

# Implementation of Affiliate trading platform using consumer response

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**Abstract**—The rapid development of affiliate marketing, a performance-based internet marketing practice, in the recent years has created a very competitive market. Companies need to constantly improve their affiliate programs to maintain a successful program and to keep affiliates loyal. Affiliate programs are a type of marketing where the partners or affiliates advertise products in several websites, social media platforms this type of marketing is based on performance, since compensation is usually calculated through the amount of clicks. The goal of proposed work is to build a functioning affiliate program for small retailers.

**Index Terms**—Affiliate, Marketing, social media, etc.

## I. INTRODUCTION

A digital marketing is a place where buyers and sellers are interacting and online retailers pay commission to an external website for generating sales or traffic through its referrals. Additionally the affiliated marketing sometimes use conservative techniques of publishing reviews of products or services offered by a partner. The supplier in e-commerce is short for business-to-business in electronic commerce, which is selling products or services between businesses through the internet via an online sales portal. The traditional method is processing orders manually –by telephone or e-mail but e-commerce orders can be processed digitally.

The customer of e-commerce will facilitate digital marketing as a new emerging trend to buy goods/products in the e-commerce website through the affiliate network or with the direct online e-commerce website. affiliate marketing is a sales model where a company pays a third-party to sell their product and service. If seller ever listened to a podcast or seen a social media influence promote a product, they are affiliate marketers. In exchange for recommending products or services to their audience, they get a

commission off of any sales that result in their rmstal. Affiliate choose an affiliate marketing program, affiliate’s will receive unique link or code that will allow the companies to track every customer send their way. When a customer purchases the product through various platform or link, affilaters earn a commission.

## II. LITERATURE REVIEW

- a. *Gerald L. Lohse Steven Bellman Eric J. Johnson (2000)*:-Stated that Online retailing is a big business from the late 1998 to till now, so millions of people have ordered holiday gifts in the online and retailers has increased to upgrade their distribution of networks to increase the growth of retail marketing.
- b. *Chaffeyetal. (2003)*:-Stated the internet marketing strategy as “the definition of approach by which the internet marketing will support the marketing and business objectives of the organizations.” This study analyze in several marketing researchers believe that the companies do not require a separate internet marketing strategy.
- c. *Kotler and rmstrong (2008)*:-Defined that there are four major online marketing domains ☺ a)business-to-consumer,(b)business-to-business,(c)Consumer-to-Consumer.
- d. *Dr. Sonal Kala & Rajesh Kumar Sharma (2015)*:- Stated that Internet is the central-hub for quick and rapid lifestyle, communication, connecting with people for official purposes. The interactions between customers and service providers in electronic commerce through the retailer’s website. Study measured the relationship between various characteristics of online shopping and

customer purchase behaviour towards online shopping and future of online shopping in India.

- e. *Nielsen Reports(2017)* :-that published the overall online shopping trends in the late 2000. Totally, over 875 million consumers have shopped in the online. The number of online shoppers has also increased up to 40% in the last two years from 2006 to 2008.
- f. *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 the various e-commerce revenue models like CPA, CPL, CPM and CPI. The research examined various e-commerce website like Flip kart, Snapdeal, Shopclues, Homeshop18, Fashion and Deals.He concludes that Internet Marketing is an essential tool for any company that wants to improve their revenue.
- g. *.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.
- h. *Obaidat, M. S., & Lorenz, P. (2016)*Short form of electronic commerce is e-commerce, it is a type of innovative business model where individual or group or a firm can buy and sell on electronic network with support of internet. The another names of ecommerce are online commerce, web commerce, e-retail, e-tail and e-comm. But e-tail refers to any transactional processes around retail.

### III.PROPOSED METHODOLOGY

Affiliatemarketing is promoting other people's products in return for a small commission for each sale.Firstly probably affiliate's seen headings marked "affiliate link" or "sponsored post" on many of the websites visit; or maybe already taken the first step

and signed up to an affiliate network first, find an affiliate program or network are interested in look at the program overview, including the type of products or services, payment methods, and commissions they offer.

If it appeals to you, sign up and wait for confirmation of your acceptance. Then, start creating content, adding the custom links the program provides. Those links track when one of your users makes a purchase, and affilaters earn a small commission. companies or affiliate networks, where you register and choose the programs that interest you. The programs are generally divided into categories to make selection easier. Once approved, start promoting your affiliate links on your website, in newsletters, on social media, and anywhere else you're permitted to share links.

The network sends you a payment when reached the minimum payment level. Payment methods vary, and usually include PayPal, bank transfers, and checks. simplistic illustration of structure is shown in Figure. These modalities consist of three steps:-

### IV. UNITS

Hardware/Software requirement:-

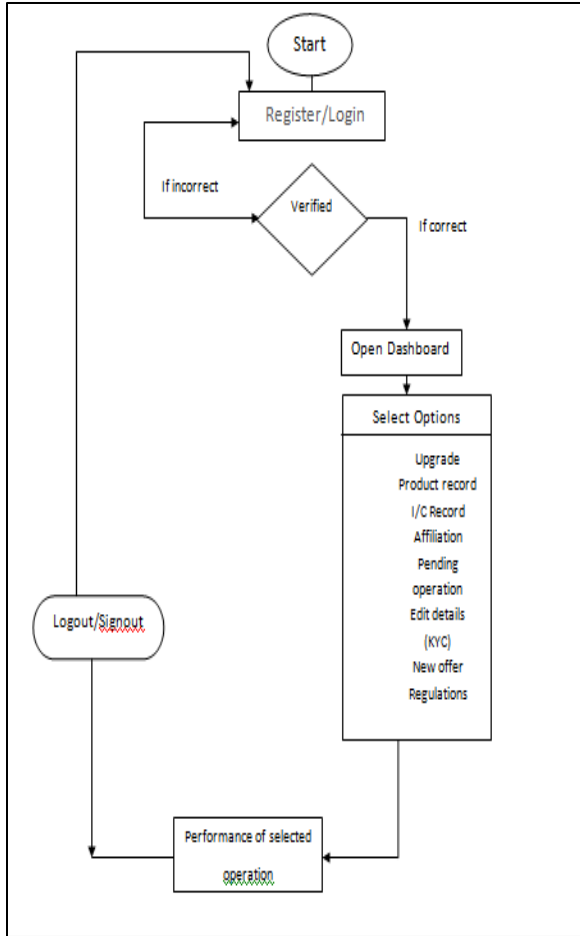
- Processor
- RAM Minimum 1GB
- IDE:Visual Studio
- .net framework
- MVC architecture
- SQL server
- HTML

Modules:-

- Administrator
- Login
- Registration
- Add Product
- Dash Board
- Change password

### V. FLOW CHART

*Figures and Tables*



## VI. CONCLUSION

Affiliate marketing is very effective at driving online sales. Every year it fuels approximately 15% to 20% of total online sales. The recent growth in the number of online businesses promises a lot of things as far as the scope of affiliate marketing is concerned in India. Small retailers also join this program and takes knowledge about affiliated marketing and earns money by home and make his business internationally.

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