

**INFLUENCE OF MARKETING AFFILIATES ON THE CHOICE
OF THE SELECTED STUDENTS IN BUYING ONLINE**

THESIS

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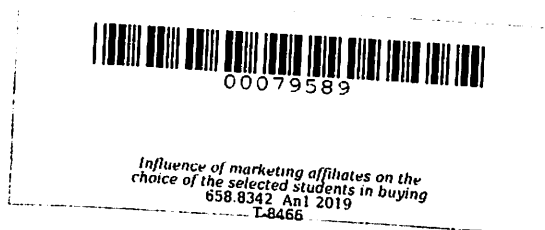
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STUDENTS IN BUYING ONLINE**

**Undergraduate Thesis
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree
of Bachelor of Science in Business Management**



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ABSTRACT

ANACAN, KATHLENE JOY, OLIVES, JUSTINE LYKA., RODIL, RITZELL., INFLUENCE OF MARKETING AFFILIATES ON THE CHOICE OF THE SELECTED STUDENTS IN BUYING ONLINE. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. June 2019. Adviser: Ms. Maurrin DR. Madrid.

The study was conducted to determine the influence of marketing affiliates on the choice of the students in buying online. Specifically, the study also intended to: identify what is socio-demographic profile of the students in buying online in terms of: age, sex, monthly allowance; to identify the top affiliates/influencers on online buying; to determine the behavior of the respondents on their purchases online; to identify the level of influence of affiliates in the choice of buying online in terms of: Popularity, Information Clarity; to identify if there is a significant difference on the level of influence on their choice in buying online when grouped according to socio-demographic profile; significant correlation between behavior of the respondents on their buying online to level of influence of affiliates in the choice on buying online.

The study was limited to 196 participants of the three Universities given on the research instrument (survey questionnaire form). Only to 18 to 25 years old students were targeted as the participants of the study. The study was conducted in the selected Universities in Cavite namely: Cavite State University- Main Campus, Lyceum of the Philippines University- General Trias City, Cavite, and in De La Salle University- Dasmariñas, Cavite from February 21, 2019 to April 30, 2019

The survey questionnaire was divided into four parts: the first part consists of identifying the socio demographic profile of the respondents in terms of age, sex and monthly allowance. The second part is the qualification test that will determine who the respondents are have use internet or who are the vlogger that their follow or watch. The third part consists of the most products choice of the students towards the local and international products endorse by the affiliates. The last part consists of the degree of the agreement or disagreement to the statement regarding on their level of influences of

affiliates on the choice in buying online. Frequency counts, mean, percentage and standard deviation, ANOVA T- TEST, and Spearman rho formula were used in the study using purposive method. Five-point Likert scale was used to measure the respondent's level of influence of affiliates on the choice of the students in buying online. On the other hand, Spearman rho formula was used (which is a non-parametric test used to measure the strength of association between two variables, where the value $r=1$ means a perfect positive correlation and value $r=-1$ means a perfect negative correlation). In determining the relationship between the behavior of the respondents on their buying online to level of influence of affiliates in the choice on buying online.

The study found out that there was a significant difference on the level of influence on their choice in buying online when grouped according to socio-demographic profile in terms of monthly allowance. There was a significant correlation between the behavior of the respondents on their buying online to level of influence of affiliates in the choice on buying online in terms of popularity and information clarity.

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INTRODUCTION

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. According to (Wheeldon, 2010) the modern media practices have evolved significantly from their traditional forms, with the key concepts of this 'new media' being participation and interactivity. He said that society exists in a digital age, where everything in our lives is spread out across as much media as possible and this media is shaped by everyone. Online shopping is emerging very fast in recent years. Nowadays, having websites for businesses is vital now. Since the majority of the consumers are found online, it is essential for businesses to use the online space in creating customers for their products or services. It is extremely easy for anyone to set their own website. It is inevitable for the individual for their performance-based reward where the individual can easily connect large number people at a time through the help of affiliate marketing. Since affiliate marketing is becoming an important source of customer acquisition, a businessman can create a network of affiliate organizations that refer