

Analyzing Impact of Affiliate Marketing on Consumer Behavior with M-Commerce Perspective

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Abstract

The research paper examines the impact of Affiliate marketing on consumer behavior with respect to m-commerce in Delhi NCR. The research proves that trust, attitude, indignity and price perception are dependent on the gender of the consumer. The research also shows that there is a positive, high and statistically significant relation between indignity and advertisement utility and a positive, medium and statistically significant relation between Attitude and Advertisement utility, price perception and advertisement utility as well as Attitude and Price perception.

Keywords

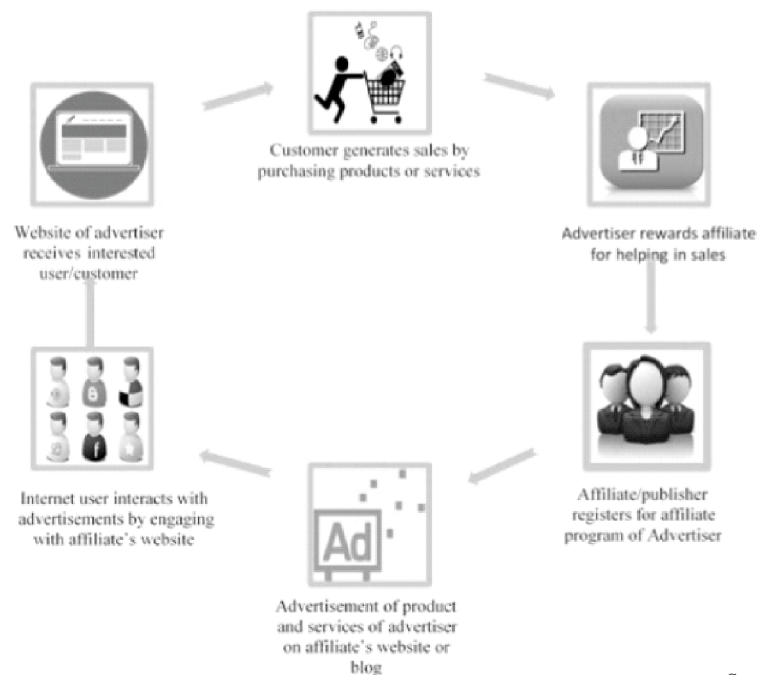
Affiliate Marketing, CPA, M-Commerce, Consumer behavior, Chi Squared Test, Correlation,

1. Introduction

Internet marketing or online marketing is a type of marketing that utilizes Internet to deliver promotional marketing message to prospective customers. It includes email marketing, social media marketing, Search engine marketing, display advertising as well as mobile advertising. It consists of a number of parties: publisher, advertiser, advertising agencies, ad server and advertising affiliate. Publisher integrates advertisement into the online world and advertiser is the one that provides advertisement that be

displayed on publisher's content. Ad agency helps generate and place the ad copy. Ad server helps deliver the ad and track statistics.

Affiliate marketing is a form of online business in which a third party i.e. the affiliate is awarded for every visitor it provides with the help of hyperlinks on the website. It is very similar to paying a finder's fee for the introduction of new client or multiple clients to a business. There are various ways in which an affiliate can be compensated. They are CPC or Cost per click, CPL or Cost per Lead, CPM or cost per thousand, CPO or Cost per order.



Source: Prabhu and Sathpathy (2015)

Figure 1: Pictorial Representation of affiliate marketing concept

CPC or cost per click is the price paid by the advertiser per ad click. CPL or cost per lead is the cost paid by the advertiser per valid lead provided by the publisher. CPM or cost per thousand is the price paid by the advertiser per thousand ad impressions. CPA or Cost per affiliation or Cost per order or cost per purchase is the price paid by the advertiser per orders. It is used to make comparison across advertising media and vehicles and can also be used to measure the profitability of a firm's Internet marketing.

Affiliate marketing is a form of online business in which a third part i.e. the affiliate is awarded for every visitor it provides with the help of hyperlinks on the website.

It consists of 3 main parties:

Advertiser: Advertiser is a term used for an individual or a firm selling any product via online websites and applications.

Affiliate: Affiliate is a term used for an individual or a firm promoting products of the advertiser with the help of a website or an application.

Customer: Customer is a term used for an individual or a firm that visits the affiliate website or the application and if he or she likes the advertisement clicks on it. The customer is then directed to the merchant's website.

Cost Per Affiliation

CPA or Cost per affiliation or Cost per order or cost per purchase is the price paid by the advertiser per orders.

It is used to make comparison across advertising media and vehicles and can also be used to measure the profitability of a firm's Internet marketing.

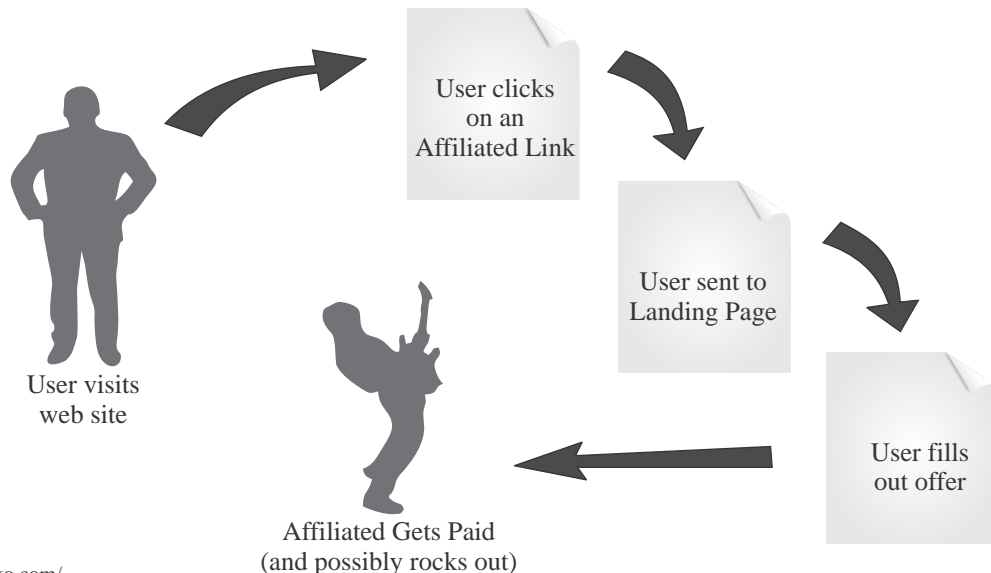
It consists of following activities:

- Filling the form
- Taking the estimate of the cost of the product
- Signing up for the application or the website
- Buying the product.

Companies like Flipkart, Amazon etc. have started their own affiliate program where affiliate companies are paid a predefined rate of commission for bringing in customers to their website. Companies that uses affiliate program are:

- Online retailing companies like Flipkart, SnapDeal, Amazon, Tradus and yepme etc.
- Matrimonial websites like Bharatmatrimonial, shaadi, jeevansathi etc.
- Tour and travel industries like Yatra, makemytrip, Expedia, tripadvisor, Ixigo etc.
- Online job sites like careerbuilder, monster, indeed, GulfNaukri etc.
- Some other affiliate marketers are apple, raddison, quickheal, Indiamart, godaddy etc.

How CPA Marketing Works



Source: <http://backlinko.com/>

Figure 2: Working of CPA system

1. Literature Review

Janssen et al. (2007) studied the impact of affiliate marketing on search engine ranking and found out how the seven different affiliate marketing network affects the search engine ranking. He found that increase in the affiliate network is influenced by the increase in the number of potential affiliate, active in the advertising web page. The research also highlights the importance

of growth in the affiliate network as it increases the search engine ranking of the website as well as ultimate viewership.

Bread and Barnes (2009) analyzed the effect of affiliate marketing on UK financial service industry. The 3 main topic of research were mortgage, credit card and motor insurance. The research showed that most consumers do not know how to research in an efficient manner. Their

research also showed that affiliate marketers were able to take advantage of credit card section more than others.

Fox et al. (2007) explained the essential guidelines, which needs to be followed in many affiliate programs while explaining how online retailers control the business model and promotional tools, which can be used by their affiliate.

Li et al. (2011) analysed the experimental aspects of m-commerce regardless of the type of consumption. The study showed that emotion plays a very important role in consumer experience and concluded that utilitarian factor had a negative effect on the consumption experience of consumer.

Gupta and Vyas (2014) identified factors affecting the use of m-commerce in India. Study establishes m-commerce as user friendly, secure and easy to access even in low connection area. The authors have also explained the drawbacks of m-commerce i.e. lack of internet connectivity, language barrier, lack of awareness and less number of mobile phone users can have an adverse effect on the business.

According to **Edelman and Brandi (2014)** some of the common frauds that affiliate may indulge in are adware, cookie stuffing, typo-squatting and loyalty software. Study discussed the various affiliate management structures i.e. in-house affiliates, specialist affiliate and the affiliate network, which provides required technical infrastructure. The research shows that affiliate marketing allow sellers to advertise more efficiently via Internet.

Yasin et al. (2015) tried to analyze the importance of digital marketing for marketers as well as

customers. Study showed that even for a startup or a local business, there is a way to market their product via Internet.

Prabhu and Satpathy (2015) analyzed the adaptability of the affiliate marketing in Indian scenario and to measure the future potential it holds. The study explained the entire process of affiliate in detail with the concept of Affiliate Marketing and also threw light on the affiliate program followed by various e-commerce websites. The research was divided into four different parts: top affiliate program followed by online retail companies, by matrimonial websites, by tour and travel industry and by online job site. The research showed that affiliate marketing would continue to grow.

Sharma (2015) explained the importance of Internet Marketing in e-commerce and gives a brief introduction of Internet marketing. Advantages of Internet advertising have been explained while explaining the various e-commerce revenue models like CPA, CPL, CPM and CPI. The research examined various e-commerce website like Flipkart, Snapdeal, Shopclues, Homeshop18, Fashionandyou and Dealsandyou. He concludes that Internet Marketing is an essential tool for any company that wants to improve their revenue.

2. Research Methodology

This paper is based on complete survey work which aims at extracting knowledge and information regarding customer satisfaction from service quality. Survey was conducted to show the impact of affiliate marketing on customer behavior with respect to m-commerce in India and covered the respondents of Delhi NCR regions only. Conclusive research design and Convenience sampling technique was used while conducting

this research. The questionnaire consisted of 21 items, which is divided into 6 parts: demographics, Trust, attitude, indignity, Price perception and advertisement utility. By using questionnaire method (on a 5-point Likert scale) 152 responses were collected out of which 35 responses were rejected as they didn't fit the target population or the data was incomplete. Thus, a sample size of 119 was taken.

The research analysis uses Chi Squared test to check the relationship between trust and gender, attitude and gender, indignity and gender, price perception and gender as well as advertisement utility and gender of the consumer. Correlation is used to measure the relation between trust, attitude, indignity, advertisement utility and price perception of the consumer.

Objectives of the study are listed below:

- To study about affiliate marketing and it's working with respect to M-commerce.
- To study about various compensation models.
- To study the impact of affiliate marketing on consumer behavior with respect to M-commerce.
- To study the impact of factors affecting affiliate marketing on gender.

3. Hypothesis Formulation

Hypothesis formulation constitutes the null and alternate hypothesis with respect to each test used in the research.

4.1 Independent T-Test

To measure the difference in the trust of male and female.

Ho: There is significant difference between the trust of male and female.

Ha: There is no significant difference between the trust of male and female.

To measure the difference in the Attitude of male and female.

Ho: There is significant difference between the attitude of male and female.

Ha: There is no significant difference between the attitude of male and female.

To measure the difference in the Price perception of male and female.

Ho: There is significant difference between the price perception of male and female.

Ha: There is no significant difference between the price perception of male and female.

To measure the difference in the Perceived indignity of male and female.

Ho: There is significant difference between the perceived indignity of male and female.

Ha: There is no significant difference between the perceived indignity of male and female.

To measure the difference in the advertisement utility of male and female.

Ho: There is significant difference between the advertisement utility of male and female.

Ha: There is no significant difference between the advertisement utility of male and female.

4.2 Chi-Squared Test

To measure the relationship between trust and gender.

Ho: There is no relationship between trust and

gender.

Ha: There is relationship between trust and gender.

To measure the relationship between attitude and gender.

Ho: There is no relationship between attitude and gender.

Ha: There is relationship between attitude and gender.

To measure the relationship between indignity and gender.

Ho: There is no relationship between indignity and gender.

Ha: There is relationship between indignity and gender.

To measure the relationship between price perception and gender.

Ho: There is no relationship between price perception and gender.

Ha: There is relationship between price perception and gender.

To measure the relationship between advertisement utility and gender.

Ho: There is no relationship between advertisement utility and gender.

Ha: There is relationship between advertisement utility and gender.

4.3 Correlation

To measure the correlation between trust and attitude.

Ho: There is no statistically significant relation

between trust and attitude.

Ha: There is no relation between trust and attitude.

To measure the correlation between trust and indignity.

Ho: There is statistically significant relation between trust and indignity.

Ha: There is statistically significant relation between trust and indignity.

To measure the correlation between trust and price perception.

Ho: There is no statistically significant relation between trust and price perception.

Ha: There is statistically significant relation between trust and price perception.

To measure the correlation between trust and advertisement utility.

Ho: There is no statistically significant relation between trust and advertisement utility.

Ha: There is statistically significant relation between trust and advertisement utility.

To measure the correlation between attitude and indignity.

Ho: There is no statistically significant relation between attitude and indignity.

Ha: There is statistically significant relation between attitude and indignity.

To measure the correlation between attitude and price perception.

Ho: There is no statistically significant relation between attitude and price perception.

Ha: There is statistically significant relation

between attitude and price perception.

To measure the correlation between attitude and advertisement utility.

Ho: There is no statistically significant relation between attitude and advertisement utility.

Ha: There is statistically significant relation between attitude and advertisement utility.

To measure the correlation between indignity and price perception.

Ho: There is no statistically significant relation between indignity and price perception.

Ha: There is statistically significant relation between indignity and price perception.

To measure the correlation between indignity and advertisement utility.

Ho: There is no statistically significant relation between indignity and advertisement utility..

Ha: There is statistically significant relation between indignity and advertisement utility.

To measure the correlation between price perception and advertisement utility.

Ho: There is no statistically significant relation between price perception and advertisement utility.

Ha: There is statistically significant relation between price perception and advertisement utility.

5. Detailed Analysis and Interpretation

5.1 Qualitative Analysis

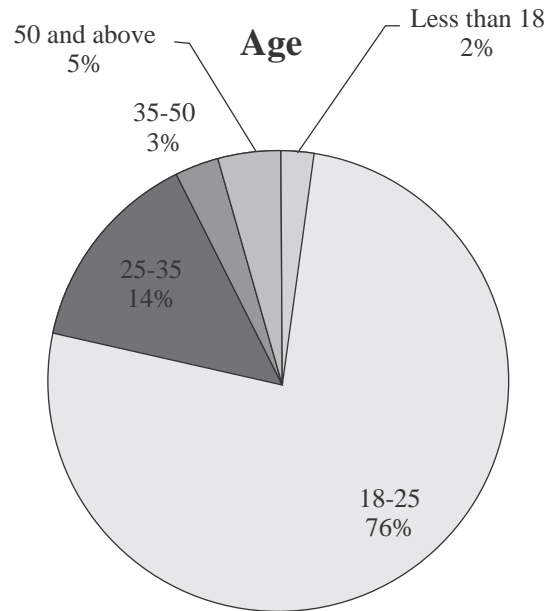


Figure 3:Age

Key Findings

- 76% of the respondents are from age group 18-25.
- 14% of them are from age group 25-35.
- 3% of the respondents are from age group 35-50.
- 5% of the respondents are of age group 50 and above.

Gender

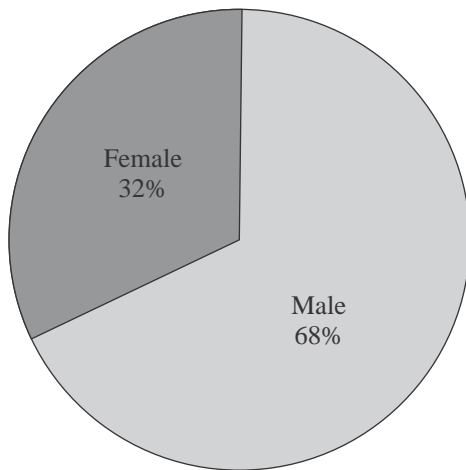


Figure 4: Gender

Key Findings:

- 68% of the respondents are male
- 32% of them are female.

Income

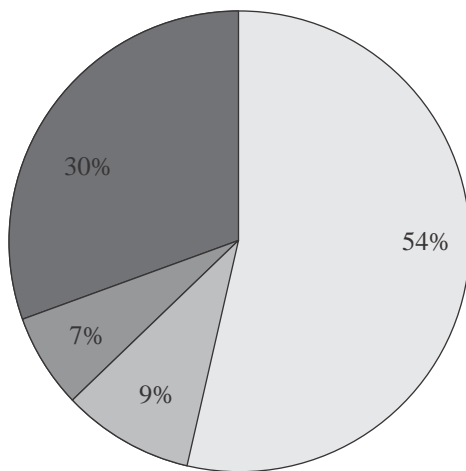
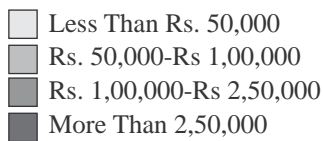


Figure 5: Income

Key Finding:

- 54% of the respondents have an annual income of less than Rs 50,000.
- 30% of them have an annual income of more than Rs 2,50,000.
- 7% of the respondents have an annual income between Rs 1,00,000 and Rs 2,50,000.
- 9% of the respondents have an annual income between Rs 50,000 and Rs 1,00,000.

Highest Education Qualification

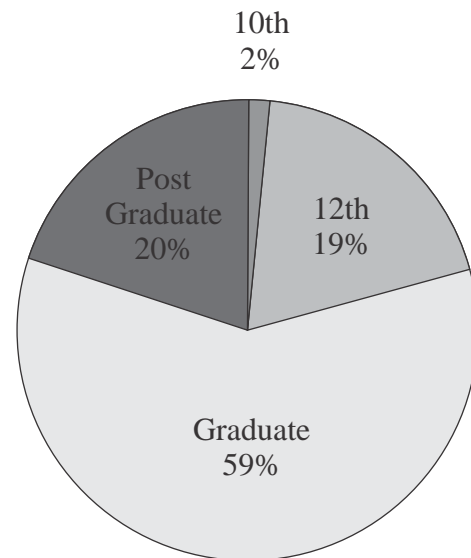


Figure 6: Highest Education Level

Key Finding:

- 59% of the respondents are graduates.
- 20% of them are post graduates.
- 19% are fresh out of high school.
- 2% of the respondents have the highest education qualification of 10th.

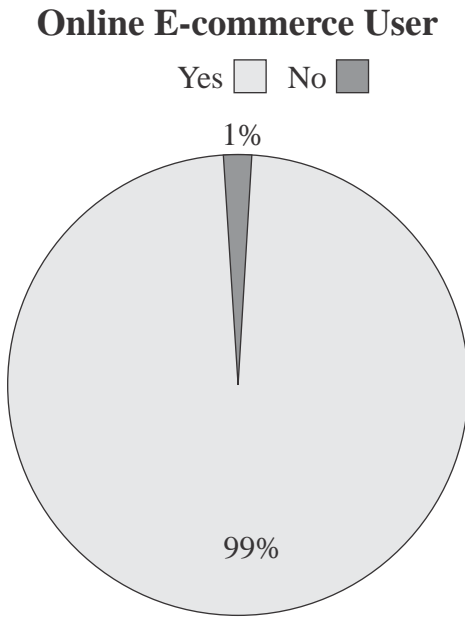


Figure 7: Number of online respondents

Key Findings:

- # The survey shows that 99% of the respondents are active users of e-commerce portals.

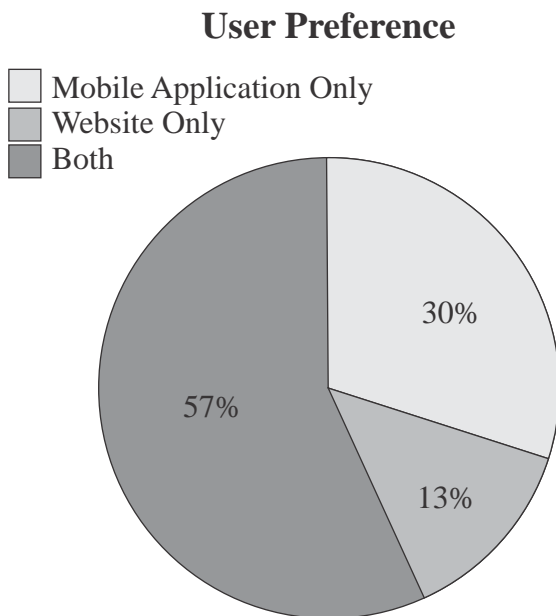


Figure 8: User Preference

Key Findings:

- 30% of the respondents access mobile application only to access e-commerce portals.
- 13% of the respondents uses website only for the same.
- The survey shows that 57% of the respondents uses both website and mobile application to access e-commerce portals like amazon, flipkart etc.

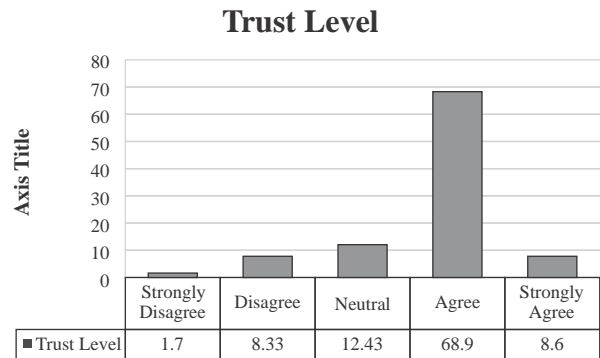


Figure 9: Trust Level of User on Advertisement shown on M-commerce

Key Findings:

- 68.93% of the respondents agree to the fact that they can trust advertisement that are shown on m-commerce website or applications.
- 12.43% of the respondents have a neutral view to the fact that they can trust advertisement that are shown on m-commerce website or applications.
- 8.6% of the respondents strongly agree to the fact that they can trust advertisement that are shown on m-commerce website or applications.
- 8.33% of the respondents disagree on the fact that they can trust advertisement that are shown on the m-commerce websites and applications.
- Only 1.7% of the respondents strongly disagree to the fact that they can trust mobile advertisement.

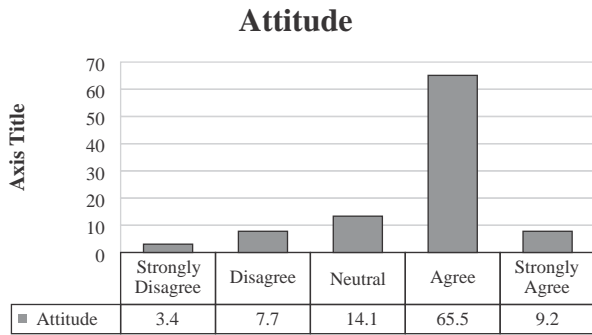


Figure 10: Attitude of Consumers towards affiliate marketing

Key Findings:

- 65.5% of the respondents agree to the fact that advertisement gets their attention and have a positive attitude towards advertisement.
- 9.2% of the respondents strongly agree to the fact that advertisements get their attention and have a positive attitude towards advertisement.
- 14.1% of the respondents are neutral to the fact that advertisement get their attention and have a positive attitude towards advertisement.
- 7.7% of the respondents disagree to the fact that advertisement get their attention and have a positive attitude towards advertisement.
- 3.4% of the respondents strongly disagree to the fact that advertisement get their attention and have a positive attitude towards advertisement.

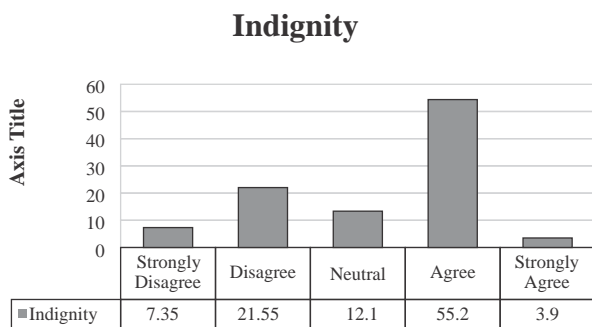


Figure 11: Attitude of consumers towards content shown in advertisement

Key Findings:

- 55.2% of the respondents agree that the advertisements that are shown on mobile application insult their intelligence.
- 3.9% of the respondents strongly agree that the advertisements that are shown on mobile application insult their intelligence.
- 12.1% of the respondents are neutral to the fact that the advertisements that are shown on mobile application insult their intelligence.
- 21.55% of the respondents disagree that the advertisements that are shown on mobile application insult their intelligence.
- 7.35% of the respondents strongly disagree that the advertisements that are shown on mobile application insult their intelligence.

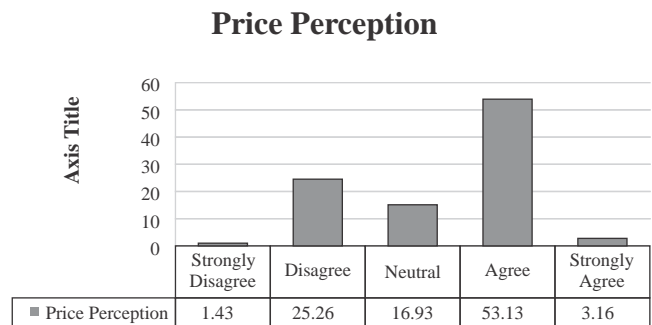


Figure 12: Impact of advertisement on price

Key Findings:

- 53.13% of the respondents agree to the fact that advertisement leads to an increase in the price of the goods.
- 3.16% of the respondents strongly agree to the fact that advertisement leads to an increase in the price of the goods.
- 16.93% of the respondents are neutral to the fact that advertisement leads to an increase in the price of the goods.
- 25.26% of the respondents disagree to the fact

that advertisement leads to an increase in the price of the goods.

- 1.43% of the respondents strongly disagree to the fact that advertisement leads to an increase in the price of the goods.

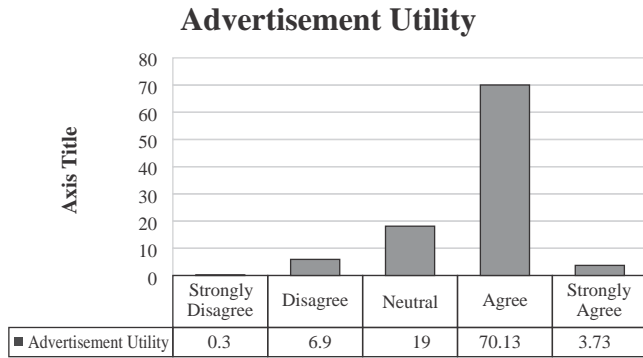


Figure13: Advertisement utility

Key Findings:

- 70.13% of the respondents agree to the fact that advertisements are helpful in taking consumer-buying decision.
- 3.73% of the respondents strongly agree to the fact that advertisements are helpful in taking consumer-buying decision.
- 19% of the respondents are neutral to the fact that advertisements are helpful in taking consumer-buying decision.
- 6.9% of the respondents disagree to the fact that advertisements are helpful in taking consumer-buying decision.
- .3% of the respondents strongly disagree to the fact that advertisements are helpful in taking consumer-buying decision.

5.2 Quantitative Analysis

5.2.1 Independent T-test

Table 1: p-value for independent t-test

Variables	p-value
Trust and age	.384
Attitude and age	.005
Indignity and age	.003
Price perception and age	.202
Advertisement utility and age	.000

Key Finding:

- P-value for **Trust and age** is .384. Thus, alternate hypothesis is accepted while performing independent t-test between trust and age. This shows that there is no significant difference between trust levels of various age groups.
- P-value for **Attitude and age** is .005. Thus, null hypothesis is accepted while performing independent t-test between attitude and age. This shows that there is significant difference between attitudes of various age groups.
- P-value for **Indignity and age** is .003. Thus, null hypothesis is accepted while performing independent t-test between indignity and age. This shows that there is significant difference between perceived indignity levels of various age groups.
- P-value for **Price perception and age** is .202. Thus, alternate hypothesis is accepted while performing independent t-test between price perception and age. This shows that there is no significant difference between price perceptions of various age groups.
- P-value for **Advertisement utility and age** is .000. Thus, null hypothesis is accepted while performing independent t-test between advertisement utility and age. This shows that there is significant difference between perceived advertisement utility of various age groups.

5.2.2 Chi Square Test

Table 2: p-value for Chi square test

Variables	p-value
Trust and gender	0.367
Attitude and gender	0.258
Indignity and gender	0.169
Price perception and gender	0.062
Key Finding: utility and gender	0.037

· P-value between **Trust and gender** is .367. Thus, alternate hypothesis is accepted while performing independent t-test between trust and gender. Thus, alternate hypothesis is accepted and that shows that there is a relationship between trust and gender.

· P-value between **Attitude and gender** is .258. Thus, alternate hypothesis is accepted while performing independent t-test between attitude and gender. Thus, alternate hypothesis is accepted and that shows that there is a relationship between attitude and gender.

· P-value between **Indignity and gender** is .169. Thus, alternate hypothesis is accepted while performing independent t-test between indignity and gender. Thus, alternate hypothesis is accepted and that shows that there is a relationship between indignity and gender.

· P-value between **Price perception and gender** is .062. Thus, alternate hypothesis is accepted while performing independent t-test between price perception and gender. Thus, alternate hypothesis is accepted and that shows that there is a relationship between price perception and gender.

· P-value between **Advertisement utility and gender** is .037. Thus, null hypothesis is accepted while performing independent t-test between advertisement utility and gender. Thus, null hypothesis is accepted and that shows that there is no relationship between advertisement utility and gender.

5.2.3 Coefficient of correlation

Table 3: Pearson Coefficient and p-value for correlation

Variables	Pearson coefficient	p-value
Trust and Attitude	0.387	0.000
Trust and Indignity	0.091	0.324
Trust and Price perception	0.138	0.133
Trust and Advertisement Utility	0.268	0.003
Attitude and Indignity	0.257	0.005
Attitude and Price perception	0.459	0.000
Attitude and Advertisement utility	0.733	0.000
Indignity and price perception	0.087	0.346
Indignity and Advertisement Utility	0.809	0.000
Price Perception and Advertisement	0.514	0.000

· The Pearson Coefficient value between trust and attitude is 0.387 and p-value is 0.000. This shows there is a positive, low and statistically significant relation between trust and attitude.

· The Pearson Coefficient value between trust and indignity is 0.091 and p-value is 0.34. This shows there is a positive, low and statistically insignificant relation between trust and indignity.

· The Pearson Coefficient value between trust and price perception is 0.138 and p-value is 0.133. This shows there is a positive, low and statistically insignificant relations between trust and price perception.

- The Pearson Coefficient value between trust and advertisement utility is 0.268 and p-value is 0.003. This shows there is a positive, low and statistically significant relation between trust and advertisement utility.
- The Pearson Coefficient value between attitude and indignity is 0.257 and p-value is 0.005. This shows there is a positive, low and statistically significant relation between attitude and indignity.
- The Pearson Coefficient value between attitude and price perception is 0.459 and p-value is 0.000. This shows there is a positive, low and statistically significant relation between attitude and price perception.
- The Pearson Coefficient value between attitude and advertisement utility is 0.733 and p-value is 0.000. This shows there is a positive, medium and statistically significant relation between attitude and advertisement utility.
- The Pearson Coefficient value between indignity and price perception is 0.087 and p-value is 0.346. This shows there is a positive, low and statistically significant relation between indignity and price perception.
- The Pearson Coefficient value between indignity and advertisement utility is 0.809 and p-value is 0.000. This shows there is a positive, high and statistically significant relation between indignity and advertisement utility.
- The Pearson Coefficient value between trust and attitude is 0.514 and p-value is 0.000. This shows there is a positive, medium and statistically significant relation between price perception and advertisement utility.

5.3 Summary Interpretation

The main purpose of the research is to study the impact of affiliate marketing on consumer behavior with respect to m-commerce. Independent t-test was used to measure the reliability of the study.

By conducting chi squared test in our study, it was seen that:

- Trust is an important factor and varies with respect to gender.
- Attitude, indignity and price perception also varies with respect to gender.

With the help of Pearson Correlation Analysis, it is seen that:

- Indignity and Advertisement utility has a positive, high and statistically significant relation.
- Price perception and advertisement utility as well as attitude and advertisement utility has a positive, medium and statistically significant relation.
- Trust and attitude, trust and price perception, trust and advertisement utility, attitude and indignity as well as attitude and price perception has a positive, low and statistically significant relation.
- Trust and indignity, trust and price perception as well as indignity and price perception have a statistically insignificant relation.

Thus, the above study shows that there has been a positive impact of affiliate marketing on consumer behavior with respect to m-commerce.

6. Conclusion

Affiliate marketing is a form of online business in which a third party i.e. the affiliate is awarded for every visitor it provides with the help of hyperlinks on a website or a mobile application. It is very similar to paying a finder's fee for the introduction of new client or multiple clients to a business. The various companies that offer affiliate programs in India are Flipkart, Amazon, Snapdeal etc.

Companies like Flipkart, Amazon, Snapdeal etc. uses CPA or Cost per Affiliation compensation method to reward their affiliate partners. CPA or Cost per affiliation or Cost per order or cost per purchase is the price paid by the advertiser per orders. It is used to make comparison across advertising media and vehicles and can also be used to measure the profitability of a firm's Internet marketing. These affiliate have a pre-defined Commission rates, which are different for different product category. The commission rate of the companies also varies according to the customer. The affiliate partners are paid more in case of a new customer as compared to a repeated customer. Different affiliates offer different commission rates. Commission rates offered by Flipkart and Amazon are higher as compared to companies like Snapdeal, Infibean etc.

Affiliate marketing has had a positive impact on consumer behavior with respect to m-commerce. Even though, a majority of customers do not like watching advertisement in their mobile applications, their acceptance towards advertisements is increasing. The various factors like trust, attitude and advertisement utility are interdependent on each other and plays an important part in influencing customer behavior towards affiliate marketing. Consumer behavior towards affiliate marketing is also dependent upon

education level, age, gender as well as income of the consumers.

Majority of male population are of the belief that there is a need for improvement in the content of the advertisement. However, that is not the case for female population and they are happy with the content of the advertisement, which are shown to them. The utility of the advertisement is also different for different gender. Each gender has a different view about the utility of the advertisement.

6.1 Suggestions

The various methods, which can be used to further improve the acceptance of users towards advertisements, are:

- Use native advertisement as the acceptance level of native advertisement is higher as compared to normal advertisement. The chances of a user clicking on native ad is greater as they are does not break the flow of the website or an app.
- Take user permission before taking users to a different website or to a different application download link.
- Introduce an advertisement free edition to the users. For example, only show ads to users who do not avail the in-app purchase in the application.

Note: The authors are grateful to the anonymous referees of the journal for their suggestions to improve the overall quality of the paper. Usual disclaimers are applicable.

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