



## Customers' Perception and Encounters in Social Media Platforms Used for Online Advertising

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### ABSTRACT

This research study aims to investigate customer perceptions and experiences regarding affiliate sellers in social media. With the increasing prevalence of social media platforms as influential marketing channels, understanding how customers perceive and engage with affiliate sellers is crucial for both marketers and influencers. The study employs an online survey method to collect data from fifty five (55) random online shoppers as a diverse sample of social media users. The survey questionnaire comprises structured questions designed to assess customer perceptions and experiences with affiliate sellers, including their trust levels, perceived authenticity, purchase intentions, and satisfaction with recommended products. Additionally, demographic information is collected to analyze any potential variations in customer perceptions based on factors such as age, gender, and social media usage patterns. By understanding customer perceptions and experiences on affiliate sellers, marketers can enhance their understanding of consumer behavior in the context of social media marketing and optimize their affiliate marketing strategies accordingly. These insights can help marketers improve the effectiveness of their campaigns, build stronger relationships with customers, and drive higher levels of customer engagement and satisfaction. In conclusion, this quantitative research study provides valuable insights into customer perceptions and experiences regarding affiliate sellers in social media. The findings offer practical implications for marketers and influencers seeking to maximize the impact of their affiliate marketing efforts in the ever-evolving landscape of social media platforms

## **INTRODUCTION**

Social media platforms, such as Instagram, Facebook, and Twitter, have revolutionized the way businesses connect with their target audience. In this digital age, affiliate marketing has emerged as a powerful strategy within the social media landscape. By leveraging the influence and reach of individuals known as affiliate sellers, businesses can effectively promote their products and services to a vast online community. However, understanding customer perceptions and experiences regarding affiliate sellers in social media is essential for businesses and marketers seeking to maximize the potential of this marketing approach.

Despite the significant growth and popularity of affiliate marketing in social media, there is a lack of research focused on customer perceptions and experiences related to this marketing strategy. Understanding how customers perceive and interact with affiliate sellers is vital for optimizing the effectiveness and credibility of affiliate marketing efforts. Factors such as customer trust, satisfaction, and purchase decisions significantly influence the success of affiliate marketing campaigns. Moreover, questions surrounding transparency and disclosure practices employed by affiliate sellers, as well as their alignment with customer preferences, demand closer examination. By exploring the impact of these factors on customer satisfaction, trust, and purchase decisions, valuable insights can be gained to enhance the overall effectiveness and ethical considerations of affiliate marketing in social media.

Therefore, this study aims to bridge the existing research gap by exploring customers' perceptions and experiences of affiliate sellers in the context of online shopping. By examining the factors influencing customer trust, credibility, and satisfaction, as well as the role of transparency and alignment with customer preferences, this research seeks to provide valuable insights for both marketers and customers. The findings of this study have broad implications for affiliate marketing strategies, customer relationship management, and online retailing practices. Ultimately, a deeper understanding of customer perspectives on affiliate sellers will contribute to the development of more ethical and customer-centric marketing approaches in the dynamic digital era.

Affiliate marketing is expected to reach \$6.8 billion by 2019, according to a report by Awin titled "Affiliate Marketing: The Ultimate Guide 2019." This expansion is a result of a change in consumer behavior, whereby more consumers now rely on internet evaluations and referrals from sources they know and trust before making a purchase. Social media affiliate marketing entails collaborating with online influencers who have a sizable following and who support the good or service being promoted. The influencer uses a specific referral link along with a variety of content types, including photographs, videos, and tales, to market the product to their audience. The influencer then receives a cut of any sales generated by their referral link. Affiliate marketing does, however, have some potential risks.

Influencers must be open and honest when promoting products, and they must acknowledge that they might be compensated for any subsequent purchases. Failure to comply with this could result in legal repercussions and damage the influencer's reputation. Consumers may also lose trust in influencers they once regarded favorably if they think the advertisements lack transparency or authenticity.

This research aims to collect data on customer perceptions and experiences of affiliate sellers, their levels of trust and satisfaction, and the factors influencing their purchase decisions. The findings will contribute to improving the effectiveness and credibility of affiliate marketing practices in the online shopping. Specifically, this study sought answers to the the Current level of agreement and disagreement of online shoppers on affiliate sellers performance on promoting products in social media. The levels of trust among online shoppers when purchasing items promoted by affiliate sellers.

This study focuses on customer perceptions and experiences with affiliate sellers in social media platforms, examining attitudes towards affiliate marketing strategies and the impact of social media. The scope includes platforms like Facebook, Instagram, YouTube, or Twitter, utilizing surveys, interviews, and user-generated content analysis. Limitations include potential generalization issues due to the specific sample and platforms studied, self-reporting bias, limited sample representational, contextual factors, and ethical considerations such as privacy and compliance.

Awareness of these limitations ensures appropriate interpretation of findings and guides future research in understanding customer experiences in social media affiliate marketin

## **LITERATURE REVIEW**

This chapter gives a comprehensive assessment of relevant local and worldwide literature and studies on the research topic. The researchers intend to augment current knowledge and obtain fresh insights into the customers perception on affiliate sellers on social media by critically evaluating numerous sources, with a specific focus on random online shoppers on social media.

According to a study conducted by Awin (2019), 'Affiliate Marketing: The Ultimate Guide 2019', affiliate marketing is projected to grow to \$6.8 billion. This growth is attributed to the shift in consumer behavior where people increasingly rely on online reviews and recommendations from people they trust before making a purchase. Affiliate marketing in social media involves partnering with social media influencers who have a large following that aligns with the product or service being marketed. The influencer promotes the product to their audience through various types of content such as photos, videos, and stories with a unique referral link. The influencer then earns a commission on any sales made through that referral link. However, there are also potential risks associated with affiliate marketing. The promotion of products by influencers must be transparent, and they must disclose that they may receive a commission for any resulting sales. Failure to do so can lead to legal consequences and harm the influencer's reputation. Additionally, consumers may become wary of

influencers they once trusted if they feel that the promotions are inauthentic or lack transparency.

According to Mangold and Faulds (2009), "Social Media: The New Hybrid Element of the Promotion Mix.", social media enables firms to communicate with their customers and allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011) Kaplan & Haenlein, 2010), 'Users of the World, Unite! The Challenges and Opportunities of Social Media'. The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be very limited understanding of what the term "Social Media" exactly means; this article intends to provide some clarification. We begin by describing the concept of Social Media, and discuss how it differs from related concepts such as Web 2.0 and User Generated Content. Based on this definition, we then provide a classification of Social Media which groups applications currently subsumed under the generalized term into more specific categories by characteristic: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, we present 10 pieces of advice for companies which decide to utilize Social Media. The study conducted by, Dwivedi, Yogesh K.; Rana, Nripendra P.; Alryalat, Mohammad Abdalla Ali (2017), 'Affiliate marketing: An overview and analysis of emerging literature', Affiliate marketing is a prominent, contemporary type of performance-based internet marketing whereby a firm reimburses affiliates for each customer referred through the affiliate's marketing effort. This paper aims to review all existing studies on affiliate marketing (i.e., web-based affiliate marketing) to understand the overall development in this area of research. The search results on affiliate marketing and related terminologies found a total of eighteen studies on this topic. The review clearly indicates the lack of research effort in this area. In addition to exploring the key findings of eighteen studies on affiliate marketing, this research reviewed these studies to analyse their keywords, benefits, methodologies, limitations and future research directions, critical success factors, and recommendations. The findings clearly indicate that there has not been any literature review undertaken on this topic. The study also provides its research contribution and limitations and future research directions based on this review. Affiliate marketing is a form of performance-based internet marketing, according to Dwivedi, Rana, and Alryalat (2017). Performance-based internet marketing often reflects the amounts of income (for the business) and commissions generated (for the affiliate marketer).

## METHODOLOGY

This chapter discusses the researcher's design, demographic and sampling design, setting, research instrument, data gathering techniques, and statistical treatment. This study will employ a descriptive research design. The descriptive approach is used to describe the characteristics of a population or phenomenon under study. The method is used to compute frequencies, averages, and other statistical information. The descriptive method is used to collect limited data from a large number of cases. The goal is to gather information about Customers Perception and Experiences on Affiliate Sellers on Social Medias, average value do customers spending. "Understanding Customers Perception and Experiences on Affiliate Sellers on Social Medias" will be a survey. This will involve the distribution of questionnaires to the random online shoppers on social medias. The survey will be performed in two stages. In the first phase, a pilot test will be done to assess the survey instrument's reliability and validity. The second phase will involve actual data collection from random online shoppers on social medias. The survey will use a structured questionnaire consisting of closed-ended questions to gather data on the current practices, challenges, and potential opportunities in improving the performance and sales of the affiliate sellers based on the customers responses.

The online questionnaire will include the following topics: Social media platforms , Range of being online shoppers, Value spend monthly, Level of agreement and disagreement about affiliate sellers, Frequency level of customer orders. The study was conducted on the online platform (Google Forms).The study focused on a specific Community called "Online shoppers".

The online community consisted of individual from Philippines .Random (55) respondents were recruited through convenience sampling method such as social media posts within the online shoppers availability. Participants provided informed consent by clicking the google form link. The consent form outlined the study's purpose, procedures potential risks and benefits, confidentiality measures, and respondent's rights. Data were collected using a survey method such as online surveys. Participants accessed and completed the Google survey form anonymously. The data collection process ensured the confidentiality and privacy of respondent's information. Ethical considerations were addressed by informed consent such as anonymized respondent's profile, storing data securely,or obtaining institutional review board (IRB) approval if applicable.Respondents anonymity and confidentiality were maintained throughout the study. The respondents of the study were 55 random online shoppers from social medias who were purchasing products on affiliate sellers . All of the respondents were considered for the intention of the study and to be utilized.

Table 1. Online Shoppers Respondents

Online Shoppers	
Online	No of respondent
<b>Google Forms</b>	<b>55</b>
<b>Total</b>	<b>55</b>

**Research Instrument**

In this study, an online survey questionnaire was used to obtain data on the current use of understanding customers perception, as well as the degree of the market literacy among online shoppers and the problems they face in accessing markets. Part I of the questionnaire will focus on the respondents' demographic information, such as, age, gender and years of being a buyer of products on affiliate sellers . Part II will comprise questions about the effectiveness on affiliate selling on social medias, influence of affiliate sellers on customers purchasing decision, how effectively communicate the benefits of the promoted products, how the sellers provide valuable impact with the promoted products and how satisfied the online shoppers with the products offered by the affiliate sellers . Part II questions will be built on a nominal scale, allowing respondents to express their level of agreement or disagreement on a point scale ranging from 1 to 5, with 5 signifying "strongly agree" and 1 representing "strongly disagree. Part III will comprise questions about how frequently the online shoppers purchased products, how often the online shoppers browse on social medias for potential purchases, how often does the online shoppers purchased on affiliate sellers for home decoration, how often does the online shoppers purchased on affiliate sellers for beauty products and how often did the online shoppers leave a positive comment on a product they purchased on affiliate sellers. Part II questions will be built on a nominal scale, allowing respondents to express their level of agreement or disagreement on a point scale ranging from 1 to 5, with 5 signifying "often" and 1 representing "never".

Table 2. Descriptive Scale

Numerical Scale	Description	Point scale
5	Strongly Agree	4.21 - 5.00
4	Moderately Agree	3.41 - 4.20
3	Agree	2.61 - 3.40
2	Slightly Disagree	1.81 - 2.60
1	Strongly Disagree	1.0 - 1.80

Table 3. Descriptive Scale

Numerical Scale	Description	Point scale
5	Often	4.21 - 5.00
4	Always	3.41 - 4.20
3	Sometimes	2.61 - 3.40
2	Rarely	1.81 - 2.60
1	Never	1.0 - 1.80

Descriptive statistics will be used to treat the data gathered. The data collected from the online survey questionnaires was evaluated using simple descriptive statistics such as weighted mean and ranking. Tables and descriptions were used to present the study's findings. The following statistical tools were used in interpreting the data gathered from the respondent Weighted Mean. This method was used in this study to assess the affiliate sellers to have a ratings from the online shoppers resulting to understand the customers perceptions to the affiliate market, Sales increased possibilities, Affiliate performance improvement' awareness/knowledge of affiliate sellers in online shoppers responses, the findings aim to improve Affiliate sellers performance, Sales on the affiliate market. Ranking. This was used to rank the respondents' perceptions in relation to its indicators.

## RESULT AND DISCUSSION

This chapter presents the results and discussions of the data. The interpretation, data analysis, supports and evidence will be presented in this chapter.

1. What is the Current level of agreement and disagreement of online shoppers on affiliate sellers performance on promoting products in social medias. Table 4. shows the mean perception of the respondents on addresses the level of agreement and disagreement on affiliate sellers performance in promoting products in social medias. The first rank item no. 1 which indicates that the affiliate selling on social media is effective, received a mean score of 4.49, indicating a strong agreement. This implies that the respondents strongly believe that affiliate selling on social media is an effective strategy. On the other hand item 2 obtained the lowest rank mean score of 4.27, showing strong agreement. This implies that the respondents strongly agree that affiliate sellers have a positive impact on their purchasing decisions. The overall weighted mean score for the affiliate selling-related questions was 4.37, indicating a strong agreement. This implies that the respondents strongly agree that affiliate selling on social media is effective and has positively influenced their purchasing decisions. This parallel study would focus on understanding how consumers perceive and experience influencer marketing campaigns on e-commerce platforms

Table 4. Level of Agreement and Disagreement on Performance of Affiliate Sellers

<b>Item</b>	<b>Weighted Mean</b>	<b>Rank</b>	<b>Description</b>
1. To what extent do you agree or disagree that the affiliate selling on social media Is effective?.	4.49	1	Strongly Agree
2. To what extent do you agree or disagree that the affiliate sellers have positively influenced your purchasing decisions?	1.27	5	Strongly Agree
3. To what extent do you agree or disagree that the affiliate sellers effectively communicate the benefits and features of the promoted products?	4.40	2	Strongly Agree
4. To what extent do you agree or disagree that the affiliate sellers provide valuable insights and experiences with the promoted products?	4.33	4	Strongly Agree
5. To what extent do you agree or disagree how satisfied are you with the products offered by the affiliate sellers?	4.35	3	Strongly Agree
<b>Overall Weighted Mean</b>	<b>4.17</b>		<b>Strongly Agree</b>

1. What are the Levels of Trust Among Online Shoppers When Purchasing Items Promoted by Affiliate Sellers?

Table 5. shows the mean perception of the respondents on addresses the level of agreement and disagreement on affiliate sellers performance in promoting products in social medias. Item no. 1 indicate that the respondents have a positive perception of affiliate selling on social media. Regarding the frequency of purchasing products from affiliate sellers, the item received a mean score of 4.24, indicating a signifying agreement. This suggests that the respondents frequently purchase products from affiliate sellers. When asked about leaving positive reviews for online purchases, the item 5 obtained the lowest mean score of 4.05, strong agreement. This implies that while the respondents agree to some extent, they may not always leave positive reviews for products they purchase online.

Overall, the weighted mean score for the affiliate selling-related questions was 4.17, indicating agreement. This suggests that the respondents generally agree that affiliate selling on social media is effective, although there may be some variations in their level of engagement and behavior.

## 2. What are the Levels of Trust Among Online Shoppers When Purchasing Items Promoted by Affiliate Sellers?

Table 5. shows the mean perception of the respondents on addresses the level of agreement and disagreement on affiliate sellers performance in promoting products in social medias. Item no. 1 indicate that the respondents have a positive perception of affiliate selling on social media. Regarding the frequency of purchasing products from affiliate sellers, the item received a mean score of 4.24, indicating a signifying agreement. This suggests that the respondents frequently purchase products from affiliate sellers.n When asked about leaving positive reviews for online purchases, the item 5 obtained the lowest mean score of 4.05, strong agreement. This implies that while the respondents agree to some extent, they may not always leave positive reviews for products they purchase online. Overall, the weighted mean score for the affiliate selling-related questions was 4.17, indicating agreement. This suggests that the respondents generally agree that affiliate selling on social media is effective, although there may be some variations in their level of engagement and behavi.

Table 5. Frequency Level of Purchased by Online Shoppers to the Products Promoted by the Affiliate Sellers

<b>Item</b>	<b>Weighted Mean</b>	<b>Rank</b>	<b>Description</b>
1. How frequently do you purchased product on affiliate sellers?.	4.24	1	Often
2.How often do you browse on social medias for potential purchases on affiliate sellers?	4.15	4	Always
3. How frequently do you shop on affiliate sellers for home decor or furniture?	4.18	3	Always
4. How often do you show on affiliate sellers for beauty products?	4.22	2	Often
5. How frequently do you leave a positive review for a product you purchase on affiliate sellers?	4.05	5	Always
<b>Overall Weighted Mean</b>	<b>4.17</b>		<b>Always</b>

This chapter presents the summary of findings, conclusions, and recommendations based on the results of data gathered, tabulated, analyzed, and interpreted.

Based on the results from the data gathered, the following findings were drawn:

1. What is the Current level of agreement and disagreement of online shoppers on affiliate sellers performance on promoting products in social medias.

The first-ranked item obtained a mean score of 4.49, indicating a strong agreement. Similarly, item 2, which was ranked last, received a mean score of 4.27, also signifying strong agreement. The overall mean score was 4.37, suggesting a strong agreement. These findings imply that the respondents strongly agree that affiliate selling on social media is effective and has a positive influence on their purchasing decisions.

2. What are the levels of trust among online shoppers when purchasing items promoted by affiliate sellers?

The first-ranked item obtained a mean score of 4.24, indicating strong agreement among the respondents. Conversely, item 5, which was ranked last, received a mean score of 4.05, signifying agreement. Overall, the weighted mean score for the affiliate selling-related questions was 4.17, indicating agreement. This suggests that the respondents generally agree that affiliate selling on social media is effective, although there may be some variations in their levels of engagement and behavior.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the study findings, the following conclusions have been drawn The current performance level of affiliate sellers in social media was improving through the help of customers perceptions and the best practices were applied. The levels of trust among online shoppers when purchasing items promoted by affiliate sellers vary. Some shoppers may have a high level of trust, while others may have reservations or lower levels of trust. This discrepancy can be attributed to various factors such as previous experiences, credibility of affiliate sellers, transparency in product promotion, and overall reputation of the online platform.

### **Recommendations**

The following recommendations are made for consideration based on the insights gained and conclusions reached. The best practices to applied is to have a good focus in terms of marketing the product which is promoting by the product to the main target online shoppers to have a better sales and good settlement of market though the affiliate sellers and online shoppers. Online shoppers can make more informed decisions and mitigate trust-related challenges when purchasing items promoted by affiliate sellers.

### **FURTHER STUDY**

This research still has limitations, so it is necessary to carry out further research related to the topic Customers' Perception and Encounters in Social Media Platforms Used for Online Advertising in order to perfect this research and increase insight for readers.

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