

A Study on Affiliate Marketing in Guwahati City amongst the Millennials

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Abstract: *This research study investigates the Affiliate Marketing in Guwahati City, with a specific focus on the millennials demographic. The objective of this research is gain comprehensive insights into millennials' engagement with affiliate marketing programs, their perceptions of this marketing strategy, and the factors influencing their decision making process. To achieve the research goals, a mixed - method approach was employed, comprising both qualitative and quantitative data collection methods. In - depth interviews and surveys were conducted among 100 representative sample of millennials residing in Guwahati City to understand their experiences and opinions regarding affiliate marketing. The findings shed light on the attitudes and behaviors of millennials towards affiliate marketing in Guwahati City. Understanding these insights is essential for businesses and marketers seeking to optimize their affiliate marketing strategies and effectively target the millennial market in the region. The research also provides valuable implications for fostering trust and authenticity in affiliate marketing campaigns, which can lead to stronger brand - consumer relationships and enhanced customer loyalty among millennials.*

Keywords: Affiliate Marketing, Awareness, Affiliate Marketing Programs, Factors Influencing, Decision Making Process.

1. Introduction to Affiliate Marketing

1.1 Introduction

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.

In an online affiliate program advertising website offers their affiliates revenues based on provided website traffic and associated leads and sales. If a website decides to join another websites affiliate program, it has to host a coded link on its website that directs a visitor to the parent website. If the customer makes a purchase from the parent website through this affiliate link, the host website will get a percentage of that sale.

In order to fully exploit the potential of affiliate marketing programs as an online advertising option, marketing must understand the unique characteristics related to it, the attitude of consumers towards it and the ways consumers are influenced by its content. In this study we would like to explore the underlying factors which characterize the attitudes of consumers towards affiliate marketing programs. This paper will also explore the impact of layout of the affiliate link on the website and its impact on the effectiveness of the program. Furthermore, some of the paper will come up with the first - hand information on the affiliate program links.

1.2 Affiliate Marketing Process

Affiliate marketing is an economic way comparing with other online advertising forms as it cuts the administrative costs of buying advertising. When the program is well managed, it enables advertising to a great extent of website

which is not acquirable otherwise. The process of affiliate marketing is explained at first and then the parties engaged in the process and their role are discussed. A detailed analyses of the parties are provided along with an introduction to advertising methods and the commission payment models. Risks of affiliate marketing and the performing affiliate programs are also introduced. The concept of affiliate marketing is designed based on reward in return for performance and here performance is a sale, registration for a web services, signing up for e - mail marketing, request for contact or any other measurable action.

Types of Affiliate Marketing

There are three main types of affiliate marketing: unattached affiliate marketing, related affiliate marketing, and involved affiliate marketing.

- **Unattached Affiliate Marketing:** This is an advertising model in which the affiliate has no connection to the product or service they are promoting. They have no known related skills or expertise and do not serve as an authority on or make claims about its use. This is the most uninvolved form of affiliate marketing. The lack of attachment to the potential customer and product absolves the affiliate from the duty to recommend or advise.
- **Related Affiliate Marketing:** As the name suggests, related affiliate marketing involves the promotion of products or services by an affiliate with some type of relationship to the offering. Generally, the connection is between the affiliate's niche and the product or service. The affiliate has enough influence and expertise to generate traffic, and their level of authority makes them a trusted source. The affiliate, however, makes no claims about the use of the product or service.
- **Involved Affiliate Marketing:** This type of marketing establishes a deeper connection between the affiliate and the product or service they're promoting. They have used

or currently use the product and are confident that their positive experiences can be shared by others. Their experiences are the advertisements, and they serve as trusted sources of information. On the other hand, because they're providing recommendations, their reputation may be compromised by any problems arising from the offering.

1.3 Affiliate Marketing Programs

- **About ClickBank:**

For compared to 25 years, manufacturers and affiliate marketers have relied on ClickBank as a trustworthy global partner in the creation, advancement, and growth of their online businesses. Think of ClickBank, in plain English, as the intermediary for the affiliate marketer, the product owner, and the customer in the end; we promote communication between everybody involved and provide the infrastructure for a successful online transaction.

- **About Fiverr:**

The largest marketplace for digital services in the world, Fiverr, offers a technically optimised transactional platform for both buyers and sellers. A 'Gig' is the specific word for a service that a seller on Fiverr offers. Sellers may choose a starting price when creating Gigs.

- **About eBay:**

In more than 190 markets around the world, eBay provides opportunities for millions of traders and consumers. No matter who they are or where they are in the world, everyone is given an opportunity to succeed and advance because to our technology. Our job has an ongoing impact that impacts our customers, the company we work for, our communities, and the entire globe.

- **About Shopify:**

On a technical level, Shopify is a software - as - a - service, or SaaS, sales platform that is subscription - based. With prices starting around INR 1, 994 every month, Shopify offers four typical store joining stages. A thorough array of both online and offline selling tools is provided by all standard plans, along with a branded web store.

In addition, Shopify offers a "Starter" plan for just INR 20 per month. It lacks an online store but does offer a Buy Button for selling on other websites, blogs, and email in place of enabling mobile POS sales.

Every plan offers an extensive array of business management tools. Every Shopify pack includes basics like product sourcing, sales and inventory monitoring, processing payments, shipping, customer accounts, marketing, and reporting. In addition, there are hundreds of Shopify tools you can quickly add to your collection of tools.

- **About PayPal:**

PayPal is the safer, easier way to pay and get paid online. The service allows anyone to pay in any way they like, including through credit cards, bank accounts, PayPal Smart Connect without sharing financial information. PayPal has quickly become a global leader in digital payment solutions with more than 325 million accounts. Available in 202

countries and 25 currencies around the world, PayPal enables worldwide enable ecommerce by making payments possible across currencies, and languages. PayPal has received more than 20 awards for excellence from the internet industry and the business community - most recently the 2006 Webby Award for Best Financial Services Site and the 2006, PayPal was founded in 1998.

- **About Amazon Affiliate:**

Bloggers, publishers, and content creators may earn money from their traffic through the help of the Amazon Associates Programme. With millions of products and programmes available on Amazon, associates can earn from qualifying purchases and programmes by guiding their audience to their recommendations utilising simple link - building tools.

2. Literature Review

- Highlighted the inner workings of the affiliate marketing. The study has found that successful affiliate marketing lies in the construction of a win - win relationship between the advertiser and the affiliate and in the future, it can be said that due to the increase of participants in affiliate marketing in the marketplace, affiliate marketing will become the principal mainstream marketing strategy for e commerce business. **Duffy, L. D. (2005)**
- Highlighted the attitude of the respondents towards affiliate marketing and the connection between the consumers and the online marketers. The information in this study was obtained from 300 Indian internet users. The study also focuses on the attitude of the respondents towards affiliate programs. The study found out that there is a positive view towards affiliate marketing and also respondents' positive attitude towards affiliate marketing is because of the usefulness, informativeness, incentive and perceived of trust. **Haq, U. Z. (2012)**
- Studied the knowledge of affiliate marketing and also the view of content providers in Bangladesh. The study found out that affiliate marketing is an effective way of selling advertising space to advertisers, incomparable to traditional media. The study also found out that in the future, rapid growth of online marketing will make the affiliate marketing to contribute more in the business sector. **Hossain, F. (2013)**
- Highlighted the key variables affecting consumers trust in tourism - related affiliate websites. The study found out that there is a distinction between trust - enhancing factors and pivotal determinants that needs to expose their competence and integrity to consumers. The study also found that by providing background information on consumers websites, integrated booking engines need to reduce consumers uncertainty by structural assurances. **Daniele, R. et. al. (2013)**
- Studied the online affiliate marketing programs that the merchants oversee thousands of affiliates they have never met. The study found out that outside specialists are most effective at excluding the responsible of affiliates for clear violations of applicable rules, that the researcher interpret as a benefit of specialization. The study also found that in - house staff are more successful at identifying and excluding affiliates. **Brandi, W. . et. al. (2014)**

2.1 Objectives of the study

The study is conducted to find out the following objectives of Affiliate Marketing in Guwahati city:

- To measure the level of awareness of Affiliate Marketing amongst the Millennials
- To identify the factors affecting Affiliate Marketing amongst the Millennials.

2.2 Significance of the study

- The study is attempted to find out the Level of Awareness of Affiliate Marketing among Millennials in Guwahati city.
- This study will help to find out the factors affecting Affiliate Marketing among Millennials in Guwahati city.
- The study will also serve as a stepping - stone for those who are interested in conducting research on Affiliate Marketing among milliner of Guwahati city.
- The study will also help the Companies and Affiliate Programs to Know their popularity in Guwahati city.
- The study will also help to identify the various opportunities of Affiliate Marketing in Guwahati city.

3. Methodology of the Study

The Questionnaires are collected by google form:

- **Area of study:** The study is conducted in Guwahati city.
- **Nature of data:** The data for the research has been collected from both primary and secondary sources. The data has been collected through questionnaires and also by reviewing various research papers and published articles.
- **Type of Research:** The study is exploratory and descriptive in nature.
- **Sampling Techniques:** This research study is conducted by using random sampling method.
- **Sample size:** The sample size for this study is 100.
- **Tools of data collection:** Questionnaires are collected from Millennials of Guwahati city.

4. Limitations of Study

- Due to the lack of time and resources constraints, there is a lack of responses.
- People are not very clear and are hesitating to give their response honestly while interviewing.
- Even though the study is done on the basis of information collected from the respondents, still there might be a chance of error.

5. Findings

Demographic Profile:

- **Age:** The Study shows that majority of the respondents are of age 25 - 35. While other respondents are of age 36 - 45, 46 - 55 and 56 and above. Which shows us that age group of 25 - 35 are more aware of Affiliate Marketing
- **Gender:** The Study also shows majority of the respondents are Female that is of 53% and 47% of the

respondents are Male. Which shows us that Female are more Aware of Affiliate Marketing.

To measure the level of awareness of Affiliate Marketing amongst the Millennials

- In this study out of 100 respondents, 14 respondents are Fully Aware, 20 respondents are Aware, 28 of them are Neither Aware or Not Aware, 20 of them are Not aware and 0 of them are Not Fully Aware of Affiliate Marketing. Which shows us that majority of the respondents are Neither Aware or Not Aware.
- In this study out of 100 respondents, majority of the respondents get to know about Affiliate Marketing from Internet that is 40%. While 30% of the respondents from Friends, 6% of the respondents from Family, 2% from Colleague, 20% from Social media and 2% of the respondents from Other Sources.

To identify the factors affecting Affiliate Marketing amongst the Millennials.

In this study out of 100 respondents, majority of the Factor are Social Status that is 72%. While 51% responses are Usefulness, 59% of the responses are Relative advantage, 68% of the responses are Compatibility, 62% of the responses are Social Influence, 47% of the responses are Workload and 5% of the responses are Others.

6. Suggestions

- Companies should work on awareness of Affiliate Marketing to increase their reach.
- Affiliate Marketer should promote more of their products in Guwahati City.
- As social media is more popular so Affiliate Marketer should also promote their product in social media.
- As Amazon Affiliate Marketing is more know and popular so People of Guwahati city should join Amazon Affiliate Program.
- Other programs such as ClickBank, eBay, Fiverr and PayPal should Increase their Awareness amount the people.
- Affiliate Programs should make their interface much more easy to use.
- Affiliate programs should also run free training programs for the new comers.

7. Conclusion

The study shows that all through people are Aware of Affiliate Marketing but do not use this program to earn more income. As the study shows Amazon Affiliate Program is more popular than other Affiliate Programs, so people of Guwahati city should also join Amazon Affiliate program to earn more. This study also shows that people consider Affiliate marketing as an easy - to - use Program and also perfect for people who want Work from Home work. It also shows that Affiliate Marketing do not need Investment to work as an Affiliate Marketer.

Affiliate Marketing is a emerging Topic and a new kind of Market for Advertising industry where people can join Affiliate Programs to Promote there products and also

companies can Promote their product in a cheap way. With Increase Advertising Cost Affiliate Marketing Can Make a great Change in the World.

So, people of Guwahati city should also increase their awareness about Affiliate Marketing and other Affiliate Programs to earn and to Promoter their own products. It will be a good opportunity for new Startup companies to promote their product at a cheap rate.

The present study does not take into account any comparative analysis amongst the millennials of Guwahati city and its nearby areas. This can be undertaken as a future study to give a clearer understanding on the affiliate marketers behaviour.

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