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## **Chapter 5: Discussion, Conclusion, Recommendation and Future Research**

The fifth chapter is the concluding chapter of the research study that is named as the conclusion. This chapter has encased the brief discussion on the findings of the study that has been presented in the previous chapter. Furthermore, the discussion of the findings has been carried out with respect to the designed as well as formulated objectives of the study. Along with the objective wise discussion the researcher has included the overall conclusion of the study and highlights the implications as well as recommendations related to the significant impact of affiliated marketing on brand awareness. Lastly, this section has presented the future research implications that will be valuable for the future researcher.

### **5.1 Discussion**

**Objective 1:** To demonstrate the significant impact of affiliate marketing on product information. The first objective of the study is related to the significant impact of affiliate marketing on the product information. This particular objective was designed as well as developed in theoretical perspective which is successfully achieved through reviewing the existing literature review that are being conducted by previous researchers and this particular objective was also achieved through quantitative means. As stated by Dwivedi, Rana and Alryalat (2017) affiliate marketing enable the brands to utilize the third party that ultimately drives the sales for the brands. When third party involves in the marketing effort and along with that third-party gets the financial incentives on generating each lead or cracking each sale for the brands. Those financial rewards compel the affiliates to provide more extensive product information to the prospect customers that eventually lock the sales because the flow of benefit runs from the both

streams such as affiliates and brands. The following research has professed the identical results from reviewing the literature and quantifiable results that there is a significantly positive impact of affiliate marketing on the product information.

**Objective 2:** To investigate the significant impact of affiliate marketing on sales and promotions of the brand. The second objective of the research study was to investigate the significant impact of affiliate marketing on the sales and promotion of the brand. Similarly, this objective was achieved through the theoretical perspective with the help of existing literature studies. On the other hand, this objective was also achieved through the quantifiable results that were obtained in the previous chapter. In the theoretical perspective, Bowie, Paraskevas and Mariussen (2014) suggested that in highly competitive marketplace consumers are flooded with numerous promotional offerings that grab the customer attention. There are several strategies are being followed by the brands in terms of affiliate marketing like ad banners, blogs and Coupons etc. provide suffice product information and along with the allow customer to click the link and get direct access to the brand's official page where they can buy products in a relatively discounted prices. Therefore, the following research study professed the identical results that affiliate marketing helps the brands to use numerous sales and promotional tactics in order to increase their brand awareness amongst the potential and prospect customers. In addition to this, the quantitative result suggests that there is positive impact of affiliate marketing on the sales and promotion of the brand.

**Objective 3:** To investigate the significant impact of affiliate marketing on brand image. The third objective of the research study was to determine and investigate the significant impact of affiliate marketing on the brand image. This particular piece of research

objective was similarly obtained from theoretical aspects as well as from the quantitative aspects. By keeping in view the theoretical aspects or existing literature, it can be evident that brand image is the integral part of the brands, which provides the brands identical and distinctive place amongst their customers. Furthermore, affiliate marketing specifically in the digital platform enables the brands to place their company in the priority list in search engines. For instances; a brand is paying the affiliates and networks to promote the brand on digital platform and ask them to put the brand on the first page of the search engine than eventually it would increase the brand image among the customers. The main reason behind this was that when brands emerged on the first page of the search engine was regarded as the most valuable brand by the customer that eventually increases the brand image (Kaur & Wadera, 2017). Therefore, with the help of literature and quantitative results, this particular research study has articulated the similar results that there is significant impact of affiliate marketing on brand image.

**Objective 4:** To investigate the significance impact of affiliate marketing on brand attributes. The fourth and last objective of the research was to investigate the significance of affiliate marketing on the brand attributes. This particular research objective was also achieved from reviewing the existing literature as well as through analysing the data with the quantitative findings in which data has been collected from the respondents. In the theoretical context, one of the research study Narang and Trivedi (2017) stated that brand attributes are considered as the main essence of the overall brand. The research has further explained that brands attributes are the physical character and personality trait of the brand. Brand attributes can further enhanced with the help of affiliate marketing when companies allow the affiliates to put the paid content of brands on the digital platform by

utilizing different networks. Affiliates clearly describe the brand attributes on their personal blogs, on social media and in other content marketing efforts. When consumer get the vivid picture of the entire brand attributes than it will most likely increase the purchasing intention among the customers. Therefore, the finding has professed the similar results from reviewing the literature and quantitative results that there is a significant impact of affiliate marketing on the brand attributes.

## **5.2 Conclusion**

The main purpose of the research study was to investigate the impact of affiliate marketing on the brand awareness. In order to get the valuable and insightful results this particular research was bifurcated into five main chapters. The first chapter of the research has encased the brief introduction to the research topic where researcher has formulated and designed the aim and objectives of the research that further lead towards the development of research questions. The second chapter of the research has provided the far-reaching and comprehensive existing literature reviews that are being conducted by numerous researchers.

The third chapter of the research is associated with the research methodology. This research is based on the quantitative research design and data has been collected from primary sources such as survey questionnaire. The researcher has conducted the survey from 280 respondents and data has been analysed through one simple T-Test. The fourth chapter of the research is solely based on the research finding and assessment of the proposed hypothesis. The main finding of research suggested that there is a significantly positive impact of affiliate marketing is on the brand awareness. Lastly, the fifth chapter of the research is the concluding chapter in which objective wise discussion is presented along with the recommendations.

### **5.3 Recommendations**

Following section represents the required and necessary recommendations to the brands through which they can utilize the effective affiliate marketing and generate more brand awareness amongst the customers.

The first recommendation is for the brands to utilize the affiliate marketing in more efficient and effective manner in order to generate more brand awareness. For that purpose affiliate marketers should always look for the emerging and seasonal trends. By keep on looking and embracing such emerging trends brands can create a significant difference in their marketing approach. Seasonal trends are more predictable and usually occur when the brand is on their peak. Brands should take help from Google trends to identify the fluctuations and specific queries. On the other hand, there are certain breakouts trends that are not visible and predictable therefore brands needs to rely on industry experts in order to get industry insights. Therefore, with help of such strategy affiliate marketers can utilize their marketing strategies in such way that helps them to generate more sales and at the end would be beneficial for the brands.

Another recommendation is that brands should increase their revenue by order of magnitude. As successful affiliate marketing can only happen when brands offer higher commission on sales. Therefore brands should choose such affiliate marketers and such networks that offer values related to the brands' products and services on the digital platform. This way affiliate marketer increases their credibility and generates more brand awareness by providing valuable offers to their customers.

### **5.4 Future Research**

The future research implication is of paramount importance because this section provides guidance and assistance to the future researchers through which they can

perform similar research in more proficient manner. There are numerous future research implication are highlighted in this section such as; as this research is based on the quantitative research design therefore future researcher can conduct the similar research by instilling both qualitative and quantitative designs. Another future implication is that is particular research study is more general therefore in order to make it more specific the future researcher can confined the research to a particular company or to a particular brand. Lastly, due to limited timeframe and budget constraint the researcher has used limited sample size therefore future researcher could probably increase their sample size in order to generate more valuable and reliable data.

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# Appendix

Data View:

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help															
36: VAR00015 0.0 Visible: 25 of 25 Variables															
	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015
1	3.00	3.00	0.00	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2	2.00	1.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
3	3.00	3.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
4	2.00	2.00	0.00	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	2.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	2.00	2.00	0.00	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	2.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	0.00	0.00
8	1.00	1.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
9	2.00	2.00	0.00	1.00	1.00	1.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
10	1.00	1.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
11	3.00	3.00	2.00	3.00	2.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00
12	1.00	1.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
13	2.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
14	1.00	1.00	2.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
15	3.00	3.00	0.00	1.00	1.00	1.00	0.00	1.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00
16	3.00	3.00	0.00	1.00	1.00	1.00	0.00	1.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00
17	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	0.00	0.00
18	3.00	3.00	1.00	2.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
19	3.00	3.00	1.00	2.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
20	1.00	1.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
21	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
22	2.00	2.00	2.00	2.00	2.00	3.00	3.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
23	3.00	3.00	0.00	1.00	1.00	1.00	0.00	0.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00
24	3.00	3.00	3.00	3.00	3.00	4.00	4.00	3.00	4.00	4.00	3.00	3.00	3.00	3.00	3.00
25	4.00	4.00	0.00	1.00	1.00	1.00	0.00	1.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00

Data View Variable View

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## Variable View:

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help										
	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure
1	VAR00001	Numeric	8	2	Affiliated marke...	(0.00, Strongly Disagree)...	None	8	Right	Scale
2	VAR00002	Numeric	8	2	Affiliate marketi...	(0.00, Strongly Disagree)...	None	8	Right	Scale
3	VAR00003	Numeric	8	2	Affiliate marketi...	(0.00, Strongly Disagree)...	None	8	Right	Scale
4	VAR00004	Numeric	8	2	The risks asso...	(0.00, Strongly Disagree)...	None	8	Right	Scale
5	VAR00005	Numeric	8	2	Sales and prom...	(0.00, Strongly Disagree)...	None	8	Right	Scale
6	VAR00006	Numeric	8	2	Sales and prom...	(0.00, Strongly Disagree)...	None	8	Right	Scale
7	VAR00007	Numeric	8	2	Customer's sati...	(0.00, Strongly Disagree)...	None	8	Right	Scale
8	VAR00008	Numeric	8	2	Sales and prom...	(0.00, Strongly Disagree)...	None	8	Right	Scale
9	VAR00009	Numeric	8	2	Brands have co...	(0.00, Strongly Disagree)...	None	8	Right	Scale
10	VAR00010	Numeric	8	2	Brands tend to ...	(0.00, Strongly Disagree)...	None	8	Right	Scale
11	VAR00011	Numeric	8	2	Promoting the ...	(0.00, Strongly Disagree)...	None	8	Right	Scale
12	VAR00012	Numeric	8	2	Promotion help...	(0.00, Strongly Disagree)...	None	8	Right	Scale
13	VAR00013	Numeric	8	2	Promotion help...	(0.00, Strongly Disagree)...	None	8	Right	Scale
14	VAR00014	Numeric	8	2	Brand image inf...	(0.00, Strongly Disagree)...	None	8	Right	Scale
15	VAR00015	Numeric	8	2	Brand image ha...	(0.00, Strongly Disagree)...	None	8	Right	Scale
16	VAR00016	Numeric	8	2	Companies ten...	(0.00, Strongly Disagree)...	None	8	Right	Scale
17	VAR00017	Numeric	8	2	Availability of pr...	(0.00, Strongly Disagree)...	None	8	Right	Scale
18	VAR00018	Numeric	8	2	Product informa...	(0.00, Strongly Disagree)...	None	8	Right	Scale
19	VAR00019	Numeric	8	2	Product informa...	(0.00, Strongly Disagree)...	None	8	Right	Scale
20	VAR00020	Numeric	8	2	Product informa...	(0.00, Strongly Disagree)...	None	8	Right	Scale
21	Affiliated_M...	Numeric	8	2		None	None	22	Right	Scale
22	Sales_Prom...	Numeric	8	2		None	None	17	Right	Scale
23	Brand_Attri...	Numeric	8	2		None	None	18	Right	Scale
24	Brand_Image...	Numeric	8	2		None	None	13	Right	Scale
25	Product_Inf...	Numeric	8	2		None	None	21	Right	Scale
26										

Data View Variable View

SPSS Statistics Processor is ready

Table 3.1:

*Reliability Statistics*

Reliability Statistics	
Cronbach's Alpha	N of Items
.985	20

Table 4.1:

*One Sample T-Test*

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Affiliated marketing has become the foremost promotional tool used by companies	280	1.8036	.95826	.05727
Affiliate marketing is purely based on performance based marketing	280	1.7607	.96714	.05780
Affiliate marketing has an imminent role in brand awareness and information	280	1.5679	1.00663	.06016
The risks associated with affiliated marketing are significantly lower	280	1.7429	.98280	.05873

One-Sample Test					
	Test Value = 1				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Affiliated marketing has become the foremost promotional tool used by companies	14.032	279	.000	.80357	.6908
Affiliate marketing is purely based on performance based marketing	13.162	279	.000	.76071	.6469
Affiliate marketing has an imminent role in brand awareness and information	9.440	279	.000	.56786	.4494
The risks associated with affiliated marketing are significantly lower	12.648	279	.000	.74286	.6272

Table 4.2:

*One Sample T-Test*

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Sales and promotion have helped companies to attract and retain customers	280	1.7500	.96256	.05752
Sales and promotions can easily change the mindset of customers	280	1.7643	1.02030	.06097
Customer's satisfaction significantly increases through the use of sales and promotion	280	1.5857	1.07754	.06440
Sales and promotion has become the source of company's competitive advantage	280	1.6000	.98228	.05870

One-Sample Test					
	Test Value = 1				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Sales and promotion have helped companies to attract and retain customers	13.038	279	.000	.75000	.6368
Sales and promotions can easily change the mindset of customers	12.534	279	.000	.76429	.6443
Customer's satisfaction significantly increases through the use of sales and promotion	9.096	279	.000	.58571	.4590
Sales and promotion has become the source of company's competitive advantage	10.221	279	.000	.60000	.4844

Table 4.3:

*One Sample T-Test*

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Brands have consistently focused on addressing the requirements of the customers	280	1.5786	.98058	.05860
Brands tend to give consistent message through promotional marketing tactics	280	1.5286	1.05370	.06297
Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace	280	1.5964	.97898	.05851
Promotion helps in making unpleasant brand look pleasant	280	1.4679	.96852	.05788

One-Sample Test					
	Test Value = 1				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Brands have consistently focused on addressing the requirements of the customers	9.873	279	.000	.57857	.4632
Brands tend to give consistent message through promotional marketing tactics	8.394	279	.000	.52857	.4046
Promoting the unique characteristics helps in differentiating the brands from others available in the marketplace	10.194	279	.000	.59643	.4813
Promotion helps in making unpleasant brand look pleasant	8.083	279	.000	.46786	.3539

Table 4.4:

*One Sample T-Test*

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Promotion helps in improving the image of the brand	280	1.0036	.87784	.05246
Brand image influences the consumers and customers to purchase the brand	280	1.0750	.91076	.05443
Brand image has significant impact on the perception of customers	280	1.0250	.85682	.05120
Companies tend to focus on their brand image to survive in the intensely competitive business environment	280	1.0071	.85086	.05085

One-Sample Test					
	Test Value = 1				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Promotion helps in improving the image of the brand	.068	279	.946	.00357	-.0997
Brand image influences the consumers and customers to purchase the brand	1.378	279	.169	.07500	-.0321
Brand image has significant impact on the perception of customers	.488	279	.626	.02500	-.0758
Companies tend to focus on their brand image to survive in the intensely competitive business environment	.140	279	.888	.00714	-.0930



Table 4.5:

*One Sample T-Test*

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Availability of product information increases the ability of the marketers	280	1.1357	.86103	.05146
Product information helps in reaching prospects in effective manner	280	1.0357	.90329	.05398
Product information influences the consumers to purchase the product	280	1.3893	1.02052	.06099
Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace	280	1.4071	.90713	.05421

One-Sample Test					
	Test Value = 1				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Availability of product information increases the ability of the marketers	2.637	279	.009	.13571	.0344
Product information helps in reaching prospects in effective manner	.662	279	.509	.03571	-.0705
Product information influences the consumers to purchase the product	6.383	279	.000	.38929	.2692
Product information has allowed consumers to compare and contrast the offered products with others available in the marketplace	7.510	279	.000	.40714	.3004

Table 4.6:

*Hypothesis Assessment Summary*

<b>S. No.</b>	<b>Hypothesis</b>	<b>Significance Value</b>	<b>Comments</b>
H1	Affiliate marketing strategies have a significant impact in sales and promotion	.000	Accepted
H2	Affiliate marketing strategies have a significant impact on brand attributes	.000	Accepted
H3	Affiliate marketing strategies have a significant impact on brand image	.000	Accepted
H4	Affiliate marketing strategies have a significant impact on product information	.000	Accepted