

Awareness And Perception of Consumers Towards Affiliate Marketing in Rural Areas of Punjab

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Abstract: Affiliate marketing has emerged as a dynamic and influential component of digital marketing strategies worldwide. It involves collaboration between businesses (merchants) and individuals (affiliates) who promote products. While the concept of affiliate marketing is well-established in urban and metropolitan settings, its penetration and reception in rural areas, particularly in regions like Punjab, remain relatively underexplored.

Keywords: Advertisement Attitude of customers, Purchase Behavior, Buying behavior, LPU Student.

Research Type: Research Paper

Components of the Conceptual Framework:

- **Independent Variable:** Characteristics of online advertising (factors like ad format, emotional appeal, use of humor, and presence of social proof).
- **Dependent Variable:** Buying behavior (amount of money spent online, frequency of online purchases, types of products purchased, and brand choices made).
- **Mediating Variable:** Perceived persuasiveness of online advertising, Brand attitude, and Purchase intention.
- **Moderating Variable:** Individual characteristics, social media usage, Cultural factors.

Summary

This comprehensive research investigates how rural consumers in Punjab perceive and interact with affiliate marketing programs. It examines their awareness levels, attitudes, and behaviors towards affiliate marketing, considering demographic factors and key influences in their decision-making processes. The study focuses on a mixed-method concept, incorporating surveys.

The findings reveal that a significant portion of rural consumers in Punjab are aware of affiliate marketing and recognize its potential benefits. Factors such as social influence, trust in affiliates, and perceived credibility play crucial roles in shaping their responses to affiliate-driven content and promotions. Moreover, the study identifies a positive correlation between consumer education levels and their understanding of affiliate marketing concepts.

Demographic variables like age, gender, education, and occupation also impact consumers' perceptions and behaviors related to affiliate marketing. Younger demographics, particularly those in the 20 to 40 age group, show higher engagement and receptiveness to affiliate marketing strategies. Additionally, female respondents exhibit a stronger inclination towards influencer recommendations and affiliate-driven promotions compared to males.

INTRODUCTION

The research paper focuses on to investigate the awareness levels and perception of consumers in rural Punjab regarding affiliate marketing programs. This study seeks to unravel the extent to which rural consumers are familiar with affiliate marketing concepts, their attitudes towards products or services promoted through affiliate links, and the factors influencing their engagement or disengagement with such marketing strategies.

The importance of this research stems from the evolving consumer landscape in rural areas, characterized by increasing digital connectivity, changing socioeconomic dynamics, and shifting consumer behaviors. Understanding how rural consumers perceive and interact with affiliate marketing can significantly impact marketing strategies tailored to these demographics. By bridging the gap between urban-centric marketing approaches and rural consumer preferences, businesses can enhance their market reach and effectiveness in engaging rural audiences.

The scope of this research encompasses both qualitative and quantitative methodologies. Qualitative approaches such as interviews and focus group discussions will be utilized to delve into the nuanced perceptions, attitudes, and experiences of rural consumers towards affiliate marketing. Quantitative surveys will provide statistical data on awareness levels, behavioral patterns, and demographic variables, allowing for a comprehensive analysis of consumer sentiment and behavior.

The relevance of this research extends beyond academic inquiry to practical implications for marketing practitioners and policymakers. As digital technologies continue to permeate rural areas and reshape consumer behaviors, understanding rural consumers' awareness and perception of affiliate marketing becomes pivotal for devising effective marketing strategies and policies. By shedding light on this underexplored aspect, this research aims to contribute actionable insights that drive informed decision-making, foster market growth, and promote digital inclusion in rural Punjab.

Why Affiliate Marketing is important in Rural Punjab?

This research focuses on the awareness levels, attitudes, and behaviors of rural consumers in Punjab towards affiliate marketing programs, a crucial yet underexplored aspect of digital marketing strategies. By employing both qualitative and quantitative methods like surveys, interviews, and data analysis, the study aims to provide valuable insights for businesses, marketers, advertisers, and policymakers operating in rural Punjab. Understanding consumer perception is deemed essential for designing effective marketing strategies tailored to rural markets, considering the diverse demographics, preferences, and levels of digital literacy prevalent in the region. Factors such as internet penetration, smartphone usage, and cultural influences are key determinants shaping rural consumers' interactions with affiliate marketing campaigns. By unraveling aspects like trustworthiness of affiliates, relevance of promoted products/services, and overall satisfaction with affiliate-driven experiences, this research seeks to contribute significantly to the knowledge base of marketing strategies targeting diverse consumer segments in rural areas, thereby fostering digital inclusion and enhancing marketing effectiveness in rural economies.

Aim:

- The primary aim of this research is to examine the awareness levels and perception of rural consumers in Punjab regarding affiliate marketing programs.
- Additionally, the research aims to explore rural consumers' attitudes and behaviors towards products and services promoted through affiliate links.

Importance:

- Understanding consumer awareness and perception of affiliate marketing is crucial for designing targeted and effective digital marketing strategies in rural areas.
- This research addresses a significant gap in the literature by focusing on rural consumer perspectives, which are often overlooked in traditional marketing studies.
- Insights gained from this study can inform businesses, marketers, and policymakers about the digital behavior and preferences of rural consumers, leading to more informed decision-making.

Applicability:

- The findings of this research are applicable to businesses operating in rural Punjab, digital marketers, advertising agencies, and policymakers concerned with digital inclusion.
- Marketers can use the insights to tailor affiliate marketing campaigns that resonate with rural consumer preferences and behaviors, thereby improving engagement and conversion rates.
- Policymakers can leverage the research findings to develop targeted initiatives aimed at promoting digital literacy, consumer protection, and economic development in rural areas.

Scope:

- Qualitative data will be used to explore consumer attitudes and perceptions, while quantitative data will provide statistical analysis of awareness levels and behavioral patterns.
- The scope of the research covers rural consumers in Punjab, considering factors such as internet access, digital literacy, cultural influences, and socio-economic backgrounds.

Relevance:

- The research is highly relevant in the context of the evolving digital landscape in rural areas, where access to online platforms and digital technologies is increasing.
- It addresses practical challenges faced by businesses and marketers in reaching and engaging rural consumers effectively through digital marketing channels.
- The findings contribute to academic knowledge by adding insights into consumer behavior, marketing strategies, and digital inclusion efforts in rural economies like Punjab.

CHAPTER 2 LITERATURE REVIEW

2.0 Literature Review

Amoghsiddhi and Artee Aggrawal, (2015), the chapter highlights the importance of e- marketing adoption for MSMEs and identifies specific areas where digital marketing activities can enhance their business operations. The findings suggest that MSMEs need to be made aware of the government's e-marketing initiatives to fully take advantage of the benefits of digital marketing.

Z. M., Pramudita, D. A., & Ismoyo, D. P, (2020), The study found that among the different pesticides analyzed in honey, HCH and its isomers were the most frequently detected, followed by DDT and its isomers. Only cypermethrin was found in honey samples among the studied synthetic pyrethroids. The study also found that honey

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from natural vegetation contained lesser residues. Overall, the study concluded that honey from Himachal Pradesh had low pesticide residues.

The findings of this study are significant as they provide important information on the safety and quality of honey produced in Himachal Pradesh. The study highlights the need for continued monitoring of pesticide residues in honey and the implementation of appropriate measures to minimize their presence. The popularity of homestays in the remote Indian Himalayan communities has led to newer economic opportunities.

Karine Haji, (2021) has theoretical and practical implications for the development of the homestay scheme. The findings suggest that understanding and addressing the socio-cultural, practical, and apprehension-based reasons for non-participation are critical to the success of the scheme. The study recommends that homestay scheme guidelines should be flexible to accommodate the diverse needs and aspirations of mountain communities. Additionally, community involvement and participation should be integral to the development of the scheme, as it will lead to greater ownership, sustainability, and success. Remote sensing is a valuable tool for monitoring the changing pattern of vegetation across diverse landscapes, which is crucial for understanding the interactions between human activities and the ecological environment. In the state of Himachal Pradesh in the Indian Western Himalayas, the land use pattern has been undergoing rapid modifications due to changing cropping patterns, rising anthropogenic pressure on forests, and government policies.

To assess species-wise area changes in the forests of the Solan Forest Division of Himachal Pradesh, we conducted a study on land use change using remote sensing. The aim was to understand the impact of human activities on the forest cover in the region. **P Deepak, (2021)** involved the use of remote sensing data from satellite images to map changes in forest cover over time. The results showed that there had been significant changes in land use patterns in the region, with a decline in forest cover and an increase in agricultural land and settlements.

Tejinder pal Singh, (2021) provides an assessment of the existing municipal solid waste management system in Una, Himachal Pradesh using the "waste aware" benchmark indicators and a matrix method. The total waste generation in Una is about 6 TPD, with

5.5 TPD being disposed in an open dumpsite in Lalsinghi with a collection efficiency of about 90%. The study finds that the collection efficiency is good (M/H) but transportation, disposal, and recycling facilities are lacking (low). The overall score for Una is 38% after evaluation using the matrix method. The study highlights the need for immediate improvement in the existing MSW management practices and provides suggestions for the same.

Prateek Kalia, (2021) focused on evaluating the existing municipal solid waste management system in Una, which is a town located in the state of Himachal Pradesh in India. The total waste generation in Una is about 6 tonnes per day, with 5.5 tonnes per day being disposed of in an open dumpsite in Lalsinghi, which is located about 5 km from the town. The study used the "wasteaware" benchmark indicators, which are a set of parameters that incorporate both quantitative and qualitative methods for evaluating the competency of existing waste management systems. Additionally, a matrix method was used to complement the "wasteaware" benchmark indicators in evaluating the existing techniques. The study found that the collection efficiency in Una is good, which means that a high percentage of waste generated is being collected. However, the transportation, disposal, and recycling facilities are lacking, which means that there is a need for improvement in these areas. The overall score for Una was 38%, which indicates that there is a significant scope for improvement in the existing MSW management practices.

Ben Edelman Wesley Brandi Annunciation Day, 2014 the management of online affiliate marketing programs and compares the effectiveness of external professionals and in-house staff in setting up and approving affiliate arrangements. The merchants may employ external professionals or their in-house marketing staff to set up and approve affiliate arrangements. The study finds that external managers are generally better at including appropriate affiliates, due to their specialization, while in-house staff are more effective at excluding affiliates with "fringe" practices, due to their higher incentives as company staff. The article discusses the implications of these findings for promoting online affiliate programs and for web-based advertising.

Zia Ul Haq, April 2012 affiliate marketing has been growing steadily in recent years, reflecting the industry's expansion and its growing importance in online advertising. Affiliate marketing is a form of online advertising

where a business rewards an affiliate for each customer brought about by the affiliate's marketing efforts. This form of marketing has been found to be an effective way to generate leads and increase sales, making it a valuable tool for direct marketers.

Despite its importance, few studies have focused on the attitudes of consumers towards affiliate marketing. This survey aims to fill this gap by exploring the attitudes of Indian web clients towards affiliate programs and the factors that influence the effectiveness of these programs.

Several studies have shown that affiliate marketing can have a positive impact on customer attitudes towards a brand.

Suresh V, Vetri Selvi M, Maran K, A.R.Shanmuga Priya, May 2018 Affiliate marketing can refer to a number of online marketing strategies where a publisher advertises a company using a poster on their computer, and the company then pays the affiliate a percentage when a visitor or consumer makes a purchase. Three parties are integrated into affiliate marketing: the advertiser, publisher, and consumer. Advertisers may offer any brand of product online, including electronics, books, clothes, and airline tickets, or they may be insurance underwriters selling policies, among other things. Publisher refers to a person who uses a website or blog to publicize an advertiser's goods or services. The consumer, who is the king and very significant in this cycle, is the one who is drawn to the advertisement, takes an action (a click) from the publisher's website to the advertiser's website, and then makes a purchase, which is referred to as a conversion. A publisher may use a range of online marketing strategies known as affiliate marketing to promote a company through a poster on their website.

Ritesh Dwivedi, (2020) Affiliate marketing has gained prominence in the digital era as a powerful tool to promote businesses and increase sales. This marketing technique

involves partnering with third-party affiliates who promote products or services in exchange for a commission. In recent years, the growth of mobile commerce (m-commerce) has further boosted the popularity of affiliate marketing as a cost-effective and efficient way to reach out to consumers. Several studies have examined the impact of affiliate marketing on consumer behavior, with varying results. Some studies have found that affiliate marketing can positively influence consumer attitudes and trust towards products and services, while others have suggested that it may have a negative impact on consumer perceptions of trust and quality.

Pratiksinh S. Vaghela, (2014) According to Turban et al. (2018), online shopping refers to the process of purchasing goods or services through the Internet, where merchants sell their products to customers who surf the Internet. Customers can access web stores from the comfort of their homes or offices and shop as they sit in front of their computer.

Many studies have highlighted the benefits of online shopping. For instance, according to **Chauhan and Pillai (2013)**, the primary benefits of online shopping include convenience, time-saving, and access to a wide range of products. Furthermore, customers can compare prices and products from different vendors, which allows them to make informed purchase decisions. Additionally, customers can avoid the hassle of physical shopping, such as long queues, parking issues, and crowds. In contrast, some studies have found that customers perceive certain barriers to online shopping.

According to **Jarvenpaa and Todd, (1997)** customers may be concerned about the security of online transactions, the reliability of the product descriptions, and the inability to see or touch the products before purchase. Similarly, **Doherty and Ellis- Chadwick (2010)** found that customers are also concerned about delivery times, hidden costs, and the inconvenience of returning products.

The study aimed to analyse the awareness level of affiliate marketing among respondents. It involved surveying 180 participants from the Agra Region using structured questionnaires and interviews. The non-probabilistic convenience sampling method was used to select the participants.

Verma, N., & Sharma, P. (2020). A Study on Affiliate Marketing in Guwahati City amongst the Millennials. This study in India reveals consumer attitudes and engagement with affiliate marketing, highlighting factors influencing

their decision-making.

Cupchik, W. (2001). Social influence in consumer behavior. This classic explores the impact of social influence on decision-making, relevant to understanding how rural communities form perceptions of affiliate marketing.

Chaffey, D., & Ellis-Chadwick, F. (2023). Digital marketing: Strategy, implementation, and practice. This comprehensive textbook provides an overview of affiliate marketing strategies and best practices.

Rural Consumer Behavior:**Singh, R., & Kaur, J. (2019).** Factors influencing rural consumers' online purchase intention in India. This study examines factors influencing online purchase decisions in rural India, providing insights into potential adoption of affiliate marketing.

Ray, P., & Hegde, R. G. (2012). Rural marketing in India: Strategies and cases. This book explores various marketing strategies for rural audiences, offering context for affiliate marketing approaches.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 OBJECTIVES OF STUDY

- To determine the awareness levels among consumers regarding affiliate marketing in rural areas of Punjab.
- To examine consumers' perceptions towards affiliate marketing in select rural areas of Punjab.
- To examine the impact of affiliate marketing and demographic variables for making a purchase.

1.1 To determine the awareness levels among consumers regarding affiliate marketing in rural areas of Punjab:

This objective focuses on assessing how familiar consumers in rural areas of Punjab are with affiliate marketing. It aims to measure the extent to which consumers understand the concept of affiliate marketing, its functions, benefits, and how it operates within the context of their rural environment. This assessment helps researchers and marketers gauge the level of education or exposure needed to effectively introduce or promote affiliate marketing programs in these areas.

2.1 To examine consumers' perceptions towards affiliate marketing in select rural areas of Punjab:

This objective delves into understanding how consumers in rural Punjab perceive affiliate marketing. It aims to uncover their attitudes, beliefs, opinions, and feelings towards affiliate marketing initiatives. Researchers may explore aspects such as perceived usefulness, trustworthiness, relevance, and effectiveness of affiliate marketing campaigns from the perspective of rural consumers. This examination provides valuable insights into the potential acceptance or resistance towards affiliate marketing strategies in these areas.

3.1 To examine the impact of affiliate marketing and demographic variables for making a purchase:

This objective involves studying the influence of affiliate marketing on consumers' purchase decisions in rural Punjab, considering demographic variables such as age, gender, income level, education, and occupation. Researchers aim to determine how affiliate marketing activities, such as promotions, recommendations, or incentives, affect consumers' willingness to make purchases. By analyzing the interaction between affiliate marketing strategies and demographic factors, researchers can identify patterns, preferences, and barriers that shape rural consumers' buying behavior in response to affiliate marketing efforts.

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Hypothesis

Objective 1: To determine the awareness levels among consumers regarding affiliate marketing in rural areas of Punjab.

- Null Hypothesis (H0): The awareness levels regarding affiliate marketing among consumers in rural areas of Punjab are not significantly different across different age groups.
- Alternative Hypothesis (H1): The awareness levels regarding affiliate marketing among consumers in rural areas of Punjab vary significantly across different age groups.

Objective 2: To examine consumers' perceptions towards affiliate marketing in select rural areas of Punjab.

- Null Hypothesis (H0): There is no significant difference in consumers' perceptions towards affiliate marketing across different occupations in select rural areas of Punjab.
- Alternative Hypothesis (H1): There is a significant difference in consumers' perceptions towards affiliate marketing across different occupations in select rural areas of Punjab.

Objective 3: To examine the impact of affiliate marketing and demographic variables for making a purchase.

- Null Hypothesis (H0): There is no significant association between demographic variables (such as age, gender, and occupation) and the likelihood of making a purchase through affiliate marketing in rural areas of Punjab.
- Alternative Hypothesis (H1): There is a significant association between demographic variables (such as age, gender, and occupation) and the likelihood of making a purchase through affiliate marketing in rural areas of Punjab.

Overall hypothesis

- Null Hypothesis (H0): There are no significant differences or associations between demographic variables, awareness levels, and perceptions regarding affiliate marketing among consumers in rural areas of Punjab.
- Alternative Hypothesis (H1): There are significant differences or associations between demographic variables, awareness levels, and perceptions regarding affiliate marketing among consumers in rural areas of Punjab.

Experimental Work:

A combination of quantitative surveys and qualitative semi-structured interviews was utilized.

Methodology/Tools/Techniques/Instrumentation:

1. Surveys
2. Quantitative approach was adopted.
3. Survey questionnaires were designed to focus on awareness levels, trust, credibility, reliability, and demographics.

4. Tools such as Likert scales, multiple-choice questions, and open-ended questions were used.
5. Surveys were administered in paper-based or digital formats.
6. Semi-Structured Interviews:
7. A qualitative approach was employed.
8. Interview guides were developed to explore consumer attitudes, beliefs, and experiences with affiliate marketing.
9. Techniques such as open-ended questions were used to elicit detailed responses.
10. Interviews were conducted using audio recording devices or note-taking methods.

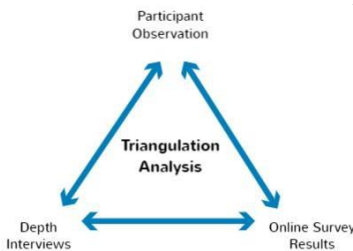
Coding:

Quantitative Data (Surveys): Responses were coded for statistical analysis using SPSS. Qualitative Data (Interviews): Themes and patterns were coded thematically.

Field Settings:

Surveys were administered in various settings such as community centers, local markets, or digitally via mobile devices.

Interviews were conducted in private settings, either face-to-face or via phone calls.



Integration and Analysis:

A triangulation approach was employed, combining both quantitative and qualitative data to gain a comprehensive understanding.

- Quantitative data underwent analysis for statistical significance using SPSS and python for data analysis.
- Qualitative data were thematically analyzed to uncover patterns and trends.
- The integration of both quantitative and qualitative findings allowed for meaningful conclusions regarding consumer perceptions of affiliate marketing in rural Punjab.

Finally, the data suggests a potential gender gap in online affiliative marketing satisfaction, with urban areas generally reporting higher satisfaction than rural areas . While the reasons for this discrepancy remain unclear, ithighlights the need for further research to understand the specific factors influencing online marketing experiences for different demographics. Overall, these findings offer valuable insights for businesses and individuals navigating the ever-evolving landscape of online commerce.

Questionnaire

- **Objective 1:** To determine the awareness levels among consumers regarding affiliate marketing in rural areas of Punjab.

• Are you aware of the concept of affiliate marketing?
• Have you ever participated in any affiliate marketing activities?
• Do you know about specific products or services promoted through affiliate marketing?
• Are you familiar with any affiliate marketing programs in rural Punjab?
• Have you faced challenges in accessing information about affiliate marketing opportunities?
• Do you consider online connectivity as a factor in affiliate marketing awareness in your area?
• Are there any cultural or language considerations affecting awareness of affiliate marketing?

- How would you prefer to receive information about affiliate marketing to increase awareness?
- Do you believe there are specific industries or niches where affiliate marketing could be more effective in rural Punjab?
- What would enhance your awareness and understanding of affiliate marketing?

- **Objective 2:** To examine consumers' perceptions towards affiliate marketing in select rural areas of Punjab.

• Have you ever made a purchase through an affiliate marketing link?
• What factors influence your decision to make a purchase through an affiliate link?
• Do you know about specific products or services promoted through affiliate marketing?
• Do you consider the recommendations of influencers or bloggers when making purchasing decisions?
• Did you feel that affiliate marketing caters to your specific interests and needs?
• Is it important to you that the discounts or special offers in influencing your decision to make a purchase through an affiliate link?
• Will you trust recommendations from affiliate marketers compared to recommendations from friends or family?
• Will you use social media platforms primarily to discover affiliate marketing promotions? (e.g., social media, email newsletters, blogs)
• Are you to recommend products or services you've purchased through affiliate links to others?
• Are you comfortable with providing personal information to affiliate marketers in exchange for targeted promotions?

Objective 3: To examine the impact of affiliate marketing and demographic variables for making a purchase.

• Are you currently living in a rural area of Punjab?
• What is your age group?
• What is your gender?
• What is your level of education?
• How frequently do you make purchases online?
• Have you ever made a purchase through an affiliate link or program?
• Do you believe that affiliate marketing influences your purchasing decisions?
• How likely are you to make a purchase through an affiliate link or program in the future?
• Do you think your demographic factors (age, gender, education) influence your response to affiliate marketing?

- What factors do you consider before making a purchase through affiliate marketing?
- How important is the reputation of the affiliate marketer or brand in influencing your purchase decision?
- Are there any specific types of products or services that you prefer to purchase through affiliate marketing?
- How do you perceive the reliability of products or services promoted through affiliate marketing?
- Do you think affiliate marketing is more beneficial for rural consumers compared to urban consumers?
- What improvements would you suggest making affiliate marketing more effective for rural consumers?

CHAPTER 4 DATA INTERPRETATION

4.0 Results and discussions

From Google form we collected data; google Forms offers a powerful and user-friendly way to collect data through surveys. It's completely free, accessible from any device, and allows you to design professional-looking surveys with various question types.

Plus, Google Forms automatically gathers responses and organizes them into spreadsheets for easy analysis, saving you time and effort. it shows the results of a survey question about where people live in Punjab, India, not about affiliate links or programs.

1) Are you currently living in a rural area of Punjab?

- Yes: 60%
- No: 40%

This pie chart shows that a larger proportion of respondents (60%) said they are currently living in a rural area of Punjab compared to those who said they are not (40%). According to the 2011 Census of India, 62.52% of the population of Punjab state lives in rural villages. The results of this survey are fairly consistent with the census data.

2) The pie chart you sent shows the results of a survey question about the level of

education of 40 people. Here's a breakdown of the results:

- 30% (12 people) have a postgraduate degree.
- An unspecified percentage (between 10% and 20%) have a graduate degree.
- An unspecified percentage (between 10% and 20%) have an undergraduate degree.
- An unspecified percentage (between 10% and 20%) have some other type of education.
- 10% (4 people) have no answer.

It is important to note that the slices of the pie chart labeled "Graduate", "Undergraduate", and "Other" are all the same size, so the exact percentage of people in each of these categories cannot be determined from this chart.

3) Overall, the pie chart suggests that a relatively high proportion of the people surveyed (30%) have a postgraduate degree.

The pie chart you sent shows the results of a survey question about gender. The survey question was "What is your gender?" and 40 people responded. Here's a breakdown of the results:

- 82.5% (33 people) identified as female.
- 17.5% (7 people) identified as male.

It is important to note that the pie chart does not account for people who identify with a gender other than male or female, or people who prefer not to answer the question.

4) The pie diagram sent tells the results of survey question asking people knowledge of their demographic factors influence their response to affiliate marketing. Here's a breakdown of the results:

- **Strongly Agree (12.5%):** 5 out of 40 people responded that they strongly agree their demographic factors influence how they respond to affiliate marketing.
- **Agree (45%):** 18 out of 40 people responded that they agree their demographic factors influence how they respond to affiliate marketing.
- **Neutral (an unspecified percentage between 10% and 20%):** Between 4 and 8 people responded that they are neutral on the issue.
- **Disagree (an unspecified percentage between 10% and 20%):** Between 4 and 8 people responded that they disagree.
- **Strongly Disagree (40%):** 16 out of 40 people responded that they strongly disagree that their demographic factors influence how they respond to affiliate marketing.

It is important to note that the slices of the pie chart labeled "Neutral", "Disagree", and "Strongly Disagree" are all the same size, so the exact percentage of people in each of these categories cannot be determined from this chart.

Overall, the pie chart shows that more people disagreed (56%) than agreed (57.5%) with the statement that demographic factors influence how people respond to affiliate marketing. However, a significant number of people were neutral (between 10% and 20%) on the issue.

5) the pie chart you sent shows the results of a survey question about whether affiliate marketing is more beneficial for rural consumers compared to urban consumers. 63% of respondents (33 out of 52) said yes, and 37% (19 out of 52) said no.

The text in the pie chart says:

- **Do you think affiliate marketing is more beneficial for rural consumers compared to urban consumers?**
- **Yes: 66.7%**
- **No: 33.3%**

It is important to note that the wording of the question may bias the results. People who are unfamiliar with affiliate marketing may be more likely to believe it is more beneficial for rural consumers, simply because they believe rural consumers have fewer options available to them.

6) The pie chart you sent shows the distribution of respondents by age group in a survey. The total number of respondents is 40.

- **Below 20:** 2.5% (1 person)
- **20 to 40:** 97.5% (39 people)
- **40 to 60:** 0% (0 people)
- **Above 60:** 0% (0 people)

The overwhelming majority of respondents, nearly all, fall into the 20 to 40 age group. This suggests that the target audience for the survey skews heavily towards young and middle-aged adults.

7) Have you ever made a purchase through an affiliate link or program?”. The pie chart is divided into two slices, labeled “Yes” and “No”.

- The “Yes” slice is colored green and accounts for 40% of the pie.
- The “No” slice is colored red and accounts for 60% of the pie.

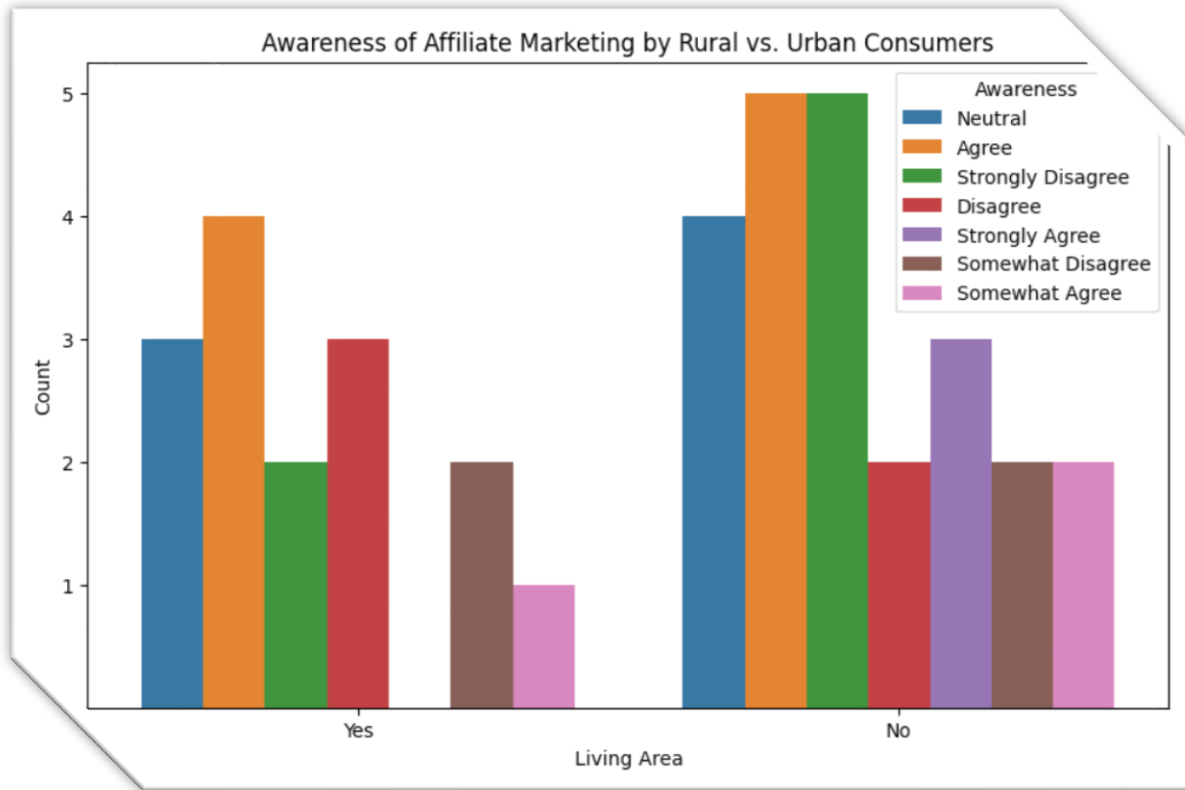
This pie chart shows that a smaller proportion of people (40%) have made a purchase through an affiliate link or program compared to those who have not (60%).

4.1 Charts

An analysis of factor loadings revealed two key factors influencing consumer purchasing decisions.

Factor 1 (tentatively labelled "Social Influence"): This factor is characterized by positive loadings for variables related to influencer recommendations (1.00) and affiliate marketing considerations (0.88). A negative loading for trusting affiliate marketers compared to friends/family (-1.00) further highlights the social influence dimension.

Limitations: Due to the absence of factor labels and incomplete data on factor strength, a more definitive interpretation is challenging.



Rural areas might rely more on traditional media like TV and radio, common channels for affiliate marketing, compared to urban areas with higher internet usage and ad-blocking. Additionally, tighter social networks in rural communities could make word-of-mouth marketing, a core principle of affiliate marketing, more influential. Finally, the prevalence of affiliate marketing for niche products might align with rural consumers' purchasing habits for specific goods like agricultural equipment.

CHAPTER 5 CONCLUSION

5.0 CONCLUSION

The study on consumer perceptions of affiliate marketing in rural areas of Punjab employed a comprehensive research methodology integrating both quantitative surveys and qualitative semi-structured interviews. This approach aimed to achieve a nuanced understanding of awareness levels, perceptions, and the impact of affiliate marketing among rural consumers in Punjab.

Quantitative surveys were designed to collect structured data on various parameters such as awareness levels, trust, credibility, reliability, and demographic information. These surveys utilized tools like Likert scales and multiple-choice questions, administered in diverse settings including community centers, local markets, and digital platforms. Meanwhile, qualitative semi-structured interviews provided deeper insights into consumer attitudes, beliefs, and experiences with affiliate marketing.

Interview guides were tailored to explore nuanced aspects, utilizing techniques such as open-ended questions in private settings, either face-to-face or via phone calls.

The collected data underwent rigorous coding processes to facilitate analysis. Quantitative data from surveys were statistically analyzed using software like SPSS, while qualitative data from interviews were thematically coded to identify patterns and trends. This triangulation approach enabled a comprehensive integration and analysis of both

types of data, enhancing the depth of understanding.

The questionnaire designed for the study addressed three main objectives. Firstly, it aimed to determine awareness levels by exploring familiarity with affiliate marketing concepts, participation in affiliate marketing activities, challenges in accessing information, and preferences for information dissemination methods. Secondly, it focused on consumer perceptions, examining factors influencing purchasing decisions, trust in affiliate marketers, and preferences for promotional channels. Finally, it explored the impact of affiliate marketing and demographic variables, including demographic information alongside factors influencing purchasing decisions and perceptions of product reliability.

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