUCH & TRY ON" the goods or services with domination of video presentations and graphic instruments helps consumer in making online decisions about shopping			.732	
Comprehensive information about the product influence online shopping decisions			.530	
Customer prefers online shopping due to rational price assessment with comparison of product or service prior to those available in different shop			.508	
Electronic shops are chosen most frequently due to convenience and ease of use				
Need to provide personal data online interferes with customer's privacy				.790
There is significant and meaningful relationship between customer satisfaction factors and demographic & social factors when shopping online				-.549
Eigen Values	2.449	2.349	2.187	1.286
% Variance	17.493	16.781	15.620	9.186
Cumulative % Variance	17.493	34.272	49.894	59.080
Cronbach's Alpha= 0.805, Kaiser-Meyer-Olkin Measure of Sampling Adequacy= 0.756 , Bartlett's Test of Sphericity (Approx. Chi-Square=389.232 , Df= 91, Sig=.000, Mean=29.88				

Inter-Item Correlation: Mean= 2.135, Maximum= 1.810, Minimum=2.343, Range= .533, Max/Min=1.295, Variance=0.031, N=14

The findings of the research on effect of Affiliate Marketing in E-Commerce are:

Affiliate Marketing gives the quality the costumer as these days all know that consumer needs best products which satisfy his needs. In research we found the different attitude of the consumer on the same product. We also found that Affiliate Marketing also have some extend of risk factor in it as it is purely dependent on the consumer to

purchase it or not to. Trust factor also plays an important role in it as if the trust is there consumer will defiantly buy some product. Service also plays a very important role in Affiliate marketing as well as service will be provided to the consumer more earning will take place. Meaningful and impactful advertisement also plays a very important role in Affiliate Marketing. Interesting advertisement will attract people and consumer will buy product. To do Affiliate Marketing one needs to be skilled and creative to express his site attractively and in a systematic way to attract consumers. In exchange, the publisher earns a commission. Usually, there is a contract that binds a publisher and advertiser. Increase the traffic to your website. More will be the traffic more you will earn. Maximize the activity on social media platforms. Use different platforms to make your product or site popular. Get more subscribers and build an emailing list and send them personnel email describing your product.

CONCLUSION

Affiliate marketing is a good way to earn a living, but before you can start counting your commission earnings, there are a lot of things to be done. You need to find the product or service you want to promote, identify your target audience's needs, and adjust your website for affiliate marketing purposes.

The research's inferred conclusions will assist in establishing a connection between online shoppers' purchasing habits and affiliate marketing strategies. The advantages of the affiliate marketing approach, such as the provision of incentives, building trust, boosting traffic, and creating value, will make millennials more receptive to purchasing behavior. In order to fortify the current corporate operations, the inferred conclusions are important.

Steady passive income only follows well-planned and executed activities. Making substantial efforts across all channels will help you to establish yourself as a credible promoter and reviewer, a position every affiliate marketer craves for.

The internet has opened so many opportunities for doing business online, and e-commerce is one of the most popular ones. Not only does it require low investment, it actually is a type of business that does not require a full-time commitment, especially if you are selling a limited number of products. You just make an online presence and promote the business here and there using both free and paid methods. However, as each business, it has its positive and negative sides. If you want to achieve success, you will have to create an organized strategy which is based on realistic goals and comprehensive analysis of the market.

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