

A Study of Awareness about Affiliate Marketing and its Impact on Youth Earning Behavior in Amravati City

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Abstract:- Affiliate Marketing has become a popular way for individuals, especially young people, to make money online. However, there is a lack of awareness of the potential risks and ethical considerations associated with affiliate marketing. This study proposal aims to investigate the impact of affiliate marketing on the earning behavior of youth in Amravati City with a focus on understanding the level of awareness among the youth and factors influencing their participation in affiliate marketing programs. The study will also examine the ethical implications of affiliate marketing practices and suggest strategies to promote responsible earning behavior among youth in Amravati City. This study provides valuable insights that there is a significant lack of awareness of Affiliate Marketing among the youth in Amravati city.

Keywords:- Affiliate Marketing, Youth Earning Behavior, Digital Marketing.

I. INTRODUCTION

Affiliate marketing has become a popular way for people, especially young people, to make money online. It involves promoting other companies' products or services and making a profit from every sale or referral made through a particular link. Participating in business in the context of Amravati city offers a unique opportunity to youth through self-generated income, leverage and employment.

Affiliate marketing is a process by which advertisers make money by using links to promote products or services produced by other retailers or advertisers. Affiliate partners are rewarded for delivering unique results to retailers or advertisers. Generally, affiliates receive incentives for sales. But some affiliate marketing can reward you with leads, free trial users, website clicks, or app downloads.

Affiliate marketing is a website that connects creators or affiliates to various types of affiliate services. Affiliate marketing is when you sell other people's products online for profit. For example, it may be products or products owned by an entrepreneur or manufacturing company. Affiliate marketing is a business method in which affiliate marketing is a way to generate income. In return, affiliates earn a percentage of sales or customers from their marketing efforts.

Affiliate marketing is an advertising model in which a company pays third-party advertisers to generate traffic or direct referrals to the company's products and services. Third-party advertisers are partners, and managers encourage them to find ways to promote the company.

➤ Key Points related to Affiliate Marketing:

- Affiliate marketing is a marketing scheme in which a company compensates affiliates for business generated based on the affiliate's marketing tactics.
- Digital marketing, analytics and cookies have made affiliate marketing a billion dollar industry.
- Businesses typically pay affiliates for sales and less often for clicks or impressions.
- The three main types of affiliate marketing are non-affiliate affiliate marketing, affiliate marketing and related affiliate marketing.

➤ History of Affiliate Marketing in India:

The first Affiliate program in India was launched by online travel agency MakeMyTrip in 2006. This was followed by a number of other companies such as Flipkart, Amazon and Snapdeal, who all launched their own affiliate programs. In the beginning, Affiliate marketing was mainly used by small and medium-sized businesses that could not afford to invest in traditional advertising methods.

Today, Affiliate marketing is one of the most popular digital marketing strategies in India. It is used by businesses of all sizes across a wide range of industries and with more people shopping online than ever before, there are plenty of opportunities for growth in the industry. The partnership market in India has grown and evolved over the years. While the concept of corporate marketing has been around for a while globally, its popularity has increased in India in recent years due to the proliferation of e-commerce and digital marketing.

- **Early Adoption:** Affiliate marketing first gained traction in India in the early 2000s as ecommerce platforms began to proliferate in the country. It was initially used by international companies looking to expand their presence in the Indian market.

- **Growth of e-commerce:** The rise of e-commerce giants such as Flipkart, Amazon and others in the mid-2000s further boosted the growth of the Indian economy. These platforms provide affiliate services to bloggers, influencers, and website owners to promote products and earn money.
- **Emergence of Affiliate Networks:** As the demand for affiliate marketing increases, many affiliates and associations have started working in India to connect advertisers with advertisers. These networks provide a platform for affiliates to find relevant products and services to promote.
- **Influencer Marketing Boom:** With the popularity of social media influencers and bloggers, affiliate marketing has become an important part of marketing strategies in India. Influencers start working with brands by partnering with social networks to get their content.
- **Diversification of affiliate services:** Nowadays affiliate marketing in India covers travel, finance, health, wellness, etc. It covers many sectors beyond e-commerce, including. Companies across all industries use marketing campaigns to increase sales and brand awareness.
- **Regulatory changes:** In recent years, regulatory bodies such as the Advertising Standards Council of India (ASCI) have issued guidelines to ensure transparency and ethics in the advertising industry. Advertisers and affiliates must disclose their relationships to maintain customer trust. As the digital business ecosystem and e-commerce continue to evolve, corporate marketing needs to play a key role in the marketing strategy of the country's economy.

II. LITERATURE REVIEW

Dr. Govind Narayan And Prof. (Dr.) Abadh Narayan Singh (2022): 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. This study has a total of 180 respondents which was collected from Agra Region and data collected was being analyzed by using SPSS 28. As for as attitude, it varies among the respondents. All the demographic variables had significant relationship with awareness and effective use of affiliate marketing.

Siddhartha Gupta, Roushan Kumar Ravi, Ishita Gulati, Isha: 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. This study has a total of 180 respondents which was collected from Agra Region and data collected was being analyzed by using SPSS 28. As for as attitude, it varies among the respondents. All the demographic variables had significant relationship with awareness and effective use of affiliate marketing.

Dr.T.Ambika And Dr.K.Dhivya Bharathi (November 2023): The study on consumer attitudes towards affiliate marketing has shown that this marketing strategy is a popular and effective way to reach customers, especially among younger and female audiences. Marketers should also consider offering rewards, discounts or coupons to customers who make purchases through affiliate links, in order to promote repeated purchases and build customer loyalty.

Pham, le-Dong-Hau¹ and Truong.: The study analyzes the influence of factors on youth via affiliate marketing programs, a case study in Viet Nam, and Can Th as the research area. Generally, the study has met the research objectives and explored four factors that positively impact the youth purchase intention, including perceived usefulness, social influence, informativeness, and trustworthiness, respectively, while perceived risks have a negative relationship with the intent. Additionally, the study should be carried out in other provinces or cities to strengthen the validity of the research model.

Yasinta Dewi Pradina: This study explains about the effectiveness and efficiency of using affiliate marketing as marketing communication strategy for travel agencies that open membership to build awareness in Jakarta. Affiliate marketing as marketing communication strategy can refer to someone preference that has emotional bonding which generates trust, therefore, deep conversation for consumer approach is quite important. However, this strategy has plus and minus, depends on the readiness of the company which implements this strategy.

A. Research Gap:

The reviews reveal a research gap in the chosen topic and study area. In literature review I find that most of the researches are done in Agra regions and among MBA Students, as it is true the affiliate marketing is started in the early 2000s. The concept of affiliate marketing was first introduced to India by foreign companies looking to tap into the growing e-commerce market. These companies recruited Indian affiliates to promote their products and services online.

B. Objectives of the Study:

- To assess the current level of awareness of affiliate marketing among youth in Amravati City.
- To examine the potential impact of affiliate marketing on youth earning behavior in Amravati City.
- To identify the factors that influence youth participation in affiliate marketing programs.
- To propose strategies for increasing awareness of affiliate marketing among youth in Amravati City.

C. Hypothesis:

The hypothesis formulated for this research study are stated below:

- H0: There is no significant relationship between awareness of affiliate marketing and youth earning behavior in Amravati city.
- H1: Awareness of affiliate marketing positively influences youth earning behavior in Amravati city.

D. Research Plan:

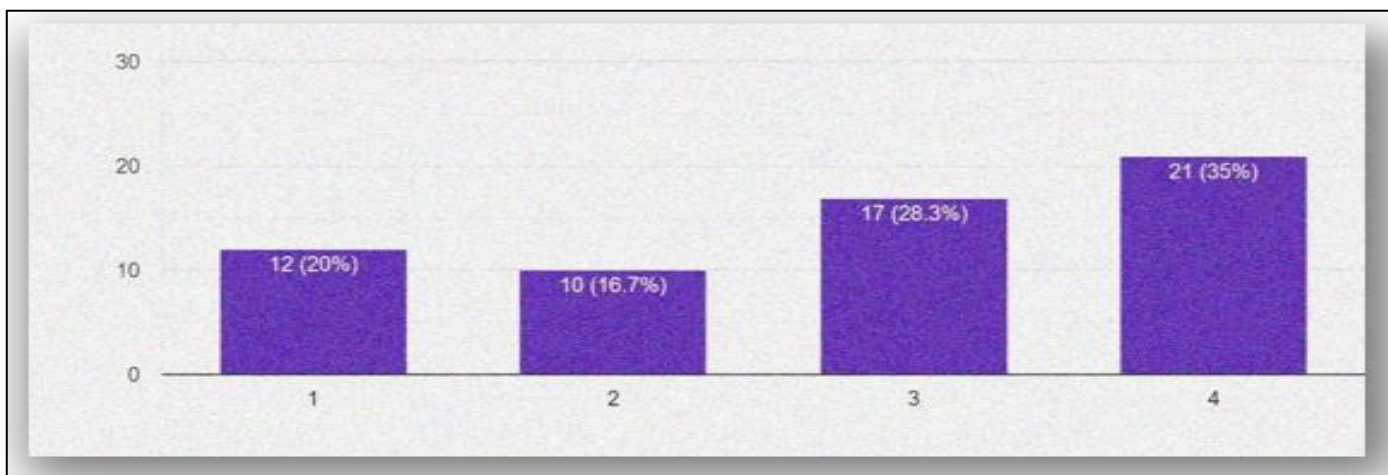
This section outlines the methodology used for the study, which involved a database, sampling design, and analytical procedures. Data was collected through a questionnaire method, utilizing both secondary and primary sources. Secondary data included Research Papers and various Websites. Primary data was collected from respondents using a purposive sampling technique. The data was classified, tabulated, and analyzed using statistical tools.

III. DATA ANALYSIS AND INTERPRETATION

A. How Familiar are you with the Concept of Affiliate Marketing?

Table 1: Classification of respondents How Familiar with the concept of Affiliate Marketing

SR.NO.	How familiar with the concept of Affiliate Marketing	No. of Respondents	Percentage
1.	Very Familiar (1)	12	20%
2.	Familiar (2)	10	16.7%
3.	Somewhat Familiar (3)	17	28.3%
4.	Not Familiar (4)	21	35%
Total		60	100%



Graph 1: Classification of Respondents How Familiar with the Concept of Affiliate Marketing

B. Data Analysis:

From the above table and graph it can be analysed that out of 60 respondents, 12 respondents very familiar, 10 respondents are familiar, 17 respondents are somewhat familiar and 21 respondents are not familiar with the concept of Affiliate Marketing.

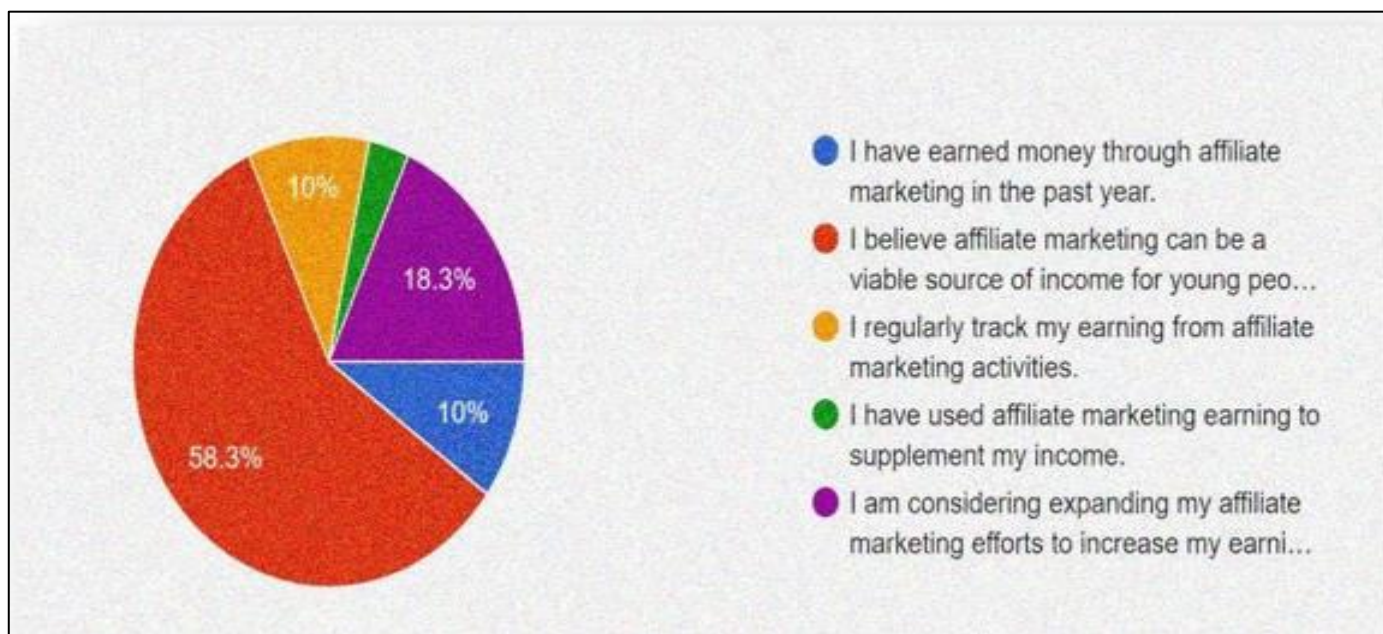
C. Data Interpretation:

From the above analysis, it can be interpreted that majority of the respondents are not familiar with the concept of Affiliate Marketing, and most of them are somewhat familiar with the concept of Affiliate Marketing.

D. Earning Behaviour Related to Affiliate Marketing?

Table 2: Classification of Respondents Earning Behaviour:

SR.NO.	Earning Behaviour	No of Respondents	Percentage
1.	I have earned money through affiliate marketing in the past year. (1)	6	10%
2.	I believe affiliate marketing can be a viable source of income for young people. (2)	35	58.3%
3.	I regularly track my earning from affiliate marketing activities (3)	6	10%
4.	I have used affiliate marketing earning to supplement my income. (4)	2	3.3%
5.	I am considering expanding my affiliate marketing efforts to increase my earning (5)	11	18.3%
Total		60	100%



Graph 2: Classification of Respondents Earning Behaviour

E. Data Analysis:

From the above table and graph no. it can be analysed that out of 60 respondents, 6 respondents are earned money through affiliate marketing in the past year, 35 respondents are believe affiliate marketing can be a viable source of income for young people, 6 respondents are regularly track my earning from affiliate marketing activities, 2 respondents are used affiliate marketing earning to supplement my income and 11 respondents are considering expanding my affiliate marketing efforts to increase my earning.

F. Data Interpretation:

From the above analysis, it can be interpreted that majority of the respondents are believe affiliate marketing can be a viable source of income for young people.

IV. RESULT

A. Correlation:

Correlation Analysis is a Statistical Technique used to measure the relationship between two variables and compute their association.

Table 3: Correlation Analysis

	Awareness of Affiliate Marketing	Youth Earning Behavior
Awareness of Affiliate Marketing	1	0.949757906
Youth Earning Behavior	0.949757906	1

The above Table shows a very high correlation coefficient (0.9498), it supports rejecting the null hypothesis (H0) and accepting the alternative hypothesis (H1), indicating that awareness of affiliate marketing positively influences youth earning behavior. Thus, it is possible to understand that the alternative hypothesis is accepted and the null hypothesis is rejected.

B. Suggestions:

- **Education and Training Programs:** Conduct workshops, seminars and training to educate youth in Amravati about affiliate marketing, including how it works, its benefits and how to get started.
- **Collaboration with experts:** Connect with affiliate marketing experts and influencers to provide guidance and mentorship to young individuals interested in exploring affiliate marketing opportunities.
- **Promotional campaigns:** Run awareness campaigns through social media, local media and community awareness programs to spread knowledge about affiliate

marketing and its earning potential among the youth of Amravati.

- **Skill Development Initiatives:** Encourage youth to develop skills in digital marketing and content creation through online courses or vocational training programs to enhance their affiliate marketing skills.
- **Financial Literacy Programs:** Incorporate financial management and budgeting skills into educational programs aimed at empowering youth to make wise decisions with their earnings generated from affiliate marketing activities.

V. CONCLUSION

The proposed study on the awareness of affiliate marketing and its impact on earning behavior of youth in Amravati City is a timely and relevant topic that can provide valuable insights on the growing influence of digital marketing on youth. By understanding the awareness level and the ways in which affiliate marketing influences the earning behavior of youth in Amravati City, this study can

help in developing strategies to enable them to make informed decisions and maximize their earning potential in the digital age. Based on a study on the awareness of affiliate marketing and its impact on the income behavior of youth in Amravati city, it can be concluded that there is a significant lack of awareness of affiliate marketing among the youth. Despite the earning potential of Affiliate Marketing, many youngsters in Amravati are not familiar with the concept or how to use it effectively to generate income. **The study demonstrates that shows a very high correlation coefficient (0.9498), it supports rejecting the null hypothesis (H0) and accepting the alternative hypothesis (H1), indicating that awareness of affiliate marketing positively influences youth earning behavior.**

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