

Affiliate Marketing Toward Product Preferences Among College Students in Cavite

Shane Nicole A. Renomaro¹, Ma. Cristina Y. Tambasen¹, Crystal Angel C. Tan¹, Cristy R. Montaña¹,
Joselle M. Sol¹, Rhea E. Montalban¹, Melona I. Saquin²

¹Student, Department of Management, Cavite State University-Tanza Campus, Philippines

²Assistant Professor, Department of Management, Cavite State University-Tanza Campus, Philippines

Corresponding Author: rshanenicole126@gmail.com

Abstract— This study was conducted to determine the influence of affiliate marketing towards product preferences among college students. In particular, the study aimed to determine the demographic profile of the participants; determine the perception of the participants in terms of awareness, attitudes, and trust; determine the product preferences of the students in terms of price, quality, and product features; determine the significant relationship between the perception of the participants towards affiliate marketing and their product preferences. This study used a descriptive correlation research design, and data was collected through self-administered survey questionnaire from 150 college students in Cavite. The study reveals a significant relationship between participants' perceptions towards their product preferences. Furthermore, the analysis indicates that their awareness, attitude, and trust towards affiliate marketing substantially influence their product preferences for price, quality, and product features. The implications of this study suggest the importance of the perception of the consumers towards affiliate marketing in their product preferences.

Index Terms— affiliate marketing, product preferences.

1. Introduction

Affiliate marketing has become a popular strategy in recent years, and the introduction of digital marketing has completely changed how companies advertise their products and services. Affiliate marketing is a collaboration between companies and people or groups called affiliates who promote products and services to consumers in exchange for commissions. The availability of the internet and the tremendous spread of social networks significantly influenced product preferences. Today, consumers are exposed to so many options, information, and techniques which allow them to decide and weigh the options between products and prices. In this digital landscape, affiliate marketing plays a pivotal role in shaping consumer product preferences.

The first affiliate marketing networks went public in 1998 and are still in use today. In the more than 20 years since affiliate marketing networks first emerged, the concept hasn't changed all that much. The network promotes its products to affiliates, and companies often pay to participate. These content creators then market the items to their audiences. These platforms enabled small businesses to expand without the technical expertise needed to set up an affiliate program. They

also granted affiliates the autonomy to choose which products to recommend. Companies were able to receive the tracking and payment tools they needed to grow by joining an affiliate network. Affiliates can help them grow as long as they provide a product that consumers want. More than 16 percent of global e-commerce sales are driven by affiliates, which were first introduced more than 20 years ago (Del Castillo & Del Castillo, 2024).

There is increasing interest in how affiliate marketing affects customer preferences, especially among young individuals. Students, being tech-savvy, are increasingly exposed to affiliate marketing through social media platforms, blogs, and online reviews. As future consumers, business owners and opinion leaders, understanding their preferences and behavior is crucial for businesses seeking to tap into this demographic.

This study aims to explore the influence of affiliate marketing on product preferences among the college students in Cavite. It specifically aims to look into the perception of the participants towards affiliate marketing and their product preferences. In addition to adding the body of knowledge already available on affiliate marketing, the researcher's conclusions will help firms, marketers, and future researchers a better grasp on the dynamics of affiliate marketing among young adults.

2. Objectives

This research determined following specific objectives:

1. Determine the demographic profile of the participants in terms of:
 - a. age;
 - b. sex;
 - c. year level; and
 - d. monthly income/allowance
2. Determine the perception of the participants towards affiliate marketing in terms of:
 - a. awareness;
 - b. attitude; and
 - c. trust

3. Determine the product preferences of the participants in terms of:
 - a. price;
 - b. quality; and
 - c. product features
4. Determine the significant relationship between the perception of the participants towards affiliate marketing and their product preference.

3. Review of Related Literature

Johnson (2017) sought to understand the impact that various affiliate marketing approaches had on consumers' buying behavior. The research suggested that limited time offers and codes seemed to have the highest impression on the consumer to buy the product. Moreover, the study noted that positive words from affiliates exerted a positive effect on the consumers' decision to buy a product due to the perceived quality of the product. (Johnson, 2017)

Besides, Johnson and Smith (2018) investigated the impact of affiliate marketing on repeat purchases. The authors found that consumers who were initially attracted to a brand through an affiliate were more likely to continue purchasing from that brand in the long term. The study indicated that effective affiliate marketing strategies can contribute to establishing brand loyalty and fostering repeat business.

Furthermore, Brown (2019) examined the role of trust and credibility in affiliate marketing and its impact on consumer preferences. The author found that consumers generally perceived affiliate marketing as trustworthy when influencers disclosed their affiliation and maintained transparency in their promotional efforts. Additionally, the study found out that consumers that had a high level of trust towards affiliate accepted their information and made a purchase out of it.

Moreover, in the study conducted by Mulla (2022), highlight the significant impact of affiliate marketing on various aspects of consumer behavior, including purchase decisions, trust in recommended products, perception of product quality and value, online shopping experience, discovery of new products and brands, consideration of affiliate marketers' opinions, and perception of better deals and discounts. The study demonstrates that consumers are highly influenced by affiliate marketing strategies and perceive affiliate marketing as a valuable source of information and guidance in their purchase decisions. The credibility and expertise of affiliate marketers play a crucial role in building consumer trust and shaping their perception of product quality.

4. Methodology

This study was focused on determining the influence of affiliate marketing towards product preferences among college students in Cavite. This study used a descriptive correlation research design, and data was collected through self-administered survey questionnaire from 150 college students in Cavite who purchase product through affiliate market.

The survey questionnaire contains questions on demographic profiles such as age, sex, year level, and monthly income/allowance, participants were also asked to rate each phases base on their perception towards affiliate marketing in terms of their awareness, attitudes, and trust and their product preferences in terms of the price, quality, and product features using a 5-point Likert scale. The data was evaluated using statistical techniques such as frequency count, percentage, weighted mean, and pearson's correlation analysis.

5. Results and Discussion

A. Demographic profile of the Participants

As presented by the Table 1 below, the majority of respondents, 79.33%, are aged 18-22, with 119 individuals in this group, out of 150 respondents. A smaller percentage, 16.67%, are aged 23-27, while only 3.33% are between 28-32 years, and 0.67% are aged 33 or older. Regarding sex, 70.00% of respondents are female (105 individuals), and 30.00% are male (45 individuals). In terms of academic year level, the largest group is third-year students (40.00%), followed by first-year students (32.67%), second-year students (15.33%), and fourth-year students (12.00%). Lastly, regarding monthly income/allowance, most participants (69.33%) earn 3,000 pesos or less, while 12.67% earn between 3,001-5,000 pesos. Smaller proportions fall into the higher income brackets, with 8.00% earning over 10,000 pesos monthly.

Table 1
Distribution of the participants based on their demographic profile

DEMOGRAPHIC PROFILE	FREQUENCY(n=150)	PERCENTAGE (%)
Age		
18-22 years old	119	79.33%
23-27 years old	25	16.67%
28-32 years old	5	3.33%
33 years old and above	1	0.67%
Sex		
Male	45	30.00%
Female	105	70.00%
Year Level		
First Year	49	32.67%
Second Year	23	15.33%
Third Year	60	40.00%
Fourth Year	18	12.00%
Monthly Income/Allowance		
3,000 and below	104	69.33%
3,001-5,000	19	12.67%
5,001-7,000	7	4.67%
7,001-10,000	8	5.33%
10,000 and above	12	8.00%

B. Perception of the Participants towards Affiliate Marketing

Table 2 shows that respondents agree that awareness significantly influences their perception of affiliate marketing, with an overall mean score of 4.17 indicates that participants generally have a high level of awareness about affiliate marketing. Respondents agree that their attitudes significantly influence their perception of affiliate marketing, with an overall mean score of 4.16 indicates that participants generally have a high assessment of their attitudes towards affiliate marketing. Additionally, respondents agree that trust significantly influences their perception of affiliate marketing, with an overall mean score of 4.01 (SD = 0.88). This indicates that participants generally have a high assessment of their trust towards affiliate marketing.

A study published in the Asian Journal of Economics, Business and Accounting (2024) examined the impact of affiliate marketing content on purchasing decisions, moderated by purchase intention. The research found a significant positive effect, indicating that consumers perceive affiliate marketing as a reliable source when making purchases.

Affiverse Media (2024) highlighted challenges in consumer recognition of affiliate marketing links. This aligns with previous studies emphasizing the importance of consumer awareness in shaping attitudes toward affiliate marketing (Chen et al., 2023).

eMarketer (2024), found that trust is a key factor in consumer engagement with affiliate marketing. Participants generally trust affiliate marketing as a reliable source of product information, although skepticism remains about the credibility of some promoted products.

Table 2

Perception of the Participants Towards Affiliate Marketing		
PERCEPTION	WEIGHTED MEAN	VERBAL INTERPRETATION
Awareness	4.17	Agree
Attitude	4.16	Agree
Trust	4.01	Agree

C. Product Preferences of the Participants

Table 3 shows respondents strongly agree that price significantly influences their product preferences in the affiliate market, with an overall mean score of 4.32 indicates that participants generally have a very high assessment of their product preferences based on price in affiliate marketing. respondents strongly agree that quality significantly influences their product preferences in the affiliate market, with an overall mean score of 4.41 indicates that participants generally have a very high assessment of their product preferences based on quality in affiliate marketing. Additionally, respondents agree that product features significantly influence their product

preferences in the affiliate market, with an overall mean score of 4.19 indicates that participants generally have a high assessment of their product preferences based on product features in affiliate marketing.

Wang et al. (2022) indicates that online shoppers frequently seek price advantages like cashback offers and discounts when deciding on purchases, particularly in the affiliate marketing domain.

Research by Iyer et al. (2023) identified that while design is important, it is the usability of the product that most influences purchasing behavior in online marketing.

Additionally, research by Marquerette and Hamidah (2023) indicates that affiliate marketing content positively affects purchasing decisions, with product features playing a crucial role in consumer preferences. This underscores the importance of product attributes in influencing consumer behavior within affiliate marketing channels.

Table 3
Product Preferences of the Participants

PRODUCT PREFERENCES	WEIGHTED MEAN	VERBAL INTERPRETATION
Price	4.32	Strongly Agree
Quality	4.41	Strongly Agree
Product Features	4.19	Strongly Agree

D. Significant Relationship of Affiliate Marketing Towards Product Preference of the Participants

Table 4 shows the Significant Relationship between the Perception of the Participants Towards Affiliate Marketing in terms of Awareness and their Product Preferences. Using Pearson's correlation analysis, the result of the study shows that the p-value for the parameter of level of awareness, when correlated with the product preferences of the participants—including price, product features, and quality features—are all 0.000, which is less than the alpha value of 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis is rejected, concluding that there is a significant relationship between the participants' perception of affiliate marketing awareness and their product preferences. This indicates that the respondents' level of awareness of affiliate marketing significantly influences their product preferences, including factors such as price, product features, and quality.

Johnson and Wang (2023), found that awareness of affiliate marketing campaigns leads to better consumer decision-making, with awareness directly influencing product selection.

Additionally, recent studies by Lee et al. (2024) confirmed that when consumers are more aware of affiliate marketing strategies, they are more likely to engage in informed decisions, considering factors like price and quality.

Table 4
Significant Relationship of the Participants Awareness and their Product Preferences

VARIABLES	CORRELATION COEFFICIENT	STRENGTH OF RELATIONSHIP	P VALUE	DECISION	CONCLUSION
Price	0.577	Moderate	0.000	Reject Ho	Significant
Quality	0.573	Moderate	0.000	Reject Ho	Significant
Product Features	0.614	Strong	0.000	Reject Ho	Significant

Table 5 shows the Significant Relationship between the Perception of the Participants Towards Affiliate Marketing in terms of Attitude and their Product Preferences. Using Pearson's correlation analysis, the result of the study shows that the p-value for the parameter of attitude, when correlated with the product preferences of the participants—including price, product features, and quality features—are all 0.000, which is less than the alpha value of 0.05 ($0.000 < 0.05$).

Therefore, the null hypothesis is rejected, concluding that there is a significant relationship between the participants' perception of affiliate marketing attitude and their product preferences. This indicates that the respondents' attitude towards affiliate marketing significantly influences their product preferences, including factors such as price, product features, and quality.

Chen et al. (2023), who argued that consumers' attitudes toward affiliate marketing have a direct impact on their preference for product attributes.

Table 5
Significant Relationship of the Participants Attitude and their Product Preferences

VARIABLES	CORRELATION COEFFICIENT	STRENGTH OF RELATIONSHIP	P VALUE	DECISION	CONCLUSION
Price	0.686	Strong	0.000	Reject Ho	Significant
Quality	0.712	Strong	0.000	Reject Ho	Significant
Product Features	0.788	Strong	0.000	Reject Ho	Significant

Similarly, Smith and Choi (2022) found that positive consumer attitudes toward affiliate marketers encourage them to prioritize certain product features such as price competitiveness and quality.

Table 6 shows the Significant Relationship between the Perception of the Participants Towards Affiliate Marketing in terms of Trust and their Product Preferences. Using Pearson's correlation analysis, the result of the study shows that the p-value for the parameter of Trust, when correlated with the product preferences of the participants—including price, product features, and quality features—are all 0.000, which is less than the alpha value of 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis is rejected, concluding that there is a significant relationship between the participants' perception of affiliate marketing Trust and their product preferences. This suggests that the respondents' trust in affiliate marketing significantly influences their product preferences, including factors such as price, product features, and quality.

Table 6
Significant Relationship of the Participants Trust and their Product Preferences

VARIABLES	CORRELATION COEFFICIENT	STRENGTH OF RELATIONSHIP	P VALUE	DECISION	CONCLUSION
Price	0.630	Strong	0.000	Reject Ho	Significant
Quality	0.593	Moderate	0.000	Reject Ho	Significant
Product Features	0.753	Strong	0.000	Reject Ho	Significant

Research by Patel and Kumar (2023) found that trust in affiliate marketers strongly influences purchasing behavior, especially when product quality and price are communicated effectively. Also, studies by Lin and Sun (2024) confirm that consumers' trust in affiliate marketing campaigns boosts their willingness to purchase products based on recommendations related to product quality, price, and overall value.

6. Conclusion

Based on the findings, the following conclusions were drawn:

- Majority of respondents are young adults aged 18-22, predominantly female, third year student and has 3,000 pesos or less monthly income/allowance.

- The study reveals that respondents have a high level of awareness, a positive attitude, and considerable trust toward affiliate marketing.
- The study reveals that respondents prioritize price, quality, and product features when making purchases in the affiliate market.
- The study reveals a significant relationship between participants' perceptions of affiliate marketing and their product preferences.

Recommendation:

Based on the conclusions above, the following recommendations are made:

1. Affiliates should strive to maintain the reliability of the consumers on affiliates' recommendation and the effectiveness of affiliate marketing in engaging and influencing consumers' when purchasing or intending to purchase a product.
2. In general, businesses should offer a great deal with a high quality and user-friendly products to attract more customer and to boost sales. Affiliates should also promote products that offer a great deal with a high quality and ease to use products to help consumers to find valuable products.
3. Future affiliates and businesses may use the results of this study as guidelines in understanding how affiliate marketing influence the product preferences of the consumers.
4. Future researchers may use this study as reference in further studying the influence of affiliate marketing towards product preferences of the consumers. They may also add other parameters that could deepen the understanding factors influence product preferences of the consumers through affiliate marketing.

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