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Chapter 3: Research Methodology

The research study's chapter three is comprises of methodology related to data collection that are relevant for this study. This chapter of research study has included the data collection method, research design, statistical tool applied and the findings of the research. All the elements are combined and aligned to accomplish the main objective of the research study.

3.1 Method of Data Collection

This research study has utilized two major methods and techniques for the data collection. There are mainly two main methods are being used by researcher in order to collect data such as; primary data collection method and another is secondary data collection method. Primary data collection method is used by researcher in order to get the first hand and raw data through survey and interviews whereas secondary data is the second hand data which can be gathered from authentic source such as published journals, articles and online resources or book etc. (Palinkas, Horwitz, Green, Wisdom, Duan & Hoagwood, 2015). This research study has utilized the primary method of data collection where the data is collected from a survey through the questionnaire tool.

3.2 Sample Size

Sample size of the research study represents the total number of respondents or the participants that are being selected by the researcher in order to conduct the research (Rea & Parker, 2014). Particularly for this research study, the researcher has used 280 respondents that include managers, third party marketing firms and customers.

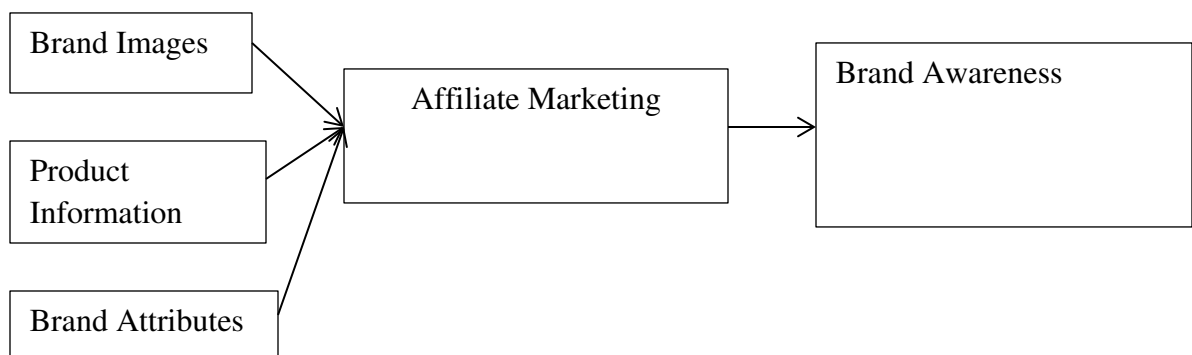
3.3 Sampling Technique

Sampling technique can be defined as the process of selecting a small number of groups from larger population and that sample must be the true representation of the entire population. Sampling techniques involve two methods of selection such as; probability sampling and non-probability sampling. According to Andaleeb and Hasan (2016) suggested that probability sampling provides equal opportunity to respondents to participate in the research, on the other hand non-probability sampling due to some research limitations could not provide equal opportunity to each and every respondents to participate in the research study. Non-probability sampling is further divided in to sub categories known as convenience sampling, quota sampling and snowball sampling whereas probability sampling is further bifurcated in to cluster sampling and systematic sampling. This research study has used the simple random probability sampling where every respondent of the population would get equal opportunity to participate in the research study.

3.4 Research Model

Figure 3.1

Research Model Framework



Source: Self-made

Research study is determines the relationship between dependent and independent variables. In this research study, affiliate marketing is the dependent variables and brand awareness is the independent variable. Affiliate marketing's impact can be observed on customer's brand awareness towards the product and services of the company.

3.5 Statistical Technique

In order to understand the significance of results of the research study, the data, which is collected from the questionnaire, is applied into numerous statistical tools that help the researcher in better understanding of results. This research study has used one sample T test in order to test the hypothesis. One sample T test tool is best way to compare the mean of single population. Hence, one sample test compares the mean of one population with the mean of sample. Furthermore, the researcher has adopted the reliability and validity test in this research.

3.5.1 Reliability test.

Reliability analysis is conducted by researcher in order to check the validity of the collected data. There are numerous techniques that are being used by researcher in order to measure the reliability and validity of the research. This research study has utilized Cronbach's Alpha test for measuring reliability of the research.

Table 3.1:

Reliability Statistics

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

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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															
SPSS Statistics Processor is ready															

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

S. No.	Hypothesis	Significance Value	Comments
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