



Since 1994

**Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(MM's IMERT), Pune**



S. No. 18, Plot No. 5/3, CT5 No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052

3.1 Research Paper for the Academic Year 2020

<u>Sr. No</u>	<u>Name of Author/s</u>	<u>Title of the Paper</u>	<u>Link of the Journal</u>
1	Prof Amruta Kshirsagar	A study of Factors affecting online buying behavior	https://www.viirj.org/vol12issue1/114.pdf
2	Prof Praful Sarangdhar	A study of Factors affecting online buying behavior	https://www.viirj.org/vol12issue1/114.pdf
3	Prof Sachin Kshirsagar	A study of Factors affecting online buying behavior	https://www.viirj.org/vol12issue1/114.pdf
4	Prof. Vivekanand Gaikwad	A study of Factors affecting online buying behavior	https://www.viirj.org/vol12issue1/114.pdf
5	Prof Amruta Kshirsagar	E-Barter and its entrepreneurial application for best digitalised cashless transactions available	https://www.viirj.org/vol12issue2/131.pdf
6	Prof Sachin Kshirsagar	E-Barter and its entrepreneurial application for best digitalised cashless transactions available	https://www.viirj.org/vol12issue2/131.pdf
7	Prof Praful Sarangdhar	E-Barter and its entrepreneurial application for best digitalised cashless transactions available	https://www.viirj.org/vol12issue2/131.pdf
8	Prof. Vivekanand Gaikwad	E-Barter and its entrepreneurial application for best digitalised cashless transactions available	https://www.viirj.org/vol12issue2/131.pdf
9	Prof Praful Sarangdhar	“The Good, Bad and Ugly of lockdown: A study on influence of lockdown on online grocery shopping”	https://jicrjournal.com/index.php/volume-12-issue-x-october-2020/
10	Prof Praful Sarangdhar	A study of Affiliate Marketing- Future and Opportunity for aspirant in India.	N. A
11	Dr. Vinod Mohite	A study of Affiliate Marketing- Future and Opportunity for aspirant in India.	N. A
12	Prof Praful Sarangdhar	“Integrating Online and Offline Retail”- A study of Buy online and Pick up in Store (BOPIS), about convenience of consumers and retailers.	DOI:10.01011.ACJ.2020.V9I6.00068749.02536



Since 1994

**Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(MM's IMERT), Pune**



S. No. 18, Plot No. 5/3, CTS No. 205, Behind Vandevi Temple, Karvenagar, Pune – 411052

13	Dr. Vinod Mohite	“Integrating Online and Offline Retail”- A study of Buy online and Pick up in Store (BOPIS), about convenience of consumers and retailers.	<u>DOI:10.01011.ACJ.2020.V9I6.00068749.02536</u>
14	Dr. Vinod Mohite	Fostering Organisational excellence in KM Environment : Innovative Presoective for sustainable growth path.	N.A
15	Dr.Jitendra Bhandari,	Impact of Social media on purchase Decision	https://www.viirj.org/vol11issue1/63.pdf
16	Prof Amruta Kshirsagar	Impact of Social media on purchase Decision	https://www.viirj.org/vol11issue1/63.pdf
17	Prof Sachin Kshirsagar	Impact of Social media on purchase Decision	https://www.viirj.org/vol11issue1/63.pdf
18	Prof Praful Sarangdhar	Impact of Social media on purchase Decision	https://www.viirj.org/vol11issue1/63.pdf
19	Prof. Vivekanand Gaikwad	Impact of Social media on purchase Decision	https://www.viirj.org/vol11issue1/63.pdf
20	Dr.Jitendra Bhandari,	Digital Marketing for Emerging Market Economics in India	https://www.viirj.org/vol11issue2/74.pdf
21	Prof Amruta Kshirsagar	Digital Marketing for Emerging Market Economics in India	https://www.viirj.org/vol11issue2/74.pdf
22	Prof Sachin Kshirsagar	Digital Marketing for Emerging Market Economics in India	https://www.viirj.org/vol11issue2/74.pdf
23	Prof Praful Sarangdhar	Digital Marketing for Emerging Market Economics in India	https://www.viirj.org/vol11issue2/74.pdf
24	Prof. Vivekanand Gaikwad	Digital Marketing for Emerging Market Economics in India	https://www.viirj.org/vol11issue2/74.pdf
25	Dr. Jitendra Bhandari	influence of Perceived risk and Trust on online shopping behavior	N.A

A STUDY OF FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR

Dr. Bhandari Jitendra¹, Amruta Kshirsagar², Sachin Kshirsagar³,
Praful sarangdhar⁴ and Vivekanand Gaikwad⁵

MM's IMERT

profjitendra@gmail.com¹, amrutakshirsagar@mmimert.edu.in², sachinkshirsagar@mmimert.edu.in³,
prafulsarangdhar@mmimert.edu.in⁴, vivekanadgaikwad@mmimert.edu.in⁵

ABSTARCT

Online business tends to sell a product through online channels. IT innovation has made an immense impact on online based business. In the recent past the advancements, computerized innovation, versatile and online sites turned out to be increasingly more prominent among the buyers. In this way, the large piece of the market is concentrating on online business. It changed the way shoppers are getting their products. It decreased the time, and physical exertion that individuals needed to put into shopping. Online business turned into a test for conventional trade in a method for decreasing the physical exertion and time individual spends looking for a product, additionally, purchaser can without much of a stretch look at the costs online so as to get the best buy they need. It has a few risk as well, which comes normally, as an outcome of online based shopping, such as financial, product and information risk, which are confronting online based business & what's more, still have a great deal of enhancements to be done.

Keywords : *online shopping, consumer behavior, consumer risk.*

Literature review Perceived Risk

The idea of perceived risk was first presented by Bauer (1960) and has been frequently used to address different issues in customer behavior. Buying has long been viewed as a risk accepting action as buyers might not be sure of a buying decision and the results of bad choices. Mitchell (1999) characterized perceived risk as an abstractly decided desire of loss. In the online shopping, the degree of perceived risk might be amplified because of on the online buyers' restricted physical access to products and deals with sales force (Park and Stoel, 2005). An abnormal state of perceived risk obstructs buyers from receiving the Internet as a shopping channel (Alreck and Settle, 2002; Forsythe and Shi, 2003; Garbarino and Strahilevitz, 2004). Six segments of perceived risk related with shopping have been recognized as physical, social, product, convenience, monetary, and psychological risk (Peter and Tarpey, 1975). Among the six kinds of risk related with shopping, product and financial risks have been appeared to have a critical negative effect on buyers' online shopping desire (Bhatnagar and Ghose, 2004; Lu, Hsu, and Hsu, 2005). Product risk is characterized as the likelihood of the thing neglecting to meet the performance prerequisites initially planned. An abnormal

state of product risk in online shopping might be relied upon because of on the online shoppers' failure to physically look at and test item quality and choices (Alreck and Settle, 2002; Garbarino and Strahilevitz, 2004). In this way, buyers' vulnerability increases with respect to a specific purchase decision with regards to online shopping. Financial risk is characterized as the probability of experiencing a fiscal loss (Horton, 1984; Sweeney, Soutar, and Johnson, 1999). Credit card misuse is an essential money related worry among numerous online consumers. Privacy/Information risk is characterized as the likelihood of having individual data disclosed as an aftereffect of online exchanges (Garbarino and Strahilevitz; 2004; Maignan and Lukas,1997). Research has discovered that protection risk is of developing worry among online consumers' (Drennan et al, 2006).Time risk is the discernment that time, accommodation, or exertion might be waste when a product bought is fixed or replaced Hanjun et al., (2004). Time risk incorporates the stress acquired during on the online exchanges, often resulting from trouble of accessibility as well as submitting requests, or deferrals accepting items, Forsythe et al., (2006). Delivery risk is characterized as the Potential loss of conveyance related with products lost, merchandise problem what's more, sent to an inappropriate spot subsequent to shopping (Dan et al., 2007). Customers fears

E-BARTER AND ITS ENTREPRENEURIAL APPLICATION FOR THE BEST DIGITISED CASHLESS TRANSACTIONS AVAILABLE

**Dr. Bhandari Jitendra¹, Amruta Kshirsagar², Sachin Kshirsagar³,
Praful sarangdhar⁴ and Vivekanand Gaikwad⁵**

MM's IMERT

profjitendra@gmail.com¹, amrutakshirsagar@mmimert.edu.in², sachinkshirsagar@mmimert.edu.in³,
prafulsarangdhar@mmimert.edu.in⁴, vivekanadgaikwad@mmimert.edu.in⁵

ABSTRACT

A system of exchanging commodities or services for the exchange of other things or services, bartering is a very old concept. A system known as barter was established as early as 6000 BC. It was possible to implement this system without the need for a medium of trade, like money. Following the introduction of the concept of money into the economy, people felt at ease using it to make necessities-based purchases of commodities and services. Subsequently, this technique was only employed during times of financial crisis, when people had very little or no money to spend. One of the numerous ways it differs from gift economies is that there is no temporal delay in the reciprocal trade. One of the research's goals was to raise awareness of the barter system. The practicality of this approach in current practice and the development of a creative bartering concept. A simple-to-read questionnaire was created and given to thirty responders. According to the respondents' collective opinions, the general public now uses a variety of e-commerce payment methods. The data procured was analyzed and Interpreted with suitable conclusions and recommendations. The overall research was up to the satisfaction level and the idea of business was being passed over to the experts to implement.

Keywords: Barter, E- Commerce, Entrepreneurship, De- Monetization.

Introduction to the topic

A system of exchanging commodities or services for the exchange of other things or services, bartering is a very old concept. A system known as barter was established as early as 6000 BC. During the time when there was no money, it was in use. The idea behind the barter system was to allow people to exchange excess, surplus, or unneeded goods for necessities. It was possible to implement this system without the need for a medium of trade, like money. Barter was thus utilised to replace the purchase system. Although it can be multilateral (i.e., handled through barter organisations), it is typically bilateral. In the majority of emerging nations, barter served as a productive means of exchanging goods.

Following the introduction of the concept of money into the economy, people felt at ease using it to make necessities-based purchases of commodities and services. Subsequently, this technique was only employed during times of financial crisis, when people had very little or no money to spend. One of the numerous ways it differs from gift economies is that there is no temporal delay in the reciprocal trade. It used to take some time for the barter system to determine which source was best for exchanging products and services. This would

take longer than anticipated. Barter consequently evolved into the backup option for those with far more patience and time on their hands.

Subsequently, the era of industrialization and globalisation demonstrated strong effects on the Indian economy, as well as the strength and ardour of money. The situation appeared to change when the honourable prime minister of India announced "Demonetization" in 2016. According to theory, demonetization is essentially the process of removing a currency unit's legal tender status. Every time there is a change in the national currency, demonetization is required. A new monetary unit must be introduced in substitution of the outdated one. The general public was concerned about the cost of groceries, produce, and other everyday essentials as well as services like barbering and shoe repair on a daily basis when this act was passed. People with an eye for technology began using e-payment gateways to pay for needs like gpay, Pay-tm, etc. As a result, the general public felt at ease participating in e-commerce. Vendors of vegetables, laundry services, and canteens also began to take cashless payments in exchange for the goods and services rendered. The remaining items included a 4% fee for the

‘The Good, Bad and Ugly of Lockdown’: A study on Influence of lockdown on online Grocery shopping.

Mr. Praful Sarangdhar, Dr. Rajendra Dhande, and Dr. Ramesh Sardar.

1(Assistant Professor, Marathwada Mitra Mandal’s Institute of Management Education, Research and Training Pune)

2(Associate Professor, Mahatma Gandhi Vidymandir’s M.S.G. Arts, Science and Commerce College, Malegaon Dist. Nashik)

3(Associate Professor, School of Management Studies, Kavayatri Bahinabai Chaudhari North Maharashtra University, Jalgaon)

Abstract: Prime Minister of India Hon. Mr. Narendra Modi declared 21 days nationwide lockdown.(Bhattacharya, 2020)To tackle Carona virus, 75 districts in India were under lockdown. Grocery as an essential thing for livelihood of a family was highly in demand during Covid 19 pandemic. Non availability of food products at near super markets and closure of some corner stores because of fear of Covid 19 spread, made consumers worried.Study is to review influence of lockdown on online grocery shopping for consumers and situation for online groceries stores/portals/Ecommerce companies during last few months of lockdown due to Covid 19 pandemic. Study deals with secondary data collected from various sources like news articles, websites, research journals, grocery portals like Big Basket, Grofers, Amazon Pantry etc. Study also reveals challenges faced by online groceries during pandemic and opportunities for business in future because of situational factor.

Introduction: Grocery as an essential thing for livelihood of a family was highlyin demand during Covid 19 pandemic. Non availability of food products at near super markets and closure of some corner stores because of fear of Covid 19 spread, made consumers worried. Shortage of commodities due to inadequate supply and transportation issues made the traditional way (brick and mortar) inconvenient for consumers, best alternative way was to order online and receive delivery of essential products i.e. grocery at doorstep. Grocery is the larger consumer segment in Indian market. Indian consumers spend more than 50% from their monthly income on grocery

“Integrating Online and Offline Retail”- A study of Buy Online and Pick up In Store (BOPIS) about convenience of consumers and retailers.

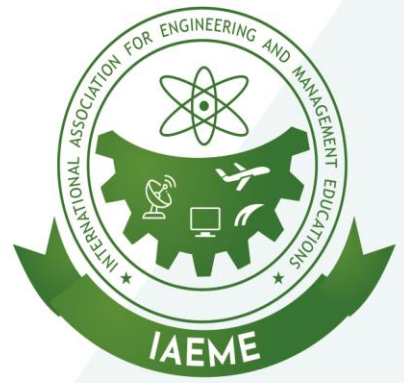
Mr. Praful D. Sarangdhar, Dr. Vinod Mohite

1. Assistant Professor, Marathwada Mitra Mandal’s Institute of Management Education, Research and Training Pune.
 2. Assistant Professor, Marathwada Mitra Mandal’s Institute of Management Education, Research and Training Pune.
-

Abstract:

Customer convenience is an important aspect, every time buyer may not wait for the order to be delivered through online but need it quickly and on immediate basis. If traditional way of buying is used customer visits the store but the specific product of a particular brand he wants is not available or is out of stock, customer keeps on searching product at different outlets, his time gets wasted. Buy Online and pick up at stores (BOPIS) gives customer option to search the product online on the website, reserve the product by booking an order and collect the product from the nearest pick up location.

Current study discuss about the advantage and benefits of BOPIS to customers and retailer. Model used in developed country and basic infrastructure needed to set up BOPIS system. Secondary data is used for study, referred from various website, articles and research papers about the BOPIS.



INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)

ISSN PRINT : 0976-6502

ISSN ONLINE : 0976-6510



IAEME PUBLICATION

Plot: 03, Flat- S 1, Poomalai Santosh Pearls Apartment, Vaiko Salai 6th Street,
Jai Shankar Nagar, Palavakkam, Chennai - 600 041, Tamilnadu, India.

E-mail: editor@iaeme.com, iaemedu@gmail.com Website: www.iaeme.com Mobile: +91-9884798314

<http://iaeme.com/Home/journal/IJM>

FOSTERING ORGANIZATIONAL EXCELLENCE IN KM ENVIRONMENT: INNOVATIVE PERSPECTIVE FOR SUSTAINABLE GROWTH PATH

Dr. Rachana. R. Shikhare

Professor, MEF's Matrix School of Management Studies, Pune, India

Dr. Vinod Mohite

Assistant Professor, MM'S Institute of Management Education Research and Training,
Pune, India

Dr. Vaishali Ajotikar

Assistant Professor, MEF's Matrix School of Management Studies, Pune, India

Dr. Kalpana Vaidya

Assistant Professor, Marathwada Mitra Mandal College of Commerce, Pune, India

ABSTRACT

In the world today dynamic Knowledge is the key ingredient for the success of any organization in the new economy. We are in an age where business is just not measured in terms of historical performances alone, but also in terms of how utilizes and manages the knowledge and the intellectual capital. Furthermore, it has been now agreed in the known universe that the human side of Knowledge Management (KM) is more difficult to manage than the technical side. It is definitely the knowledge workers who make knowledge based systems a success and radically leverage the companies' competitive edge.

The proposed research paper deliberates on issues concerned with soft side of KM environment and culture. The crux of effective knowledge based system implementation hinges upon two vital aspects – the people and the culture. Technology alone may not help to meet the challenges in the ever changing environment in an organization and environment cannot be bypassed for that matter. In the sense it focuses the manner in which the people and technology that the organization utilizes, in order to get a energetic leap for achieving organizational excellence. We have considered KM environment as being an approach as well as a discipline to improve the overall organizational performance. Certain issues like the technological implications, understanding of the KM essence by the people leading our group has been briefly

IMPACT OF SOCIAL MEDIA ON PURCHASE DECISION**Dr. Bhandari Jitendra¹, Amruta Kshirsagar², Sachin Kshirsagar³,
Praful sarangdhar⁴ and Vivekanand Gaikwad****MM's IMERT**profjitendra@gmail.com¹, amrutakshirsagar@mmimert.edu.in², sachinkshirsagar@mmimert.edu.in³,
prafulsarangdhar@mmimert.edu.in⁴, vivekanadgaikwad@mmimert.edu.in⁵**ABSTRACT**

Internet based opportunities have given new avenues to buyers to take part in social interactions on the web. Today many buyers utilize web based opportunities, for example, on line networks, reviews, communities to produce content and to connect with different buyers. The proposed model in this study has been tested by Structural Equation Modeling SEM, showing the influence of web-based social networking in the development of web based business into social trade. The outcome of the study shows how online networking encourages the social cooperation among buyers, prompting improved brand image and intension to purchase. The outcomes also demonstrate that brand image has a huge direct impact on purchase decision. The buying interest created by social sites is additionally identified as a influencing variable.

Keywords : social media, brand image, interest to buy, purchase decision.

Introduction

The progressions in the online technology have made new platforms accessible to sellers, for example web based opportunities like, online networks being social sites, E-commerce sites etc. (Lu et al. 2010). The general accessibility of the web has allowed people to grab and to utilize web based opportunities. From email to twitter and face book, which allow to collaborate without the requirement for physical presence (Gruzd et al. 2011). Web 2.0 has developed a customer friendly interconnectivity and support on the web to buyers (Mueller et al. 2011). With the increase of internet based opportunities and on the web networks people can without much of a stretch offer and access data (Chen et al. 2011a). Web based groups and their communication platforms are a compelling web innovation for social collaborations and sharing data (Lu and Hsiao 2010). It has become the dominant focal point in web based business in the present condition (Fue et al. 2009), where buyers make social associations and interact online (Mueller et al. 2011). The present buyers approaches various sites which have been encouraged by other buyers for information and uses it for buying their required product or services (Senecal and Nantel 2004). This is a critical point as buyer contribution through online networking which is a key factor in buying and selling (Do-Hyung et al. 2007). Web based

opportunities offer diverse qualities to firms, for example, increase in brand positioning/association (de Vries, Gensler & Leeflang 2012), encouraging informal exchange or communication (Chen et al. 2011b), expanding deals (Agnihotri et al. 2012), sharing data in a business setting (Lu and Hsiao 2010) furthermore, creating social help for buyers (Ali 2011; Ballantine and Stephenson 2011). Likewise, the social networks of people through online opportunities gives reviews, prompting a positive effect on brand image (Wu et al. 2010). Today, with the extension of web-based social networking, buyers makes search on these sites as a first step of exploration (Liang and Turban 2011). On the grounds that internet based opportunities are probably going to create advertising techniques which helps in trust-building and influencing buyers intension to purchase items online. The purpose of this paper centers around looking at the influence of social factors on brand image, which can impact a buyers decision to purchase. A discussion on this issue can help in distinguishing factors that build up brand image and social trade through online sites. This paper works with three objectives. Initially study involves how web based opportunities in particular online discussions, networks, and surveys - can impact brand image in web based business. Second, it takes efforts to find at the connection among brand

DIGITAL MARKETING FOR EMERGING MARKET ECONOMICS IN INDIA

**Dr. Bhandari Jitendra¹, Amruta Kshirsagar², Sachin Kshirsagar³,
Praful sarangdhar⁴ and Vivekanand Gaikwad⁵**

MM's IMERT

profjitendra@gmail.com¹, amrutakshirsagar@mmimert.edu.in², sachinkshirsagar@mmimert.edu.in³,
prafulsarangdhar@mmimert.edu.in⁴, vivekanadgaikwad@mmimert.edu.in⁵

ABSTRACT

Marketers are faced with new difficulties and openings inside this online age. Online marketing is the use of electronic media by the advertisers to advance the items or administrations into the market. The fundamental goal of online promoting is drawing in clients and enabling them to communicate with the brand through a online media. This article centers around the significance of online showcasing for the two advertisers and buyers. We inspect the impact of advanced showcasing on the organizations' sale. This investigation has portrayed different types of advanced promoting, viability of it and the effect it has on association's deals. The inspected test comprises of one hundred firms to demonstrate the viability of advanced advertising.

Keywords: Digital Marketing, Promotion, Effectiveness, Customer reach.

Introduction

Digital showcasing is one sort of advertising being broadly used to advance products or administrations and to achieve purchasers utilizing online channels. It incorporates cell, internet based showcasing, show promoting, web index advertising and numerous different types of advanced media.

Through advanced media, customers can get to data whenever and wherever they need. With the nearness of advanced media, purchasers don't simply depend on what the organization says in regards to their image yet additionally they can pursue what the media, companions, affiliations, peers, and so on are stating too. Advanced showcasing is an expansive term that alludes to different limited time systems sent to achieve clients by means of online innovations. Online advertising exemplifies a broad choice of administration, item and brand showcasing strategies which mostly utilize Internet as a center special medium not withstanding versatile and conventional TV and radio. Ordinance image Gateway enables buyers to share their advanced photographs with companions on the web. L'Oréal's image Lancôme utilizes email pamphlets to stay in contact with clients and thus endeavors to reinforce client mark dedication (Merisavo et al., 2004). Magazine distributors can enact and drive their clients into Internet with messages and SMS messages to enhance re-connect rate (Merisavo et al., 2004). Advertisers

progressively convey marks nearer to purchasers' regular day to day existence. The changing job of clients as co-makers of significant worth is ending up progressively imperative (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) commented that innovation assumes an essential job in enhancing the nature of administrations given by the specialty units. As indicated by Hoge (1993), electronic promoting (EP) is an exchange of products or administrations from merchant to purchaser including at least one electronic strategies or media. E-Marketing started with the utilization of broadcasts in the nineteenth century. With the innovation and mass acknowledgment of the phone, radio, TV, and after that digital TV, electronic media has turned into the predominant showcasing power. McDonald's uses online channel to strengthen mark messages and connections. They have assembled online networks for youngsters, for example, the Happy Meal site with educative and engaging amusements to remain quiet about clients in every case close (Rowley 2004). Reinartz and Kumar (2003) found that the quantity of mailing endeavors by the organization is emphatically connected with organizational benefit after some time. The essential focal points of online life promoting is decreasing expenses and improving the compass. The expense of a web based life stage is normally lower than other advertising stages, for example, up close and personal deals or deals with an assistance of go between or

Section Articles

Influence of Perceived risk & Trust on online shopping behavior

Dr. Jitendra Bhandari

Dr. Sunil Dhanawade

Download



Abstract

Online business tends to sell a product through online channels. IT innovation has made an immense impact on online based business. In the recent past the advancements, computerized innovation, versatile and online sites turned out to be increasingly more prominent among the buyers. In this way, the large piece of the market is concentrating on online business. It changed the way shoppers are getting their products. It decreased the time, and physical exertion that individuals needed to put into shopping. Online business turned into a test for conventional trade in a method for decreasing the physical exertion and time individual spends looking for a product, additionally, purchaser can without much of a stretch look at the costs online so as to get the best buy they need. It has a few risk as well, which comes normally, as an outcome of online based shopping, such as financial, product and information risk, which are confronting online based business & what's more, still have a great deal of enhancements to be done.



SAVITRIBAI PHULE
PUNE UNIVERSITY

Home

UGC

Search

UGC-CARE List

UGC-CARE List

You searched for "0474-9030". Total Journals : 1

Search:

Sr.No.	Journal Title	Publisher	ISSN	E-ISSN	UGC-CARE coverage years	Details
1	Our Heritage	Department of Postgraduate Training And Research, Sanskrit College	0474-9030	NA	from June-2019 to February-2020	Discontinued from Feb. 2020

Showing 1 to 1 of 1 entries

Previous 1 Next

Section Articles

Influence of Perceived risk & Trust on online shopping behavior

Dr. Jitendra Bhandari

Dr. Sunil Dhanawade

Download



Abstract

Online business tends to sell a product through online channels. IT innovation has made an immense impact on online based business. In the recent past the advancements, computerized innovation, versatile and online sites turned out to be increasingly more prominent among the buyers. In this way, the large piece of the market is concentrating on online business. It changed the way shoppers are getting their products. It decreased the time, and physical exertion that individuals needed to put into shopping. Online business turned into a test for conventional trade in a method for decreasing the physical exertion and time individual spends looking for a product, additionally purchaser can without much of a stretch look at the costs online so as to get the best buy they need. It has a few risk as well, which comes normally, as an outcome of online based shopping, such as financial, product and information risk, which are confronting online based business & what's more, still have a great deal of enhancements to be done.

A study of Affiliate Marketing-Future and Opportunity for Aspirant in India.

Dr. Vinod Mohite
Assistant Professor

Asst. Prof. Praful D. Sarangdhar
Assistant Professor

**MMM'S Institute of Management Education, Research and Training, Pune
(IMERT)**

Abstract: Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience—“affiliates”—to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own. Current study is based on secondary data from sources of website, articles, research papers etc. Research study discuss about the details of Affiliate marketing from its concept, working, the ways of payment to affiliate marketers, positive aspects to become affiliate marketer, Channels used for affiliate marketing and also discuss key factors to become successful affiliate marketers .

Introduction:

Affiliate marketing is a promotional model that connects merchants with independent marketers who are willing to invest time and money to sell a merchant's products. Put another way, affiliate marketing connects a business that has a product to sell with a marketer who can sell it. Affiliate marketing is performance based. Thus advertisers only pay when affiliates deliver a specified customer action. In the ecommerce context, this action is typically an online purchase, which makes affiliate marketing very cost effective. (Roggio, 2018)

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience—“affiliates”—to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product

sales without creating products of their own. Simply put, affiliate marketing involves referring a product or service by sharing it on a blog, social media platforms, or website. The affiliate earns a commission each time someone makes a purchase through the unique link associated with their recommendation. Done well, this performance-based opportunity can become an important part of your business by netting you a healthy income. (Hayes, 2019)

Objectives:

- 1) To study the concept of Affiliate Marketing
- 2) To determine the working of Affiliate Marketing
- 3) To study ways how affiliate marketers are paid.
- 4) To review positive aspects to become Affiliate marketer and channels of affiliate Marketing.
- 5) To study key factors to become successful affiliate Marketer.

Literature Review:

The customer of e-commerce with facilitate of digital marketing as a new emerging trend to buy a good/products in the e-commerce website through the affiliate network or with the direct online e-commerce websites. It was direct connection between merchant (online e-commerce retailer) and customer (end user) which had a low level relationship now. When the customers to buy a product/services from online merchants confuses about each and every product dimensions of quality, price, delivery are different from other competitors. It establishes a time saving method for both merchant and customer through the affiliate link (Social media blogs).

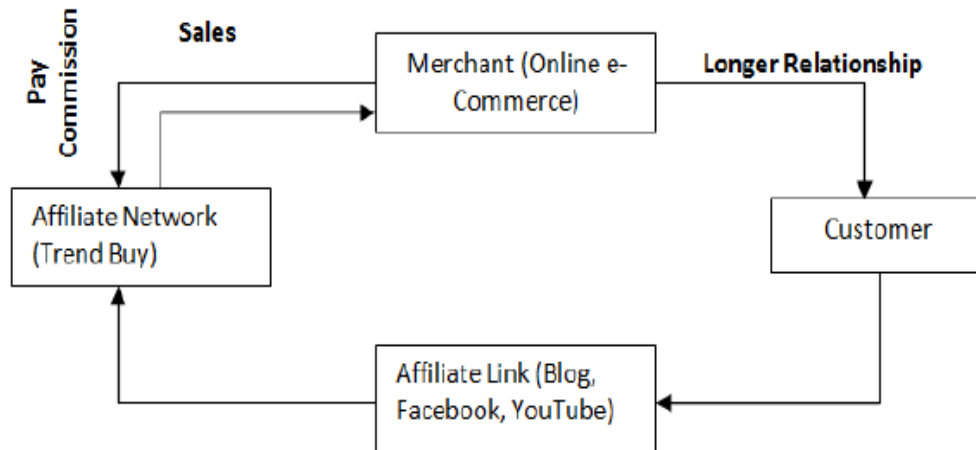


Fig. 1 Framework of Affiliate Marketing of Consumers' Perspective for E-Busines

(Suresh V, 2018)

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. **Prabhu and Satpathy (2015)**

What is Affiliate Marketing?

“Affiliate marketing is the process of earning a commission by promoting other people’s (or company’s) products. You find a product you like, promote it to others and earn a piece of the profit for each sale that you make.”Pat Flynn (American entrepreneur, blogger and podcaster)

Affiliate marketing is about your core relationships, relationship between 1) advertiser 2) Publisher 3) Consumers.



Affiliate Marketers

Source: DigitalVidya

How Does Affiliate Marketing Work?

Affiliate Marketing contains four parts

(A) The Merchant:

- (i) The maker of product, Creator of product, company, retailer or the brand itself.
- (ii) Merchants who creates products or service can be individual who is an entrepreneur.

(B) The Affiliate:

- (i) Affiliates are also known as the advertisers, distributors or publishers; They can be from a single individual to whole organizations.
- (ii) Affiliate marketer advertises one or more than one affiliate products or services and tries to attract and persuade potential clients that suit vendor's product so that they really end up purchasing product or services.
- (iii) Affiliate marketing can be done by doing a survey or review blog of the Affiliate Marketing Merchant's items.
- (iv) The affiliate can be a site, which is displaying products/ items around a specific theme, and then to promote those affiliate items for target audiences.

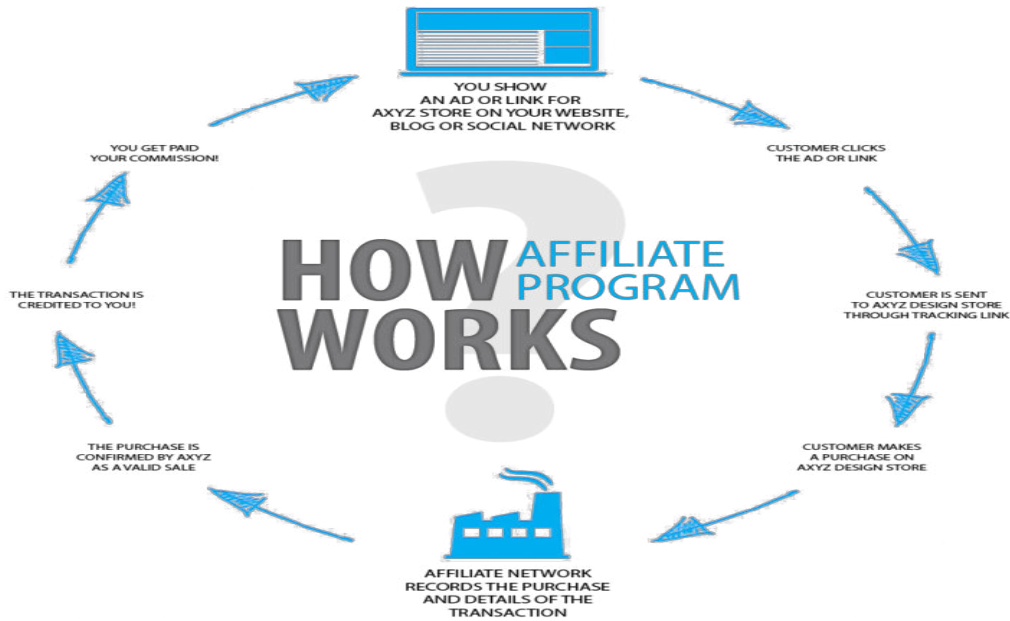
C) The Consumers:

- i) Consumer search for products/services and give result whether to buy or not to buy, without buying there will not be any commission given or no income to affiliate.
- ii) Affiliate marketers through social media network, search engine, digital bill board or through content marketing channels try to market products to the consumers.
- iii) Whether consumers will know that they are part of affiliate network system depends on affiliate to make them know this, few affiliate do this and others don't let consumers know about it.
- iv) There is tracking system working at the back end, which tracks whether consumer is buying and at end commission is earned by affiliate if consumer buy products.
- v) Consumer need not to pay higher cost to affiliate advertiser as cost is included in retail cost of product/services.

D) The Network:

- i) Network acts as chain between affiliate and marketing merchants.
- ii) Affiliates need to develop network and should have the capacity to promote the product efficiently.
- iii) Network has database of lots of products, affiliate can choose any one or more than one product/service they want to promote.
- iv) Products like household items, toys, books, electronic items, tools can be promoted.

Eg. One of biggest affiliate network is Amazon, with Amazon affiliate program you can promote any product which is sold on their platform. You can generate affiliate link to Amazon products and customer purchase through your link , you will earn commission.(Tiwari, 2019)

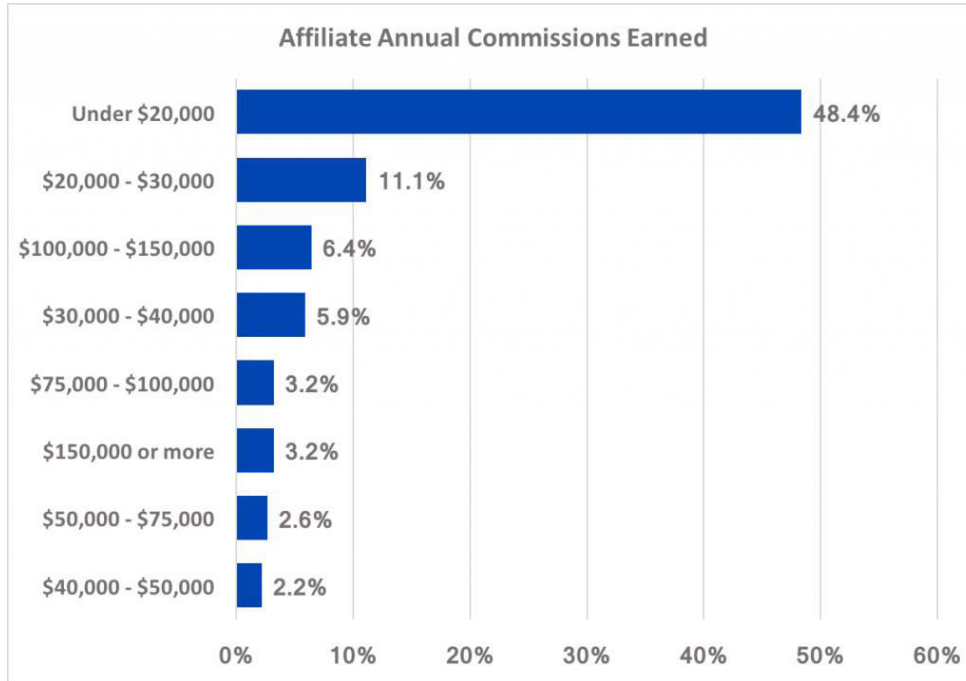


Source : bigcommerce.com (Enfroy, 2019)

How are Affiliate Marketers Paid?

- Fast and less expensive way of making money without stress and burden of selling number of products, affiliate marketing has an unquestionable draw for those looking to earn good income.
- Depending on the program affiliate's contribution sellers sale can be measured differently.
- Payment can be made in following ways:
 - i) *Payment per sale*: The affiliate must actually get the investor to invest in the product before they are compensated. Percentage of the sale price of the product is paid by merchant to affiliate.
 - ii) *Pay per lead*: Affiliate must persuade consumer to visit website and completed required task like filling of contact form, agree for trail of product, subscribe magazine or newspaper or download software, files or music, video etc.
 - iii) *Pay per click*: Affiliate is paid to increase the traffic at merchants website. Affiliate engage consumers from information site to merchant's website.

Source : bigcommerce.com



Source :Job2joy.com (job2joy.com)

Positive aspects to become Affiliate marketer:

- *No Production Cost:* With affiliate markets, product is developed and proved so the cost to produce and develop the product is not with affiliate marketer.
- *Low set up Cost:* Compared to starting a brick and mortar store, affiliate marketer needs very low set up cost. Basic requirements are computer system with internet connection and basic software to run the pc.
- *No License or fees required:* Retailer or distributor needs license to distribute product and has geographical limitations whereas Affiliate marketers need no license and can get customers from any location of the country /world.
- *Vast range of products and services:* There are very few products which are not sold online but most of the products and even services are offered

online. It makes affiliate marketer easy to choose among the products to be offered for sale.

- *No prior sales experienced needed:* To start as an affiliate marketer no prior sales experience is needed some companies provide excellent marketing material using that individual can start a business in few days' time.
- *No sales staff or employees:* For any business major expense is salary of staff and employees, but in affiliate marketing business to large extent single person can handle. When it comes to large projects you can hire specialists in field of computer who work online from their home. You have to pay only for the project work and don't have to worry about employee benefits.
- *No Merchant Accounts needed:* For setting merchant account of any business is time consuming and expensive work, it is more tedious for internet business. When you are affiliate you are not concerned about merchants website and payment gateways or other issues.
- *No Inventory Cost:* As an affiliate you can sell large volume of products without storage concerns even if you are staying in small 1bhk flat or don't have own office.
- *No Order processing:* Affiliates need not to worry about Names, addresses and payments of vendors and other parties
- *No Product shipping:* Affiliates need not look into packaging ,supply,couriers, ship products to customers worldwide.
- *No Customer Service Concerns:* Affiliate even don't need to concern about customer complaints and after sales services.
- *Make money when you rest:* Even when you are resting at night but all over world visit through your website and by products which is not possible in brick and mortar system.
- *World is the market:* Internet has opened world's largest marketplace. You can attract as many consumers to your online store in a day that many small merchants see in his store in a year.

- *Reduced risk:* If product is not being sold take down links and promote another product. There is no long term contracts binding on you to sell the products.
- *High Income Potential:* With you desire, dedication and efforts you can decide your income which is not possible in a job.(Gardner)

Types of Affiliate Marketing Channels:

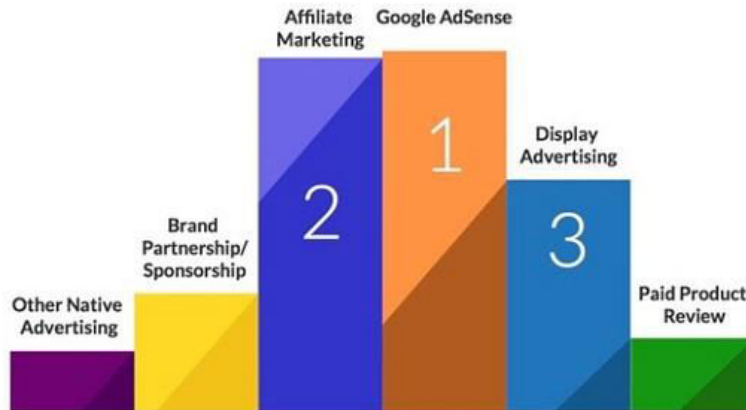
- *Webmasters:* People who build websites and people who own websites are webmasters. There is huge number of webmasters who are expertise, such people need help to promote their product, an individual can partner with such webmasters and decide pay offers. If you sale at large volume you will get good income.
- *Search Affiliates:* Search Engine Optimization, Pay per click, media buying etc. there is group of people spend money to leverage search engines, Facebook advertising, and other paid advertising models in order to generate return on investment.
- *Bloggers:* Popular bloggers are even in affiliate marketing and are compensated what they produce via their blogs. Anything bloggers write tends to rank in search engine, so its good if blogger is willing to promote your company or do product review as an affiliate.
- *Coupon Sites:* Last couple of years people search for coupons ,prior to purchase, you get additional volume from coupon sites . Coupon sites have members base and drive lot of traffic.
- *Review sites:* Affiliate builds a site that review five to six different advertisers in a niche, drive paid search or organic search through those pages feature different reviews. The affiliate would then earn a commission whenever he refers business to anyone of those advertisers.
- *Loyalty portals:* These companies have large membership basis and they are able to expose your advertiser offer to the membership base and there may be a cash back component.

- *Incentive programs:* This is where you are running into volume, but you are also running into possible issues because people taking actions when they are being awarded points can tend to skew down quality of leads certainly and then possibly sales and possibly increase the return rate. Virtual currency is another — it's a quickly growing industry that kind of was born out the social networking thing where people are earning virtual currency and then there is companies who leverage affiliate advertisers to let people redeem their virtual currency and make purchases and save money and so forth. But again, a double edge sword, as you can get good volume, but you can also get some "iffy" sales and some sales that can tend to have a higher return rate.
- *Email Marketing:* Email marketing is been done for years and it has evolved over years. It's all about getting into the inbox. Pick four to five email vendors that can offer on a performance basis, it should be an additional revenue source for you.
- *Partnerships and Business Development:* who in your company is handling business development? Is it someone who is pro-actively reaching out? Is it someone who is going after companies you have to reach out to a lot of possible partnerships in order to get handfuls, but once you have a really good partnership on revenue share, it tends to be a good producer and it tends to last a long time. So always look for partnerships and it kind of falls outside the realm of affiliate marketing. It's one of those things you handle internally with a Business development person, a business development director, that should be a very proactive person who follows up a lot. They can definitely be going out and getting rev share deals for your company.
- *Big web properties:* Big web properties are definitely more receptive to deals and revenue sharing deals than they ever have been and the more inventory they have, the more they need to fill that inventory with something that converts for them to make the money, hence affiliate offers.
- *Traditional Media:* You can use TV, print and radio, you have to propose the deals in the different media outlets and individual stations. We can set up coupon code, a dedicated URL and run campaign on performance basis.

- *Phone Calls:* There are few companies who will do campaign for you, make calls through phone and they do it on per sale basis if it works beneficial for both or you can say thanks for trying. (Evon)

Current Trends in advertisements:

Source : cekiciotokurtarma.com(cekiciotokurtarma.com)



Key factors to become successful affiliate Marketer:

- *Focus on Niche:* Many affiliate marketers try to offer many products, it scatters the focus instead of focusing on specific niche market.

Eg: Wealth and money making, friendship and relations, health and fitness are some profitable niche area.

- *Search Engine Marketing:* Affiliate need to promote his online store. Google Ads or Overture initially may be expensive. Affiliate need to learn how people find your website and help people to locate the website. Hire search engine marketing company to boost your search engine optimization.
- *Know your people, Know your product:* Consumers visit website as an resource, they invest time to read your website to learn about product or services. Content of website

must create credibility which builds trust. Trust is likely give you sale. Knowing sales process and internet marketing will increase your income.

- *Don't rely on one merchant:* If a product is not sold well or merchant creates problem in payment, diversify so that you will not face the effects if anything goes wrong.
- *Seek information and accept changes:* In internet marketing things that work today may not work after three or six months. Follow the market trends and stay on top of trends. Update daily and seek information, knowledge about markets.

Eg: Banner advertisement was one of the popular trend and use to get sales but because of bombarding of large quantity of such banners consumer ignore to click and read such banners so trend has changed.

- *Keep Patience:* Many people give up affiliate marketing too early because they don't see immediate results or income/success. Carefully observe at beginning what works and what fails. Make new experiments, make changes wherever needed and you will start getting more income. Successful Affiliate marketer will not happen immediately within a day or two, it need certain time duration. (Lake, 2018)

Conclusion:

- The concept of Affiliate marketing is discussed in details with Affiliate marketer as an focus of study.
- Flow chart explains the working of Affiliate marketing in a simple manner.
- Payment methods to affiliate marketers are discussed
- Types of Affiliate Marketing channels are broadly explained.
- Current trends of advertising shows affiliate marketing as second rank with Google advt at the top.
- Key factors that impact the success of affiliate marketing are mentioned in detail.

References:

- 1) Retrieved from cekiciotokurtarma.com.
- 2). Retrieved from job2joy.com.
- 3)n Retrieved from trak.in.
- 4) Brad, S. (n.d.). *www.oberlo.com*. Retrieved from <https://www.oberlo.com/blog/how-to-become-an-affiliate-marketer>.
- 5) Enfroy, E. (2019). *bigcommerce.com*. Retrieved from <https://www.bigcommerce.com/blog/affiliate-marketing/#what-is-affiliate-marketing>.
- 6) Evon. (n.d.). *experienceadvertising.com*. Retrieved from <https://experienceadvertising.com/what-are-the-different-types-of-affiliate-marketers/>.
- 7) Gardner, R. (n.d.). *www.cyberindian.com*.
- 8) Hayes, M. (2019, May). *shopify.in blogs*. Retrieved from <https://www.shopify.in/blog/affiliate-marketing>.
- 9) Lake, L. (2018). *www.thebalancesmb.com*. Retrieved from <https://www.thebalancesmb.com/six-strategies-to-becoming-a-successful-affiliate-2294867>.
- 10) Ong, S. Q. (2020). *ahrefs.com*. Retrieved from <https://ahrefs.com/blog/affiliate-marketing/>.
- 11) Roggio, A. (2018, February). *PracticalEcommerce*. Retrieved from www.practicalecommerce.com.
- 12) Suresh V, V. S. (2018). A study on impact of Affiliate marketing in eBusiness for consumers prospective. *IJET*.
- 13) Tiwari, S. (2019). *Blog Affiliate Marketing*. Retrieved from <https://www.digitalvidya.com/blog/how-affiliate-marketing-works/>.
- 14) *www.accelerationpartners.com*. (n.d.). Retrieved from <https://www.accelerationpartners.com/resources/guides/affiliate-marketing-101/>.
- 15) Prabhu, & Satpathy, T (2015). Digital marketing: a phenomenon that rules the modern world. *Reflections Journal of Management*, 8(S4), 278-282.