

A Study on Customers' Satisfaction on Affiliate Marketing in E-Commerce Business with reference to Chennai City

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Abstract

Affiliate marketing means repay to another online marketer for promoting a product or services and sending the company's product or services to interested customers. These methods established since the beginning of Internet marketing, taking advantage of the speed and low cost of online communications. The principles behind affiliate marketing are to create a win-win relationship between the advertiser and the affiliate. Affiliate marketing has its significance in mainstream marketing strategy for e-commerce businesses in the future. To develop ones monetary benefits an affiliate marketer involves in product promotion, sales and service. The affiliate marketer will earn commission on the basis of predetermined percentage on each product. There is a slight variation in establishing an ecommerce. The affiliate marketers play the role of sales and service. This research explores the factors of customers' satisfaction to affiliate marketing and the perception of activities in e-market.

Keywords

E-Commerce, Affiliate marketing, Internet marketing, Online Communications and Customers' satisfaction

1. Introduction

Affiliate marketing is a mixed advertising and reference channel by third parties to promote another company's product or service or and receive

a commission of money for any sales generated. Affiliate marketing is a foremost revenue generator for ecommerce stores. This also serves in translating their existence into brand awareness and sales. Affiliate marketing is a potential strategy to develop on internet marketing and e-commerce. As the same of process in e-commerce the sales and responsibilities are directed to third party. In this process the third party involved receives the monetary benefit (commission). Affiliate marketing plays a main role in between the mediation of advertising and organic referrals.

An affiliate marketer's is greatest asset to help the audience: It is mainly used to command a revenue share because of relevant visitors and create the highly-qualified traffic drive to online businesses. Affiliate marketers are more successful in increasing the number of visitors and enhancing a rapport with them in the online stores. To identify the best brand and product information the customers use affiliates market as a tool. Affiliates is mainly drive for new visitors to their website via new users from organic and paid traffic, and earn by offering engaging content and enhancing a rapport with their audience. These affiliates earn the trust of its visitors. As a result the visitors of these online stores turn as a spokesman or brand advocate for an online business. Affiliate marketers receive the financial benefit (commission) as compensation for attracting the new visitors to offer of a sponsor promoting its product on the affiliate's website.

2. Literature Review

Obaidat, M. S., & Lorenz, P. (2016) Short form of electronic commerce is e-commerce, it is a type of innovative business model where individual or group or a firm can buy and sell on electronic network with support of internet. The other names of e-commerce are online commerce, web commerce, e-retail, e-tail and e-comm. But e-tail refers to any transactional processes around retail.

1. Kotler P., and Keller K. L (2009) defined the E-commerce an offering of the products and services are intangibles but main advantages of marketing is to maintain the direct contact between E-commerce provider and customers. In the recent trend of E-commerce, the success strategies lies on customer relationship. It means providing the superior value to the target customers than building the process to the customers.

The organisations provide the services to the customer through this they are really satisfied from consuming the products. In addition to the higher level of service support is provided to the higher level of satisfaction.

2. Lawrence, Japhet Eke and Tar, Usman A. (2010) stated the Electronic commerce (EC) leads to develop competence and production in various areas through online sales, therefore it has attracted in many countries. It has been doubt about the ecommerce for developing countries because of inadequate infrastructure, socio-economic and the lack of government national Information and Communications Technology (ICT) strategies have a barrier to adoption and growth of e-commerce in developing countries. The study understands the adoption, diffusion of e-commerce and hindrance of e-commerce acceptance in developing countries based on cultural issues.
3. Dennis L. Duffy, (2005) stated that inner workings of affiliate marketing and the affiliate marketing marketplace. The study explores the distinctiveness of a successful long-term relationship. The successful affiliate marketing is maintaining the win-win relationship between the advertiser and the affiliate. Affiliate marketing will become the primary mainstream marketing strategy for e-commerce businesses in the future.
4. Gerald L. Lohse Steven Bellman Eric J. Johnson (2000) stated that Online retailing is a big business from the late 1998 to till now, so millions of people have ordered holiday gifts in the online and retailers has increased to improve their supply of networks to increase the growth of retail marketing.
5. Evanschitzky, H., & Iyer, G. R. (2007) companies has plan for the growth of online shopping, and online consumers' purchasing behaviour are required to the companies for define their online retail strategies for inventory holding, distribution, product variety, market segmentation, online advertising and web site design. Forecasts could be reliable based on online consumers' purchasing behaviour.
6. Karim, M. R. (2012), reported that time spent in online shopping is continuously increased year by year. The online spending has increased to \$12.1 billion and online buyers has increased 49.6 million in 2015 and online spending has \$22.7 billion and online buyers has 67.5 million in 2016. The online spending will be reached \$74.7 billion and online buyers will be increased 167.8 million in 2020.

- 7 G.R. Shalini, K.S. Hema Malini (2015) states that the e-trust is required among the e-commerce customers. The feeling of trust means assuring that the company will take care of the users' or consumers' interests and protect them in all aspects.
Trust is a form of meta-guarantee that is beyond a product guarantee for the online shopping experience. The trust is very important because major consumers' credit card security problem or privacy could be damage to company's reputation. To handle this type of issues, firms are enhancing e-trust strategies are explicit policies of credit card security and privacy issues are maintained.
- 8 Hernández, B., Jiménez, J., & Martín, M. J. (2010) analyzed the perceptions of customers to purchase over the Internet and effect of e-purchasing experience. The study differentiates between groups:
 - 2.8.1 E-customers means that are making their first e-purchase, and
 - 2.8.2 The experienced e-customers, who have made more than one e-purchase and continuous e-purchase. The perceptions were different from first time online purchase than continuous experience of the repurchasing behaviour.The results found at the customer behaviour and perceptions are not the same for first time online purchase and experienced e-purchases. The perception of customers has changed on purchasing. According to the study report there is an influence on internet experience that is stable among all the users.
- 9 Dotan, T. (2002) explored the direct effect of e-business on customer satisfaction and e-business can improve customer satisfaction, all the aspects of satisfaction are investigated carefully, strong attention on e-business only that can reduce customer satisfaction and the 'traditional' ways of satisfying customers are to keep in mind.

3. Objective of the Study

To analyze the customers' satisfaction for affiliate marketing in online marketing.

4. Research Methodology

This study identifies the customers' satisfaction for affiliate marketing in online marketing. The study consists of 89 respondents (data collected from online buyers through Google forms) in Chennai. To analyse the data, convenience sampling method is adopted for data analysis tool in this study.

5. Data Analysis and Interpretations

Illustration 1: Respondent experience rating of price to customers satisfaction to affiliate marketing The graphical representation based on customers satisfaction in trend buy given their respondent experience rating of product price in the following percentage for customers satisfaction to affiliate marketing. 15.8% Highly satisfied- respondent experience rating of product price in trend buy. 51.6% Satisfied - respondent experience rating of product price in trend buy. 24.2% Neutral - respondent experience rating of product price in trend buy. 7.4 % Dissatisfied - respondent experience rating of product price in trend buy. 1% Highly dissatisfied respondent experience rating of product price in trend buy.

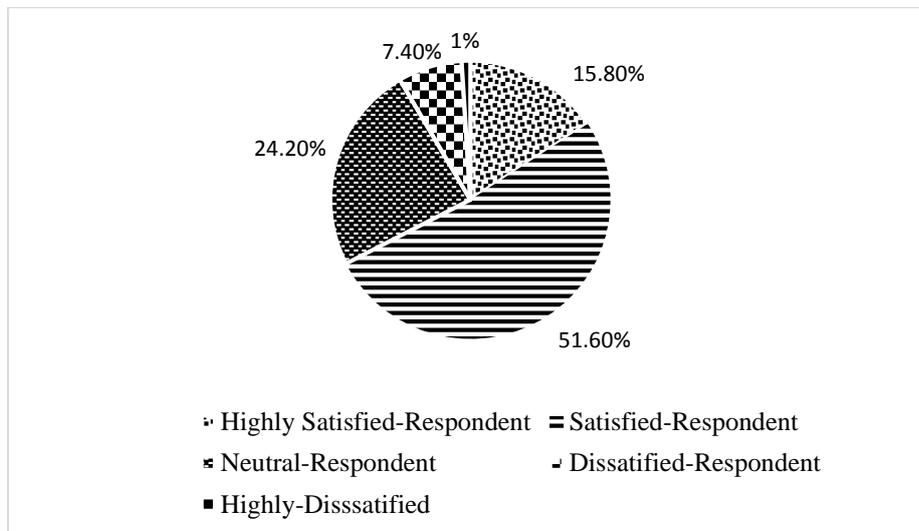


Illustration 1: Respondent experience rating of price to customers satisfaction to affiliate marketing.

Illustration 2: Respondent experience rating of quality to customers satisfaction to affiliate marketing. The graphical representation based on customers satisfaction in trend buy given their respondent experience rating of quality in the following percentage for customers satisfaction to affiliate marketing. 9.5% Highly satisfied - respondent experience rating of product quality in trend buy. 44.2% Satisfied - respondent experience rating of product quality in trend buy. 38.9% Neutral - respondent experience rating of product quality in trend buy. 6% Dissatisfied - respondent experience rating of product quality in trend buy. 1.4% Highly dissatisfied respondent experience rating of product quality in trend buy.

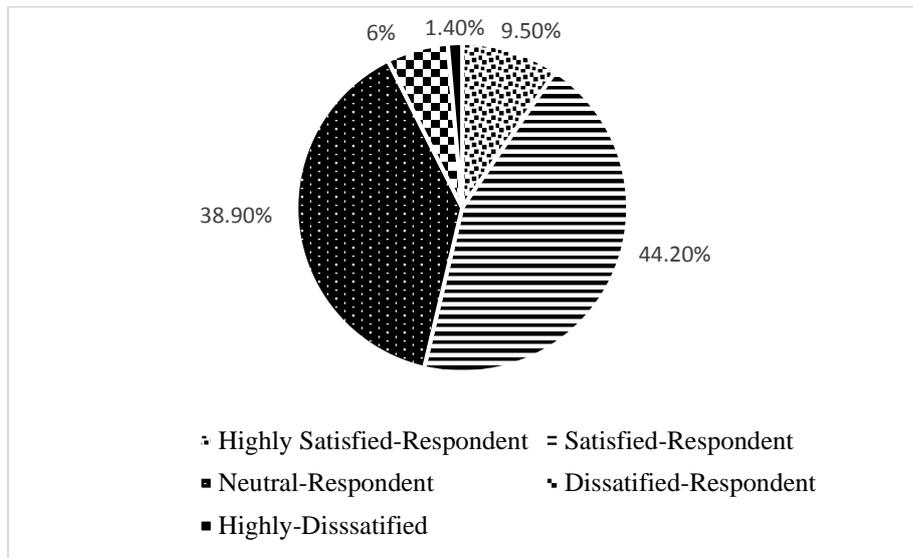


Illustration 2: Respondent experience rating of quality to customers satisfaction to affiliate marketing.

Illustration 3: Respondent experience rating of product delivery of time to customers satisfaction to affiliate marketing. The graphical representation based on customers satisfaction in trend buy given their respondent experience rating of product delivery of time in the following percentage for customers satisfaction to affiliate marketing. 17.7% Highly satisfied - respondent experience rating of product delivery of time in trend buy. 49% Satisfied - respondent experience rating product delivery of time in trend buy. 31.3% Neutral - respondent experience rating of product delivery of time in trend buy. 1% Dissatisfied - respondent experience rating of product delivery of time in trend buy. 1% Highly dissatisfied respondent experience rating of product delivery of time in trend buy.

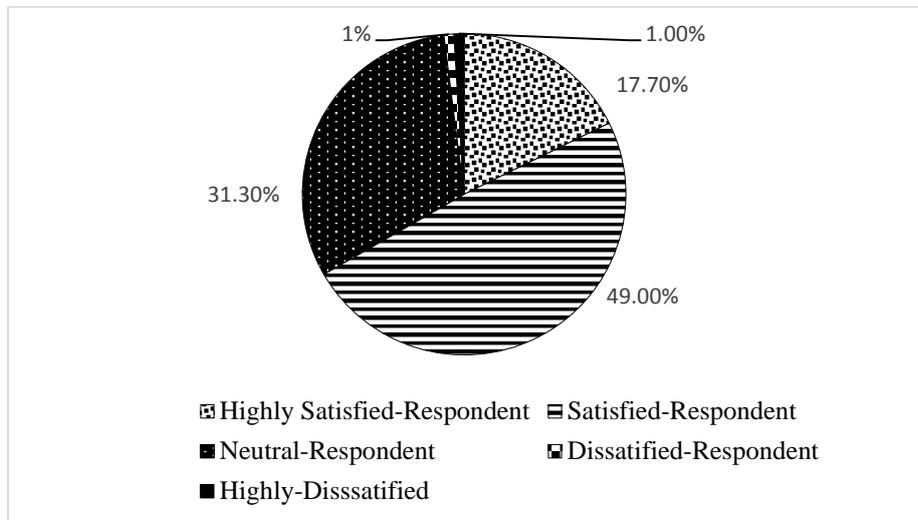


Illustration 3: Respondent experience rating of product delivery of time to customers satisfaction to affiliate marketing.

6. Limitations

1. This study focused mainly on customers' satisfaction of affiliate marketing only.
2. The area of study is limited only at Chennai city.

7. Conclusion

Customer is always the king and very prominent to part of this cycle who attract 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. The results of the overall rating of product price, quality & time of trend to buy and promote the product in a easy way to reach customers in the online itself. The companies choose affiliate market to increase the traffic to their own website and convert to increasing the sales. The satisfaction of customer is increased when you sell any product to customer. The conversion of customers' awareness about the company's product to becomes satisfaction enhanced by the product or service. They give 5% of commission to affiliates. Some of the vendors of affiliate marketing network in India are online businesses like Flipkart, Amazon, MakeMyTrip, and Yatra.com. The important features of advertiser is that it will pay the partner websites when it generates business. Vendors are required to open an affiliate or associate program on its website where affiliates can register. Through this website a vendor shall provide affiliate with all the necessary technology support like codes and links for the products and services.

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