

Predicting Factors influencing Consumer's purchase intention: A Study of Consumers redirected through Affiliate Marketing Program

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Abstract

Companies are now specifically approaching global consumers and harnessing the advantages that the online channel provides to achieve competitive advantage due to a subsequently strong increase in digital technology penetration. In these situations, affiliate marketing has emerged as effective strategies for e-commerce to boost revenue by overcompensation. The paper aims to examine the major effect of latent factors on online buyers who are redirected through Affiliate Marketing Links. The purchase intention of such consumers has been evaluated with their demographic categorization too. The implicit results analyzed the advantages of the affiliate marketing approach empirically and are correlated with latent variables such as Product Value, Risk Factor, Discounted product, Brand knowledge, and last Expert Feedback. The mindset and actions among online shoppers redirected through affiliate links was further substantiated by this investigation. The study have used empirical analysis through has quantitative investigation of the reliable sources using Factor Analysis and ANOVA method. The results obtained would enable customers, e-commerce organizations and entrepreneurs to improve their current online shopping platform operations by implementing an Affiliate Marketing strategy. The study will holistically increase the relevancy and rate of adoption of the digital marketing strategy among the existing organizations as well as for Digital Entrepreneurs.

Keywords:

Digital Marketing, Affiliate Marketing, Buying intentions, Demographic profiles, Correlation, Latent Factors.

Introduction

Marketers are facing new problems and opportunities in this digital age. The advertisers' use of electronic media to advertise the goods or services in the marketplace is called digital marketing. Digital marketing's primary objective is to pull in new clients and empower them to draw in with the brand through digital media. Digital marketing campaigns are becoming increasingly prevalent, with digital channels rising. Incorporated into marketing campaigns and people are more likely to use digital devices than physical stores. Because digital marketing relies on ever-evolving and rapidly-changing technology, so are the innovations and approaches in digital

marketing. Digital marketing includes no-channels. Marketers are increasingly bringing brands closer to consumers' lives. The situation of clients as value co-producers is getting always significant (Pralhad and Ramaswamy, 2004). In their examination Khan and Mahapatra (2009) noticed that technology assumes a crucial job in improving the nature of services delivered by the business units. Electronic advertising as indicated by Hoge (1993), is a transfer of merchandise or services from dealer to purchaser which includes at least one electronic technique or media. The presentation of e-marketing started with the utilization of telegraphs in the nineteenth century. After some time, electronic media has been the prevailing advertising power in the development and mass reception of phone, web, and digital TV. Marketers use the online platforms to enhance brand communications and relationships. McDonald's, for instance, has made online networks for youngsters, including the as the Happy Meal

site with educative and engaging games to hush up about clients in every case close (Rowley 2004). Digital marketing has the key benefit of reducing costs and rising scope. The expense of digital advertising is typically lower contrasted with other marketing strategies, for example, direct deals or distribution networks. This additionally permits organizations to meet purchasers that may not be accessible because of brief and locational impediments of current distribution networks. As a rule, one of the key advantages is that it will permit organizations to extend extension and cut costs (Watson et al. 2002; Sheth and Sharma 2005). Affiliate Marketing is one such type of promoting. Affiliate Marketing is a type of digital marketing where an organization (a sponsor or trader) consents to an agreement with another entity (a creator or partner) to show a related destinations which is linked to their website (Goff, 2006).

Figure 1: This figure indicates about the Working process of Affiliate Marketing Links



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Affiliate Marketing is a promoting model in which an organization repays third-party publisher to create traffic or leads to the organization's products and services. The thirdparty publisher, Are Affiliates, and the commission charge boosts them to discover approaches to generate more traffic through their affiliate links. An E-commerce business who wants to reach extensive base of Internet clients and customers may recruit affiliate. An affiliate could be the proprietor of various sites or email marketing lists; the more sites or email records that an affiliate has, the

more extensive his network. The affiliate at that point imparts and advances the items offered on the web based business stage to his network. The member does this by actualizing standard advertisements, text promotions, or connections on its various claimed sites or by means of email to its customer base. Firms use commercials as articles, recordings, and pictures to cause an audience to notice a help or item. Affiliate diverts guests who click on one of these connections or advertisements to the online business webpage. In the event that they buy the item or

administration, the E-commerce merchant acknowledges the associate's record for the settled upon commission, which could be 5% to 10% of the price obtained through sales of the concerned product.

The key objectives of affiliate marketing are to advance and offer products or service through direct access to distributor, driver webpage traffic to advertisers and produce deals from online clients in return for a fee. (Tweney, 1999; Del Franco and Miller, 2003; Goldschmidt, Junghagen and Harris, 2003). Affiliate marketing has become one of the lead generation promotion tools in the digital promotion programmes. Amazon began paying websites in 1996 for referring clients to join their site (Dabs & Manaktola, 2007). In the earlier days, aircraft, and then hotels and other travel agencies identified the idea of affiliate marketing through global distribution. The tourism sector was one of the sector to understand that IT have enabled the organizations to build perceivability, increment in market share due to 24 hours of online access to consumers, and give answers to problems faced by traditional industry. (Inkpen, 1998; Werthner and Klein, 1999; Barnett and Stading, 2001; Law, Leung and Wong, 2004). Affiliate marketing is a type of online advertising in which merchants share a proportion of sales income generated by each customer who reached at the company's website via a content provider (Gallaughner et al. 2001). Dwivedi et al (2017), in their paper indicated the lack of research effort in the field of affiliated marketing. Gregori N et al (2013) highlighted trust and trust enhancing factors that play an important role and affiliates need to expose their skills and integrity to their consumers. Dwivedi R (2017) highlighted the positive relationship between attitude, advertising, price and perception. Yasin et al. (2015) tried to evaluate both advertisers and consumers the value of digital marketing. Study showed that even for a start-up or a local company, there is a way to market their product via Internet. Prabhu and Satpathy (2015) examined the adaptability of the affiliate marketing in the Indian scenario and assessed the potential it holds for the future. The study clarified the entire affiliate process in depth with the Affiliate Marketing concept, and also shed light on the affiliate system adopted by different e-commerce websites. The research showed that marketing by affiliates would continue to grow.

Gap and Research problems:

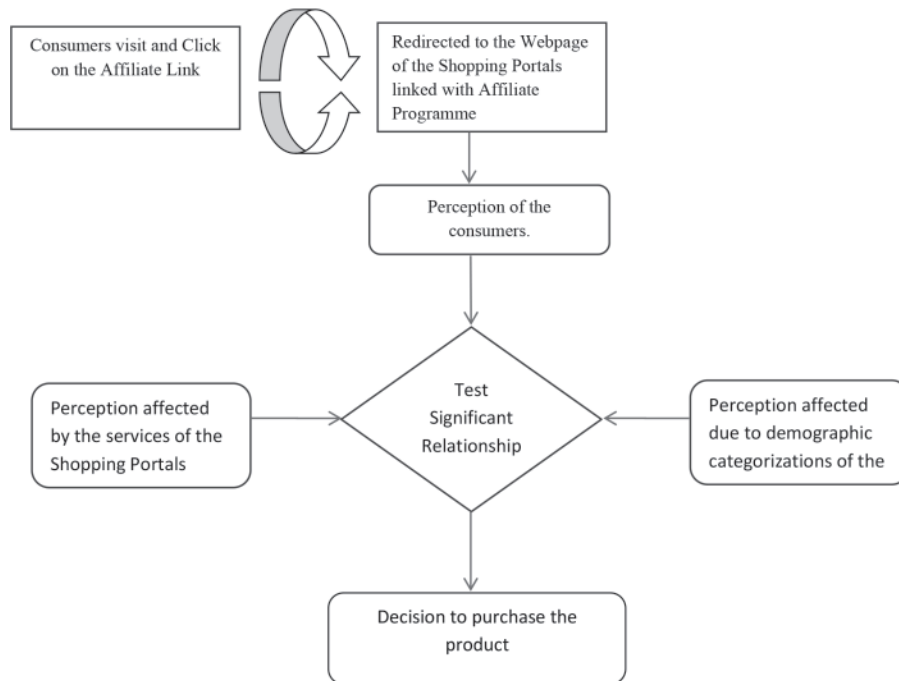
Contemporary researcher's like Stephanie, 2019, said affiliate marketing was a technology that allowed a human-centered approach that could pave new dimensions of virtual sales. Affiliate marketing is a way of building value-based approach to care management for niche surfers. Online retail data reveals that about 80 percent of the top

100 retailers outsource their partner programs (eBay, 2007). In this inquiry, an attempt was made to derive the relationship between the factors affecting the online buying behavior among the online buyers who are redirected through affiliate marketing link. To succeed, several literature writers such as I Ghosal et al. (2020) have published a paper to assess the significant impact of the affiliate marketing strategy on the millennial attitude to online shopping. The implied results examined qualitatively the advantages of the affiliate marketing strategy and its influence on the perceived ease of use and perceived usefulness. This has additionally validated Attitude and conduct towards utilizing on the web shopping. Z Patrick and OC Hee (2019) concentrated in their investigation on three predominant variables impacting behavioural intention to utilize specific innovation (for example affiliate marketing) that is relative Advantage, Compatibility, and observability. Relative advantage is characterized by the level at which existing practice is viewed as underneath progress and associated with an assortment of administrations, fulfillment social, and financial diversity. Compatibility alludes to the degree at which advancement will be seen in accordance with past developments, socio-cultural qualities or viewed innovation. At the other hand, observability is where different purchasers or different partners can see the constructive outcomes of utilizing the innovation however not the entrepreneur. Li et al. (2011) studied the experimental aspects of m-commerce regardless of consumption type and the analysis found that emotion plays a very important role in customer experience and concluded that utilitarian factor has a negative impact on consumer consumption experience. Marketing affiliates have their own challenges in operating effectively among stakeholders (Affiliate Advertiser, Affiliate, Consumer) with objectives of its own. According to (Godes et al. 2005) Online product review sites have exerted an increasingly influential impact on customer perceptions and defiance. Alternatively, Word of mouth (WOM) appears to be more reliable than improvement, as it is known to have gone through the "people like me" evaluation (Allsop, Bassett, and Hoskins 2007). Few research has acknowledged that e-WOM is also one of the primary factors influencing online shoppers' purchase decisions (Keller, 2007; Olbrich, R., & Hundt, M 2018). At the same time the effect of demographic characteristics on internet marketing is also found to be too high. Notwithstanding the lack of consistency across research reports (GVU, 1999), the web consumer population is predominantly white, young, well-educated and wealthy. One of the main metrics of the efficacy of internet ads is consumer expectations" (Mehta, 2000). The research done by (R Dwivedi, 2017) that trust,

attitude, indignity and perception of prices depend on the consumer's gender. The investigation additionally shows that there is a huge connection between the usefulness of indignity and advertisement. There is a factually critical connection between usefulness and ads, price perception and advertisement utility as well as Attitude and Price perception. Yet inadequate literature has been found that

can precisely relate the significant association between factors influencing affiliate marketing purchase decision and demographic contour dependent approach. Therefore, conducting a research to check the latent relational factors of online buying intent mediated by demographic-based approach is felt to be important.

Figure 2: Conceptual Model to depict the Relation between the E-Buying behaviour, Demographic Categorization and Affiliate Links



Purpose of the study

The work aims to analyze the inter-relations between the purchasing behaviour of users of affiliate marketing towards online shopping portals with respect their demographic categorization. Through this study researcher's look forward to find potential of affiliate marketing in the recent era, perception of the consumer's redirected through Affiliate Marketing links online shopping portals and expectations factors to change the buying motives. The extended empirical research postulate to draw a valuable conclusions of the co-relations that occur between attitude of consumer's and the adoption of affiliate marketing with more latent influences.

Objectives:

Based on literature survey and theoretical study, researchers from Gap have reached a common destination to frame the objectives. The basic aim which we plan to achieve:

- To discover these latent factors affect the marketing of Consumers redirected through Affiliate Link.
- To test the meaningful association between extracted latent factors and demographic categorization such as gender, age, income, jobs.

Hypothesis:

(H₀)₁: There is no significant correlation between **Gender** and **E-Buying behaviour of Consumers redirected through affiliate link.**

(H₀)₂: There is no significant correlation between **Age** and **E-Buying behaviour of Consumers redirected through affiliate link**.

(H₀)₃: There is no significant correlation between **income** and **E-Buying behaviour of Consumers redirected through affiliate link**.

(H₀)₄: There is no significant correlation between **jobs** and **E-Buying behaviour of Consumers redirected through affiliate link**.

Research Methodology

Design/Methodology/Approach:

This study is based on online survey and existing literature review on the affiliate marketing factors and its impact on consumer's buying behaviour towards adoption of online products.

Research Methodology

Research methodology consists of a set of actions or measures needed to effectively carry out research work. In the sense of science it includes not just testing techniques but also reasoning behind the techniques that we use. In more detail, in this section, the authors explain the Sampling Design, Questionnaire Development and Pilot Testing, the data collection techniques, Statistical Tools for Research and last one research process.

Sampling Design:

The survey concept was designed to be applied to the e-shopping preferences of affiliate customers, in compliance with the correct research methodology. Consequently, according to (Sandelowski, 1995) sampling methods give the researcher cognition of the sample, which can also be used as a generalization and basis for the entire investigation population. Herewith, for all this study, researcher's pull out the sample of respondents who used to shop online products after being redirected through Affiliate Marketing Links. The sample has been collected by the selected affiliate advertisers who move / manage their company through the affiliate connection provided by such as Amazon Associates, Flipkart, DGM India with the objective of collecting electronic data through the survey and being subject to data cleaning, so that missing information can be identified and presumption of normality can be achieved. The researcher's collected 100 respondents via the affiliate customer list generated by affiliate advertisers. A total of 100 respondents were chosen for this survey, in which 135 questionnaires were distributed to shoppers redirected through affiliate marketing links along with the non-discriminatory demographic contour. In this proposed study, the

researcher found the sampling process stratified by Simple Random sampling under Probability Sampling.

Questionnaire Development and Pilot Testing

Along with the online survey, the meeting with the entrepreneur was held during 'June 15th-July 10th' to gain approval for their participation in the study. The respondents (affiliate advertiser) were usually happy to take part in the study. The talks took place about 2½ hrs. Notes were kept during the interviews mainly to help the researcher understand the data gathered about the target demographic, the sample size of the total population, the list sampling frame and the region of the study investigation. After collecting the population list from affiliate advertiser researchers set a total of 100 sample sizes and equally divided into two districts, the researcher went to collect data from the identified respondents through Google survey about the importance, purpose and potential scope of the study, which the researcher contacted the respondents. Ultimately, it should be noted that quick and friendly interactions are observed.

The data was gathered through questionnaire administered through Google Forms. The questionnaire consists of three sections. The first part of the questionnaire was designed to collect information about the demographics of potential respondents including gender, age, income and employment. The second section involves online consumers who buy products from online shopping portals after being redirected through affiliate marketing links. The final section of the questionnaire estimates the latent factors influencing customers against the marketing of affiliates. The calculation frameworks include the plan to buy with a Likert 5 point scale from 1 to 5 where 1-is strongly disagree with 5-strongly agree. Statistical analysis was carried out on the products and advanced by reliability and validity test. TAs indicated by (Singh, 1995) poll was converted into Hindi and afterward made an interpretation of into English to keep up the semantic coherence between the two dialects.

Data Collection Methods:

A data collection technique refers to the data unit selection tools / methods. In the wider context, the data collection process involves two unit selection techniques and these are:

- 1) The Method of Census
- 2) Sample Technology

Since we know that for every study, there are two ways to collect the data, they are: 1) primary data and 2) secondary data. The present study is focused primarily on primary

data from 100 respondents (list of respondents obtained through Affiliate Advertisers). Until collecting the data researcher's the questionnaire was classified with demographic profiles of the respondent such as Sex wise researcher framed a) Male b) Female and c) others. Gender wise broken down into 15-22, 23-30, 31-38, 39-46, 47-54 and > 54. At the other hand Income wise investigators were framed into 10,000-16,000, 17,000-23000, 24,000-30,000, 31,000-37,000, 38,000-44,000, and > 44,000. Finally researcher's divided the job group into 1) student, 2) businessman, 3) house wife and 4) working. The survey was conducted during the period May 2020-June 2020. At the other hand, for the secondary sources, few data have been collected from published reputed articles, case studies, accounts, documents etc.

Operationalisation of Demographic Variables with relation to triggering effect on Purchase Intention:

Demography is concerned with the study of human populations rather than the individual. In lieu of such facts, demography is closer to deal with populations and groups rather than individuals. It is concerned with the population changes by age, sex, gender, and other characteristics like

Income, Occupation. Demographic Events is generally guided by fertility, mortality and Migration. This factors are key variables in the Fundamental Population Equation.

Population Equation

$$\text{Change in population} = \text{Inputs} - \text{Outputs} \quad \text{Inputs} = \text{Births} + \text{In-migration}$$

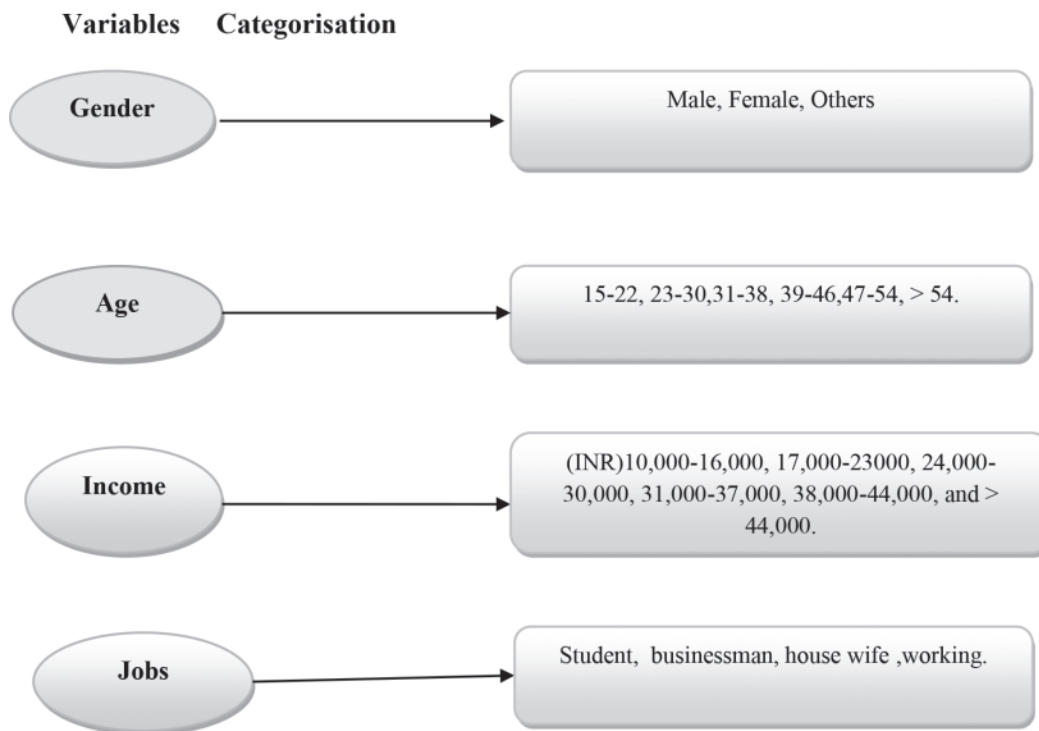
$$\text{Outputs} = \text{Deaths} + \text{Out-Migration}$$

$$\Delta P = (B + I) - (D + O)$$

Equation 1: Fundamental Population Equation

The factors which affect the population growth are Fertility, Mortality and Migration. These in turn are influenced by the social-economic factors like Occupation of the person, Income. The factors like Age, gender also affect the population characteristics. This in turn triggers and alters the consumption behavior of the consumers. The effect of the demography on the purchase intention of the Consumers buying products from online shopping portals can be substantiated through proper analysis. In this investigation, the demographic categorization like Age, gender, Income and Occupation have been considered.

Figure 3: Operationalisation of Population Characteristics through Demographic Categorization



Tools for Research:

The data was subjected to proper arrangement and statistical analysis through SPSS 23 software. For this whole investigation, the method Factor analysis was used to identify certain latent factors influencing customers to shift their purchase preferences against affiliate marketing. Often this tool is named for tool for data reduction. This method enables us to gain insight into the terms to be used, and helps us identify various variables using few factors that explain data that is far more economically original (Nargundkar, 2010). For data reduction, the Principal Component Approach for Factor Analysis was used, along with Bartlett's test and the sample adequacy KMO process. Analysis of Variance (ANOVA) was used to test the relationship of factors such as Product value, Risk factor,

Discounted product, Brand knowledge and last one Expert feedback with demographic variables (such as gender , age, income and Jobs) about Online Buying behaviour of the Affiliate Marketing Users.

Analysis and Findings

Factor Analysis: The Principal Component Analysis (PCA) was performed by extraction, rotation, and analysis. Maximum probability and Eigen value greater than one is set for further proceeding during extraction. VARIMAX method, which means orthogonal rotation, has been used to evaluate the exploratory element. The latent components such as Product value, Risk factor, Discounted product, Brand knowledge and last one Expert feedback have been extracted through Principal Component Analysis (PCA).

Table I: Table showing the reliability value on 18 items
Reliability Statistics

Cronbach's Alpha	N of Items
.757	18

It is clear from the table above that the Cronbach's Alpha value for reliability testing on the total sample size is >

0.60. Then it comes to the conclusion that the sample is accurate to investigate.

Table II
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	778.847
	Df	192
	Sig.	.000

Notes: Principal factor analysis of components with varimax rotation; KMO sampling adequacy measurement:

0.790; Bartlett sphericity check. 190; and $p < 0,000$.

Table III: Factors identified by the Principal Component Analysis

Factor	Statements	Factor Loadings	% of variance explained	Cronbach's alpha
Product value	Product clarification	.635	23.241	.880
	Information regarding Product	.749		
	Delivery Service	.819		
	Cost	.760		
	User Friendly	.890		
Risk Factor	COD/POD_facility	.785	21.345	.778
	Money_back	.758		
	Credit_card	.669		
	Fraud_Advertiser	.747		
Discounted Product	Less_price	.710	19.354	.795
	Shopping_needs	.677		
	Seasonal_Discount	.810		
Brand knowledge	Broader_product	.849	18.391	.710
	Company_reputation	.769		
	Price clarification	.679		
Expert Feedback	Opinion of Brand influence r	.807	17.669	.723
	Watching You tube for more information	.710		
	Blogs help for buying intention	.711		

ANOVA: Predicting the impact of demographic variables on consumer buying intentions towards affiliate marketing

The ANOVA test measures the samples according to their mean value. This is a statistical method which is used to assess whether or not the two or more groups differ significantly. When the P-value obtained is > 0.05 , the null hypothesis is accepted and the p-value is < 0.05 on the other hand, then alternative hypothesis is accepted. The P-value greater than 0.05 was not obtained from this investigation

in the case of demographic variables like Gender , Age, Income and Jobs, the latent factors such as Product value, Risk Factor, Discounted product, Brand knowledge and last one Expert Feedback where Null Hypothesis is rejected are substantially related. Detailed table of the ANOVA analysis was shown:

Table IV: Summary of ANOVA analysis tool based on the Demographic Details

Variables	Significance value along with factors	Significant value(positive association)
Gender	Product value(0.240), Risk factor(0.020), Discounted product(0.050), Brand knowledge(0.011) and Expert feedback(0.052)	Gender is Significantly associated with Risk Factor (0.020), Discounted Product(0.050), Brand Knowledge (0.011) and Expert Feedback(0.052)
Age	Product value(0.012), Risk factor(0.030), Discounted product(0.230), Brand knowledge(0.021) and Expert feedback(0.452)	Age wise Significantly associated with Product value(0.012), Risk factor(0.030)and Brand knowledge(0.021)
Income	Product value(0.051), Risk factor(0.040), Discounted product(0.230), Brand knowledge(0.031) and Expert feedback(0.052)	Income is significantly associated with Product value(0.051), Risk factor(0.040), Brand knowledge(0.031) and Expert feedback(0.052)
Jobs	Product value(0.041), Discounted product(0.230), Brand knowledge(0.032), Expert feedback (0.033)	Jobs is significantly associated withProduct value(0.041), Discounted product(0.230), Brand knowledge(0.032), Expert feedback (0.033)

Findings of the study:

The empirical investigation have used validated tools along with reliable primary data to extract the factors affecting the E-purchase intention of the consumers who used to shop products online after being redirected through affiliate marketing links. The factors obtained through factor analysis are Product value, Risk Factor, Discounted Product, Brand Knowledge and Expert Feedback. The product value indicates the variables encapsulated by the Product Clarification, Information regarding Product, Delivery Service, Cost and User Friendly. The Risk Factor includes the variables related to the risk associated with the financial transactions which have been taken care and minimised by the Online shopping portals. It includes Cash on Payment delivery, payment on delivery, security related to Credit Card transaction, and Fraud Advertiser. The factor of discounted item incorporates Unmanifested factors like shopping offers, and occasional discount. The Brand Knowledge specify about variety of the products,

reputation of the organization and awareness among the purchasers about the brands. The Expert Feedback indicates about the ratings about the products given Digital Brand Influencers, Feedbacks of the consumer, after reading .The affiliate link provided at the Webpage helps the consumers to redirect themselves to the Online Shopping Portals immediately after reading the Feedbacks and observing the ratings. The significant association of the factors obtained have been evaluated with the demographic categorisation of the population. Gender is significantly associated with Risk Factor, Discounted Product, Brand Knowledge and Expert Feedback with significance value 0.020, 0.050, 0.011, 0.052 respectively. Age wise Significantly associated with Product value (0.012), Risk factor (0.030) and Brand knowledge(0.021). Income is significantly associated with Product value (0.051), Risk factor (0.040), Brand knowledge (0.031) and Expert feedback (0.052) .Jobs is significantly associated with Product value(0.041), Discounted product(0.230), Brand knowledge(0.032), Expert feedback (0.033)

Discussions and managerial implications of the study:

The study investigates deeply about the perception of the consumers towards online shopping portals. In this investigation a specific niche of those consumers have been taken who are redirected to the webpage of shopping portals after being clicked through Affiliate links. The consumers are landed to the Webpage of the shopping portals after clicking on the Affiliate links. The perception of such consumers has been assessed through detailed Empirical investigation. The factors manifested after screening their behavior are Product value, Risk factor, discounted product, Brand knowledge and Expert

feedback. These factors are extracted manifested after mining the perception of the consumers buying products online after being redirected through affiliate links. Besides these the relationship between such traits of E-purchase intention with the demographic categorization of the population. The demographic categorization used in this investigation are Age, Gender, Jobs and Income. The implied findings of the research will have implication for the Online shopping portals as well as Affiliate Marketers, Affiliate Managers and a guiding way for the Digital Marketers to frame their Digital Strategy. The details of the implications of the study is given below in Figure 4.

Figure 4: Implications of the study



Future Scope of the Study:

The future scope of the study can be extended to following directions:

- 1) The results of this investigation is a guide to embed and imbibe knowledge about the adaptability of the Digital Marketing strategy. In time ahead, it will increase the number of the organizations using digital marketing strategy.
- 2) The micropreneurs and Entrepreneurs can use the extracted findings to study feasibility of their technical environment. Hence this study will boost in feasibility study for Digital Entrepreneurs.
- 3) The study iterates about the technology adoption specially the use of affiliate marketers. In lieu of such case, the affiliate marketers can specify and evaluate the niche area where they can post their affiliate.

Limitations of the Study:

- 1) The sample size can be increased to have more idea about the perception of the Consumers buying products online after being redirected through affiliate links.
- 2) The study can be more specified and segmented according to the category of the products like Electronic Items, Apparels etc.

Key Notes: <https://neilpatel.com/blog/when-to-use-affiliate-marketing/> (abstracted on 2nd May 2020)

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