

Affiliate Marketing and Buying Behaviour of Products Online Among Students of Faculty of Management Sciences, Akwa Ibom State University, Nigeria

Okokon B. Attih

Department of Marketing, Faculty of Management Sciences, Akwa Ibom State University, P.M.B. 1167, Uyo, Nigeria

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*Corresponding Author: Okokon B. Attih

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Abstract

Original Research Article

This study examine the effect of affiliate marketing on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University, Nigeria. The cross-sectional survey research design was used to obtain the primary data for the study. The target population of this study comprised all the undergraduate students in the Faculty of Management Sciences, Akwa Ibom State University, who were familiar with affiliate marketing and actively purchased product online. The sample size of 500 undergraduate students in the Faculty of Management Sciences, Akwa Ibom State University, was selected using a stratified and purposive sampling techniques based on the academic faculties. Hypotheses were tested using simple linear regression model at 0.05 level of significance with $p < 0.05$ indicating statistical significance. Data analyses were enhanced using Statistical Package for Social Sciences (SPSS) version 23. The simple linear regression results revealed that there is a positive significant effect of affiliate marketing-trust, media exposure, and social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University. It was concluded that affiliate marketing plays a crucial role in shaping and influencing consumer buying behaviour. Based on the findings, it was recommended among others that the business operators should build trust through consistent communication of up to date relevant information online about their products to enhance engagement of actual and potential customers.

Keywords: Affiliate marketing, Trust, Media exposure, Social influence, Consumer buying Behaviour.

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1. INTRODUCTION

In today digital era, affiliate marketing has become increasingly popular and important marketing strategy for business to promote products and services online. The practice of buying and selling products through social media platforms such as Instagram, X, Facebook and Youtube, etc has become an imperative part of

businesses marketing strategies. Affiliate marketing is the marketing strategy of promoting, selling and offering products or services through individuals or organizations known as affiliates who earn commission for each sale through their advertisements in the social media platforms. Dung and Yan (2024) described affiliate marketing as involves working together with people referred to

affiliate, who sell a firm's products or services in exchange for commission for each product or service that is purchased as a result of their efforts through advertising. Affiliate marketing is not only assists in increasing awareness of a business's product or service, reach a larger audience, but also influences purchasing behaviour by initiating interaction and impacting customer's behaviour through the network of affiliate partners.

Amazon was one of the first companies to pioneer the concept of affiliate marketing in 1966 by compensating websites for directing potential customers to their platform. Ambika and Bharathi (2023) asserted that among the various digital promotional tools available, affiliate marketing has emerged as a highly effective tool for generating leads (potential customers). In affiliate marketing, there are key participants or parties that work together to make the system work. These include the merchant (the company offering the products), the affiliate marketer (the person or business promoting and selling the products), the customer, and the affiliate programme that tracks the transactions (Notarte et al., 2025). Affiliate marketing has proven to be particularly effective marketing strategy for influencing online purchasing behaviour among Generation Z consumers, particularly University students who frequently obtain product information through social media, online reviews in products and decision making affiliate linked promotions (Jeerapong & Ru-Zhue, 2025). According to Mulla (2022), when a product or service is recommended by credible and trustworthy affiliate, consumers are more inclined to see it as a reliable option. The use of celebrity endorser fosters trust and credibility.

This study focused on three proxies of affiliate marketing such as trust, media exposure, and social influence. Trust has emerged as an important factor in the online buying decision of the consumer. It is of great concern in any business transaction whether online or offline. Nwannebueze and Igwe (2021) described trust as the reliance on the belief that a trusted party will perform as expected to the benefit of the trusting party without the latter having control over the action of the trustee. The concept of media exposure plays an important role in

influencing individual purchasing decision making. Individuals tend to seek for information that reinforces their attitudes towards making purchase decisions. Social influence also plays an important role in shaping consumer behaviour. It shapes individual's actions and decision making. Despite the importance and widespread adoption of affiliate marketing by businesses to enhance productivity, increase marketing share, and revenue, there are challenges of lack of trust, limited media exposure and lack of positive social influence among the business affiliates, and consumers. However, this study seeks to examine the effect of affiliate marketing namely, trust media exposure and, social influence on buying behaviour of online shopping among students of Faculty of Management Sciences, Akwa Ibom State University, Nigeria.

1.2 Objectives of the study

The main aim of this study was to examine the effect of affiliate marketing on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University, Nigeria. The specific objectives were:

1. To examine the effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.
2. To ascertain the effect of media exposure on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.
3. To determine the effect of social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

1.3 Research Hypotheses

Based on the objective of the study, the following null hypotheses were formulated:

H₀₁: There is no significant effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

H₀₂: There is no significant effect of media exposure on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

H₀₃: There is no significant effect of social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

2. LITERATURE REVIEW

2.1 Affiliate Marketing

Affiliate marketing involves partnership with individuals or organizations known as affiliates who promote a company's products or services and earn a commission for each successful referral or sale they generate (Mulla, 2022). One of the key effects of affiliate marketing on consumer behaviour is the ability to reach a larger audience. By partnering with affiliates, businesses can expose their products or services to much larger and different customers. According to Jeerapong and Ru-Zhue (2025), affiliate marketing involves third party individuals or companies promoting products through social media and earning commission from sales generated via their referrals links. It is an internet based and e-commerce marketing in which third parties is responsible for assisting in closing sales in exchange for commission-based compensation. Mazurek and Kucia (2011) asserted that these third parties are not limited to legal entities, but may also include individual customers who can influence others to purchase product from an organization.

Affiliate marketing strategies involve the promotion of product through affiliate partners, allowing consumers to purchase advertised products by clicking on affiliate links (Lawati & Prehanto, 2023). It is a performance-based marketing strategy where advertisers offer payment in exchange for quantifiable results (Doomra & Rajni, 2024). Affiliate marketing is described as when people or businesses promote and sell products or services from another company and earn commission for each sale. According to Ranjitha and Karthik (2025), affiliate marketing is a type of online marketing

technique where affiliates (publishers) promotes a business products or services through advertisement on their web or social media and that leads to business rewards to the affiliate with commission each time sale is generated. Dung and Yan (2024) opined that affiliate marketing entails collaborating with people or groups referred to as affiliate, who market a business goods or services in exchange for compensation for each item or service that is purchased as a result of their advertising. It is a form of online business in which a third party (the affiliate) is awarded for every customer it provides with the help of hyperlinks on the website. Affiliate marketing functions as a brand evangelist for an internet firm by increasing client visibility through revenue generation (Puri & Bhatia, 2023).

2.2 Proxies of Affiliate Marketing

2.2.1 Trust: Trust is seen as the reliance on the belief that a trusted party will perform as expected to the benefit of the trusting party without the later having control over the action of trustee (Nwannebueze and Igwe, 2021). Trust emerges as an important factor in the online buying decision of the consumer. It plays a crucial role in consumer decision-making processes, directly affecting their purchase intentions and behaviour. Gilbert (2018) described trust as the consumer belief that parties involved in business transaction will fulfill their obligations, an expectation of transaction that motivate the consumer to execute the order. According to Abdulgani and Suhaimi (2014), trust is a willingness to depend on or expose oneself to another individual or party when expected outcomes are controllable. Consumer trust refers to the belief in reliability, honesty and competence of a brand, business or product. It encompasses not only confidence in product quality, but also trust in services provided by the business, the company's reputation, and the brand's long-term commitments (Liu and Ali, 2024). Trust is existing when one party relies on other party to engage in business transaction with the hope that all obligations require will be fulfilled by the person or business involved.

2.2.2 Media Exposure: Media exposure is the

extent to which audience members have encountered specific messages or classes of messages/media content (Slater, 2004). Media exposure reflects the concept of selective information processing, a psychological mechanism that plays a crucial role in individual decision making within society (Jeerapong & Ru-Zhuc, 2025). Prasit (2020) established that people tend to seek information that reinforces their beliefs or attitudes while avoiding content that may cause discomfort of cognitive dissonance, thereby influencing their misunderstanding of news and everything decision making. In the context of affiliate marketing strategies, effective marketing communication involves developing engaging messages or content and selecting media channels that align with target audience (Candara 2024).

2.2.3 Social Influence: Social influence is the actions or opinions shaped by social interactions that lead to a conformity and influence decision making (Vongveevit, 2023). Social influence plays an important role in shaping consumer behaviour. It fosters societal interactions and relationships that shape an individual's focuses, actions and decision making. Social influence can take place through community cooperation, conforming, etc. According to Jeerapong and Ru-Zhuc (2025), the rise of social media has given birth to influencers, individuals who leverage their social and cultural capital to check on digital platforms to shape public opinion and purchasing decision. Gass and Selter (2022) asserted that influencers often use their credibility and expertise in specific fields to affect their followers' choices particularly in purchasing decisions and brand endorsements through social media interactions. The integration of affiliate marketing and influencer marketing enhance product and service credibility and trust (Piliana and Maradona, 2024).

2.3 Consumer Buying Behaviour

Consumer buying behaviour is the behaviour exhibited by consumer to search, buy and use goods and services to satisfy his or her needs and wants. The buying behaviours of consumer vary

according to the nature of the product (Attih, 2021). According to Joham et al., (2023), consumer buying behaviour is the behaviours, attitudes, and processes that consumers go through when making decision about purchases. It includes preferences, driving forces, perceptions, attitudes, social pressures and economic conditions. Deliya and Parma (2012) described consumer buying behaviour as the process by which individuals search for, select, purchase and dispose of goods and services in satisfaction of their needs and wants. White (2015) defined consumer buying behaviour as the decision process as well as actions the consumer takes in buying and using products. Social media marketing shapes consumer buying behaviour by influencing attitudes, motivations, and decision-making (Udoka & Attih, 2026).

2.4 Review of empirical studies

Ikechi and Udo-Orji (2026) examined the effect of leveraging affiliate marketing strategies on customer patronage in Nigeria. The descriptive survey research design was employed in the study. The sample size of 246 respondents was selected using a convenience sampling technique. Data were analyzed using descriptive statistical tools. The research hypotheses were tested using multiple regression analysis. The findings revealed that all five (5) predictors (product innovation, communication, content marketing, internet security, and timely delivery) have a significant positive effect on customer loyalty. This study concluded that affiliate marketing strategies significantly influence customer patronage. By leveraging key elements such as product innovation, communication, content marketing, internet security, and timely delivery, businesses can enhance customer engagement and drive loyalty.

Jeerapong and Ru-Zhuc (2025) examined affiliate marketing that affecting decision process and consumer behaviour in online shopping: A case study of undergraduate students in Thailand. The descriptive research design was used and the primary data were collected through a structured online questionnaire administered to the respondents. The sample size consisted of 400 undergraduate

students was selected using stratified sampling based on academic faculties. Data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation, along with inferential statistical methods such as t-tests, one way ANOVA, Pearson correlation coefficient analysis, and chi-square tests to examine the relationships between variables. The findings revealed that differences in demographic factors influenced students' perceptions of affiliate marketing strategies, perceptions of affiliate marketing strategies were associated with students' online purchasing decision-making processes, and purchasing decision-making processes were linked to online purchasing behaviour. It was concluded that affiliate marketing strategies play a crucial role in enhancing and influencing the consumer purchasing behaviour.

Keerthan, Jinesh and Umamaheshwari (2025) studied the impact of affiliate marketing on customer loyalty. The quantitative research design, descriptive research methodology and explanatory research methodology were used in the study. The sample size consisted of 100 respondents selected using a convenience and random sampling techniques. Data collected were analyzed using descriptive statistics such as mean, median, and standard deviation. The results show that successful affiliate marketing not only raises brand awareness but also encourages consumer interaction and trust, which greatly boosts customer loyalty. It was concluded that affiliate marketing plays a vital role in influencing customer loyalty.

Notarte et al. (2025) investigated the affiliate marketing strategies towards customer engagement and sales conversion of apparel product among working class millennial. The descriptive research approach was used in the study. It was used to describe the demographic profile of the respondents. The sample size consisted of 150 participants who were familiar with affiliate marketing and actively purchased apparel product online. The non-probability sampling methods, including purposive, and convenience sampling techniques were used in the study. Data obtained for the study were analyzed using statistical tools such as frequency counts, mean, and standard deviation to describe

the participants' demographic profiles. Hypotheses were tested using descriptive correlation. The results revealed that affiliate marketing significantly enhanced customer engagement with social media interactions and influencer promotion fostering strong connections between consumers and brands. It was concluded that affiliate marketing strategies successfully convert customer interest into purchases, increasing both immediate and repeat transactions through trusted recommendations and clear calls to action.

Ranjtha and Karthik (2025) examined the impact of affiliate marketing towards buying behaviour of e-business with special reference Coimbatore city, India. The descriptive survey research design was employed in the study. The sample size of 109 respondents was selected using a non-probability sampling technique. Data were analyzed using descriptive statistical tools of frequency and percentage. The research hypotheses were tested using Pearson correlation. The findings revealed a significant correlation between affiliate marketing strategies and consumer purchasing decisions, highlighting trust, perceived value and convenience as key influencing factors. It was concluded that affiliate marketing strategies play a crucial role in influencing consumer behaviour.

Saka, Giannakopoulos and Trivella (2024) explored affiliate marketing's impact on customers' brand engagement and vulnerability in the online banking service sector. The survey research design was used in the study. The sample size consisted of 47 vulnerable website customers' selected using non-probability sampling technique. Data collected were analyzed using descriptive statistics. The hypotheses formulated were tested using inferential statistics of linear regression analysis followed by hybrid modeling (agent based and dynamic model). Throughout the stimulation results of the study it becomes clear that a higher number of back links and referrals domains tend to increase centralized payment network (CPN) firms' brand-engaged and vulnerable customers. It was concluded that affiliate marketing plays a vital role in shaping and influencing customer loyalty.

Dung and Yan (2024) researched on the purchase intention through Tiktok affiliate marketing of Vietnamese youth. The survey research design was used in the study. The sample size consisted of 252 respondents who had experienced purchasing through Tiktok affiliate marketing. The hypotheses stated were tested using SMARTPLS programme. Analysis results revealed that explanatory variables impacting Vietnam's youth's motivation using Tiktok affiliate marketing. It was concluded that there is direct relationship between the explanatory variables and the response variable.

Doomra and Rajni (2024) studied consumer behaviour through affiliated marketing exploration in Mandi Gobindgarh, Punjab. In the study, quantitative and qualitative techniques were used. The sample size consisted of 600 online consumers was selected using a non-probability sampling method. Data obtained for the study were analyzed using a range of statistical tools and techniques, including factor analysis, analysis of variance (ANOVA), multiple regression analysis (MRA), and t-test among other tests. The results revealed significant relationship between affiliate marketing and consumer behaviour. It was concluded that affiliate marketing plays an important role in shaping consumers buying behaviours of products.

Abbas, Ibrahim, Hasanuddin, Fitri & Umar (2023) studied the effect of affiliate programmes and consumer behaviour on profit margins: The mediating role of customer acquisition cost (CAC) and customer loyalty. This research adopted a comprehensive approach, reviewing current literature on affiliate programmes and online businesses. The sample size consisted of 200 respondents selected using a random sampling technique. Data collected were analyzed using descriptive statistics such as mean, and standard deviation. The hypotheses formulated were tested using SMART-PLS. The findings of this research revealed that implementing affiliate programmes can result in higher acquisition costs due to commissions paid to affiliate partners. However, effective affiliate programmes can create customer attachment, leading to increased customer retention and maximizing customer lifetime value. It was

concluded that affiliate programme contribute to overall business profitability by increasing sales volume, broadening the customer base, and generating revenue.

Mulla (2022) examined the impact of affiliate marketing in e-business on consumer buying behaviour in Pune city, Maharashtra, India. The survey research design was used in the study. The sample size consisted of 168 respondents selected using a random sampling technique. Data collected were analyzed using descriptive statistics such as mean, and standard deviation. The hypotheses formulated were tested using inferential statistics, including regression analysis, and t-tests. The results of analysis revealed significant relationship, indicating that affiliate marketing strongly influences consumers' purchase decisions. It was concluded that affiliate marketing plays a vital role in shaping consumers perception of products.

2.5 Theoretical Framework

Technology Acceptance Theory (TAM) was considered appropriate theory for this study. Technology acceptance theory was developed by Davis in 1989. It explains an affiliate marketer's intention to use specific technologies such as online marketing. Technology acceptance theory is a popular framework that suggests that the adoption of new technology is significantly driven by two determinants which are perceived usefulness and perceived ease of use (Davis, 1989). Perceived usefulness is described as the potential of the latest technology to help users perform and complete tasks efficiently and effectively. On the other hand, perceived ease of use refers to the function of the new technology, whereby the users can use it to carry out tasks. Technology acceptance theory was used in this study because of perceived usefulness (how well the affiliate marketing programme generates revenue income) which is very crucial in the affiliate online marketing.

3. METHODOLOGY

Research methodology focuses on the methods and procedures for collecting and analyzing data for the study (Attih, 2024). The cross-sectional

survey research design was used to obtain primary data. This research design was used because it helps the researcher to collect first-hand information from the respondents using a structured questionnaire. The target population of the study comprised all the undergraduate students in the Faculty of Management Sciences, Akwa Ibom State University who were familiar with affiliate marketing and actively purchased products online. The sample size of 500 undergraduate students in the Faculty of Management Sciences, Akwa Ibom State University, Nigeria, was selected using stratified and purposive sampling techniques based on five (5) academic faculties. The research instrument (questionnaire) was structured based on a Likert

scaling method ranging from strongly agree to strongly disagree. Hypotheses were tested using simple linear regression model at 0.05 level of significance with $p < 0.05$ indicating statistical significance. Data analyses were enhanced using the Statistical Package for Social Science (SPSS version 23).

4. DISCUSSION OF RESULTS

4.1 Test of Hypothesis One

H₀₁: There is no significant effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

Table 4.1: Simple linear regression results showing the effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University

Variables	Parameters	Coefficient	Std error	T-cal. Value
Constant	β_0	1.842	0.250	7.364***
Trust(X_1)	β_1	0.710	0.048	13.761***
R-Square (R^2)		0.468		
Adjusted R – Square (R^2)		0.457		
F – Statistics		218.178		
F – Probability		0.000		
Durbin-Watson Stat.		1.971		

Note: If calculated value > tabular value, reject null hypothesis and accept the alternative hypothesis. Otherwise accept the null hypothesis. (** = 5%) denotes significance of coefficient; t-tab value = 1.978, df = 235, Dependent Variable: buying behaviour, Predictors: (Constant), trust

Source: Field Survey, 2026 (Version 23 of SPSS computation)

Table 4.1 shows a result of simple linear regression analysis on the effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University. The result revealed that the coefficient of trust (X_1) was statistically significant and positively related to buying behaviour of products online among students at 1 percent probability level. This implies that unit increase in trust lead to 0.710-unit increase in buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University. As reflected in the

result, trust has a t-calculated value of 13.761 which is greater than 1.92 tabulated values at 0.05 degree of freedom. Since the t-calculated value is greater than t-tabulated value in absolute terms, the null hypothesis was rejected in favour of alternative hypothesis, which states that there is significant effect of trust on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

The coefficient of multiple determination (R^2) was 0.468, which implies that 46.8% changes in the dependent variable was explained by changes

in the independent variable, while 53.2% was unexplained by stochastic terms in the model. Therefore, the independent variable trust can only explain 46.8% of changes in buying behaviour of products online, leaving 53.2% unexplained. The R^2 adjusted was 45.7% indicating a goodness of fit of the regression model adopted in this study which is statistically significant at 5% probability level. The Durbin-Watson statistical value of 1.971 was observed which falls within 1.8 to 2.5. This implies that there is no evidence of autocorrelation in the data analysis. More so, the f-statistical (calculated) value of 223.178 was observed in the analysis which is greater than 1.971 t- table value; and f-probability value of 0.040 was observed from the analysis which is less than 0.05 (95% of

freedom), indicating that estimated regression model adopted in this study is statistically significant at 5% level. With this, the null hypothesis is rejected and alternative hypothesis is accepted which states that trust has significant effect on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

4.2 Test of Hypothesis Two

H₀₂: There is no significant effect of media exposure on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University

Table 4.2: Simple linear regression results showing the effect of media exposure on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University

Variable	Parameters	Coefficient	Std error	T-cal value
Constant	β_0	4.362	0.245	7.132***
Media exposure(X_1)	β_1	0.222	0.067	12.297***
R-Square (R^2)		0.118		
Adjusted R – Square (R^2)		0.135		
F – Statistics		10.869		
F – Probability		0.001		

Note: If calculated value > tabular value, reject null hypothesis and accept the alternative hypothesis. Otherwise accept the null hypothesis. (** = 5%) denotes significance of coefficient; t-tab value = 1.972, df = 237, Dependent Variable: buying behaviour, Predictors: (Constant), media exposure

Source: Field Survey, 2026 (Version 23 of SPSS computation)

Table 4.2 shows a result of simple linear regression analysis on the effect of media exposure on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University. From the result, the t-calculated value of media exposure was 12.297 while the -table value was 1.972, since the t-table value is greater than t-calculated value in absolute terms, null hypothesis is accepted that media exposure has significant effect on buying behaviour of products online

among students of Faculty of Management Sciences, Akwa Ibom State University.

The coefficient of multiple determination (R^2) was 0.118, which implies that 11.8% changes in the dependent variable was explained by changes in the independent variable, while 88.2% was unexplained by the stochastic terms in the model. Thus, the independent variable (media exposure) can only explain 11.8 percent of changes in buying behaviour of products online among

students of Faculty of Management Sciences, Akwa Ibom State University, leaving 88.2% unexplained. The R^2 adjusted was 13.5% indicating poor goodness of fit of the regression model adopted in this study which is statistically insignificant at 5% probability level. More so, the f-statistical (calculated) value of 12.878 which is greater than 1.972 t-table value; and f-probability value of 0.000 was observed from the analysis which is less than 0.05 (95% of freedom), indicating that estimated regression model adopted in this study is statistically significant at 5% level. With this, the null hypothesis is rejected and alternative hypothesis

accepted. Therefore, media exposure has significant effect on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

4.3 Test of Hypothesis Three

H₀₃: There is no significant effect of social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

Table 4.3: Simple linear regression results showing the effect of social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University

Variables	Parameters	Coefficient	Std error	T-cal value
Constant	β_0	1.822	0.256	7.127***
Social influence (X_1)	β_1	0.713	0.049	15.436***
R-Square (R^2)		0.154		
Adjusted R – Square (R^2)		0.469		
F – Statistics		212.225		
F – Probability		0.000		

Note: If calculated value > tabular value, reject null hypothesis and accept the alternative hypothesis. Otherwise accept the null hypothesis. (** = 5%) denotes significance of coefficient; t-tab value = 1.978, df = 235, Dependent Variable: buying behaviour, Predictors: (Constant), social influence

Source: Field Survey, 2026 (Version 23 of SPSS computation)

Table 4.3 shows the result of simple linear regression analysis on the effect of social influence on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University. From the result, the t-calculated value of was 15.436 while the T-tabulated value was 1.972, since the T-tabulated value is less than T-calculated value in absolute terms; the null hypothesis is accepted that social influence has significant effect on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

The result of coefficient of multiple determination (R^2) was 0.154, which implies that 15.4% changes in the dependent variable was explained by changes in the independent variable, while 84.6% was unexplained by stochastic variables in the model. The R^2 adjusted was 12.4% indicating poor goodness of fit of the regression model adopted in this study which is statistically insignificant at 5% probability level. This means that, 12.4% positive changes in buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University can be attributed to social influence.

The F- stat value of 12.254 which is greater than 1.972; and F-probability value of 0.000 was observed from the analysis which is greater than 0.05 (95% degree of freedom) indicating that, the estimated regression model adopted in this study was statistically significant at 5% significant level. With this, the null hypothesis is rejected while alternative hypothesis accepted, which states that social influence has significant effect on buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University.

5. CONCLUSION AND RECOMMENDATIONS

This study was on affiliate marketing and buying behaviour of products online among students of Faculty of Management Sciences, Akwa Ibom State University, Nigeria. The results revealed that trust, media exposure and social influence significantly influenced buying behaviour of products online. It was concluded that affiliate marketing plays a crucial role in shaping and influencing consumer buying behaviour of products online. Based on the findings and conclusion of this study, the following recommendations were made:

1. The business operators should build trust through consistent communication of up to date relevant information about their products online to enhance engagement of actual and potential customers.
2. The business operators should ensure effective marketing communication by creating messages or informative content and select media channels with high exposure rate that align with target audience.
3. The business operators should use affiliate partners such as influencer or celebrity with credibility to increase product visibility and brand recognition to foster long-term loyalty to drive repeat purchases.

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