

# **An Affiliate Marketing Website used for Online Marketing**



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**Bachelor of Science in  
Engineering and Technology Management  
Faculty of Engineering  
King Mongkut's Institute of Technology Ladkrabang  
Academic Year 2020**

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**Thesis – Academic Year 2020**

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**Title: An Affiliate Marketing Website used for Online Marketing**

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Approved for submission

A handwritten signature in blue ink, appearing to read "Pimrapai Thainiam".

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Advisor

Date .....<sup>1</sup>...../ June../ 2021..

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# Abstract

**Background:** Business and E-commerce is no longer a new business model. People choose to run an online business based entirely on the internet, which naturally leads to the innovations of technology in the long term. There are many reasons why they choose internet-based models to establish their business: low costs, hi-tech, simplicity, expandable network and so on. Due to nature of E-business, online marketing has become fundamental and prior tool when planning a strategy.

**Methods:** A usability system and a website design, together with a reliability test, were applied to develop a website to optimize the user process, specifically, to users who use a gaming website. Improvements were conducted from the volunteers' requests. The triage website was developed on the PC platform. To support the users based on e-business and e-commerce, they were asked to test the website in the aspects of protocol correction and user satisfaction.

**Results:** The triage website was evaluated by experienced staff and users. It was found that, in an affiliate marketing case, it was more effective to use a website for users' conveniences.

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# Chapter 1

## Introduction

### 1.1 Motivation

The internet technology has been rapidly developed for more than 40 years now, yet it is the introduction of the world wide web (WWW) that caused its fast market penetration (Harvard University,2005). The internet can be considered as the fastest way to spread information in today's world.

The strength of the WWW is the power to provide easy access to information using a network of web site (Chaffey, 2003). Many people have realized the huge possibilities of this media. Moreover, companies have realized big marketing opportunities as internet user number increased (Zeff,1999).

A few years ago, the internet was mainly used only as an information and presentation platform. Nowadays, it includes almost all areas of business (Benediktova & Nevosad, 2008). Drucker (2002) argues that it is not the easy access to information that helps the internet to become so popular, but rather the possibility to use it as a worldwide distribution channel for all kinds of products and services.

E-business is short for “electronic business.” As an overarching term, it refers to any method of utilizing digital information and communication technologies to support or streamline business processes – from preparation to implementation. However, it can also refer more specifically to the business processes of online stores or other internet-based companies.

These two slightly different interpretations of the term have led to a problem: a widely accepted, precise definition of e-business does not yet exist. As a result, it's interpreted broadly, and is commonly misunderstood – mainly in relation to e-commerce. Although there is some overlap, e-commerce refers to trading products and services online, and so is strictly only speaking of one aspect of e-business.

E-business is a general term that encompasses all forms of using digital information and communication technologies to support and optimize business the online and service and is therefore only a subsection of e-business.

A distribution channel is a chain of business or intermediaries through which a good or service pass until it reaches the final buyer or the end consumer. Distribution channels can include wholesaler, retailer, distribution, and even the internet.

Distribution channels are part of the downstream process answering the question “How do we get our product to the consumer?” This is in contrast to the upstream process also known as the supply chain, which answers the question “Who are our supplier?”

Important: A distribution channel, also known as placement, is part of a company's marketing strategy, which also includes the product, promotion and price.

## 1.2 Objectives

The objective of this research is to design and implement a website used for affiliate marketing. This research is conducted on different digital marketing methods. While performing affiliate marketing, we find out how affiliates are perceiving website based on affiliate marketing.

The theoretical part of the research can be divided into two parts. First, research is conducted on an affiliate website and a content website. Second, research is conducted on an affiliate marketing website and a content website. As the affiliates can use various digital marketing methods, it is important to understand how they use digital marketing methods in this research as follows:

- An affiliate website creates gaming content which promotes game product services.
- Optimal platform Aws has ability to create a website and services online.
- I will use the benefits of Aws services to promote and design a website.

This research focuses on creating a website and its content by using ideas and imaginations and to understand marketing strategies of an affiliate website.

## 1.3 Scope of Work

The scope of this research is to create an affiliate website and to create a gaming website.

## 1.4 Thesis Structure

This thesis consists of five chapters which are arranged as follows:

- Chapter 1 Introduction - refers to the motivation, objectives, scope of work, and thesis structure of this thesis.
- Chapter 2 Literature Review – proposes the literature survey that is relevant to this project, and comparison.
- Chapter 3 Research Methodology – explains the methods used to conduct the research.
- Chapter 4 Results and Discussion – shows the results obtained from the research and also discusses those results.
- Chapter 5 Conclusion and Recommendations – concludes what I have done and what I have found, and also gives some recommendations for future research.

## **Chapter 2**

### **Literature Review**

The literature overview depicts available theories and models that will be used for answering the research question. First, we will look into affiliate marketing in a broader scope of online advertising and explain the most common terms used in both online advertising and explain the most common terms used. Furthermore, the advantages and issues connected with online advertising will be described as well as benefits connected to affiliate marketing in order to understand how content providers can view them and create framework for the first research question.

Then, type of online advertising and their connection to affiliate marketing will be depicted followed by available compensation models that give also an insight about different ways how to measure effectiveness in online advertising and affiliate marketing. This will provide a theoretical basis for answering the second research question.

Finally, as a theoretical basis for the third research question, concepts connected with supplier selection will be described, so that the process of selecting a provider of an affiliate program can be explicated.

## 2.1 On-line Advertising and strategy

Simply having a group to create website on the internet, although it is a form of promotion, is not considered as online advertising any more. Instead advertising is the mean of attracting customers to that website provide content about gaming that base on affiliate marketing.

For content providers, online advertising is an important revenue stream. As we will show later in pop up format to design to show advertising, based on result-oriented compensation methods, is a special form of selling advertising space. To understand when it is beneficial, we need to understand advantages and disadvantages of other possibilities that content providers have.

- Direct selling. Sell the advertising space directly through sales representatives
- Strategy. Websites have popup and content for users these will appeal to users.
- Site representation content. Websites provide the advertising space such game charge fees around 20-35 percent and often require a minimum of page views, validation and demographic survey in order to represent a website.
- Auction. Websites can offer free advertising space in an auction.
- Affiliate marketing.

### 2.1.1 Affiliate marketing

- As was already described in the introduction chapter, affiliate marketing is an agreement between a merchant and content provider to promote merchants' products or services at their websites. Content providers to promote merchants' products or services at their website. Content providers get paid only if the visitor forms their website execute a specified action (Chatterjee, 2002).
- Thus, in affiliate marketing, the task of content provider is not only to deliver the advertisement, but also to persuade users to convert to customer. Affiliate marketing is therefore sometime renamed to performance marketing.

- The affiliate marketing can be separated into two groups – one-to-one affiliate marketing and one-to-many affiliate marketing. In one-to-one programs, a merchant signs contract with a chosen affiliate. The terms of the contract are negotiable is used for big platter at the market that's many competitors can attract many new buyers to the merchant's website.
- When using one-to-many programs, the merchant sets the same conditions for all affiliates, who can decide, whether they join the program. One-to-many affiliate would be too costly to negotiate contract terms with all of them.
- According to Chaffey, affiliate marketing is particularly beneficial to small website appeal to customers and users. They would not have the chance of selling to major advertisers otherwise. These websites can especially take advantage of affiliate networks.
- Marketers and programmers can decide to build a private program and website at their website or to join third-party networks and use their technological solutions. (Hoff & Novak,2000). Affiliate network is “a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates. (Marketing Terms,2010)
- Although individual programs offer merchants bigger control and possibility to adjust the terms to different affiliates, third-party networks usually provide latest technological solution and reporting tools and have wide base of content provider (Orndorff 2010).

## **2.1.2 Advantages of Online Advertising**

According to Zeff, online advertising has the following six advantages:

- Targetability
- Tracking
- Engage customer
- Convenience and Quick Service
- Low Cost for Operations

- Measure and Track Results
- Global Marketing

## **Targetability**

- Ability of precise targeting online advertising is incomparable to the traditional media Ads can be targeted according to language, geographic region, time of the day and platform to name few (Zeff,2000:13).
- Newly emerged advertising platform, such as google AdWords and AdSense, went far beyond common targeting and advertise extensive targeting possibilities as one of their key features. In Google AdWords, ads can be targeted according to:
  - According to context and topic of other websites.
  - Website category or even particular website using site targeted ads.

(Google AdWords Learning Center,2007)

Word press and video on service has received tremendous acceptance, boosting website, whereas in tradition online advertising it is the merchant, who decides how to target the advertising, by employing affiliate marketing, content provider themselves asses which merchants and products best suit their audience (Hoffman and Novak,2010) Nevertheless, merchants can still decide, which content providers they want to cooperate with. (TradeDoubler,2007).

## Tracking

Zeff state that whereas measurement of advertisement response has always been difficult in traditional media, with advertising online it is relatively easy and yet precise. Advertisers can measure number of times their ad was displayed, number of times it was clicked on, down to factual number of sales leads it generated (Zeff,2000:13).

Today, there are software packages available that can track ad performance. For example, in Google Analytics, users can not only track web ad performance, but also relate it to a broad range of factors, including user including user location, language or search query. By linking the performance directly to the product and its price, advertiser can optimize their advertising campaigns for best performance (Google Analytics Product Tour, 2007).

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Affiliate marketing not only provides the above stated information, but according to Hoffman & Novak it also monitors the activity of the customer after clicking on the ad through a cookie, that is stored on his or ger computer (Hoffman & Novak,2010).

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Merchants usually track the customer (Hoffman & Novak,2010). Merchants usually track the customer's activity for several days or weeks and pay the commission to the content providers when the sale is executed during this period (Zanox,2007)

## **Engage Your Customers**

The Internet is the best platform to keep your target audience engaged. Do thorough research on your target audience and find out what type of products and services they are looking for and what they think about your products. Plan your ad campaigns accordingly.

## **Convenience and Quick Service**

The incredible convenience of marketing online is one of the biggest advantages of internet marketing. The internet has extremely easy accessibility with consumers using the internet and reaching markets anywhere in the world. Because of this, purchasing goods from across borders now reduces the cost of transportation.

For importers, this is a huge advantage as it means they can order online right from the comforts of their home. In addition, you can easily track sales items online as they make their way into delivery. You can download digital products from the internet with just a click of a mouse. Internet marketing is great for business as it gives consumers a better and more comfortable shopping experience. The convenience plays a very big role in making the buying decision. (EDKENT MEDIA,2015)

## **Low Cost for Operations**

One of the main advantages of online marketing for businesses is its low operating cost. You can advertise cheaper with internet marketing than with traditional methods of advertisement such as ads in newspapers, on television and on the radio. In online marketing, you can easily get a free listing in a wide range of business directories.

In addition, the internet allows you to contact your customers more in comparison to how you would contact them traditionally. Online communication is more affordable than traditional communication methods such as sending mail and printing brochures. For example, you can send the same information in an email rather than a mail-out, saving you on printing, paper, and postage.

## **Measure and Track Results**

An aspect of internet marketing that is rarely available with traditional marketing is the ability to measure and track results. With online marketing, your business can utilize varying tools for tracking the results of your advertising campaigns. Using these tools, not only can you measure and track but also illustrate the progress of your marketing campaign in detailed graphics. The ability to quantify your marketing efforts is the best possible thing that can be there.

Measuring and tracking results gives your business a better idea of how your marketing campaign is faring. It gives you an idea of how you can better grow your traffic, leads, sales, and conversions. Without the ability to measure and track your results, you cannot alter or modify your marketing campaign so that it can better deliver the results you desire.

## **Global Marketing**

The ability to market your products and services globally is one of the biggest advantages of global marketing for business. Within several months of aggressive SEO, you can secure millions of viewers and reach huge audiences from across the world. You can now reach every corner of the world, where there is internet.

With internet marketing, you can easily reach beyond your geography to offer your products or services to customers worldwide. Wherever your target audiences are, you can easily reach them 24/7 and from any country all over the world. If your audience consists of more than your local market, utilizing global marketing offers you a great advantage.

### **2.1.3 Disadvantages of Online Advertising**

Although online advertising is mega step forward form traditional advertising and addresses many issues advertisers had to deal with, it still has some shortcomings.

#### **Banner Blindness**

Banner blindness is a phenomenon, where users tend to ignore banner and cannot recall the messages shown to them. According to Benday and Lane, who first described the problem, tendency to banner blindness seems to increase if the users are performing a particular task whereas is lower if they just surf the web with no particular reason. (Benday, Lane,1998)

Banner blindness could be well addressed in affiliate marketing, as content provider are those who know their customer best and also know, which

advertising would be effective (Hoffman & Novak,2000). Moreover, because affiliate marketing campaigns are paid per action (PPA), it is in best interest of content provider to avoid banner blindness.

## **Pricing Models**

Hoffman and Novak were already in 2000 writing about inadequate pricing models that were used for online advertising. They argue that pricing was derived from traditional advertising. They argue that pricing was derived from traditional advertising media, such as magazines. Instead of the price being dependent on the number readers, online content provider charged for number of visitors, i.e., for ad impressions (PPI, pay per impression). Although this model seemed to look fair, big advertisers soon realized that the costs they were paying was too high in comparison with their margins and lifetime value of acquired customers.

Some case study refers to CDNOW.com and Amazon.com, one of pioneers of affiliate marketing, Hoffman and Novak state that with common prices for on-line advertising about 150-3600 bath, average click-through-rate of banner of 1% and conversion rate of 1%, they were patting about 21000 baths for one acquired customer. Not many online retailers can allow such costs. With gross margin about 20%, a customer can spend more than 90000 baths over lifetime just to pay acquisition costs. After the launch of affiliate marketing accounted for 15% of their customers, which cost only 2% of marketing budget. (Hoffman & Novak,2000)

Nevertheless, as labia et al remark, content providers can be concerned with the ability of merchants to persuade visitors coming from the content providers websites to perform the desired action. If the merchants fail, content providers will lose their commissions, even though they could not have influenced the conditions (Libai et al.,2003).

## **Customers Ignore Ads**

Consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they've developed an aversion to all forms of advertising. This is also the case with online advertising, where consumers can avoid clicking banner advertisements, bypass ads in online video they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to (Smallbusiness,2020)

## **Technical Viewing Problems**

Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers see online advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problem can occur because of a problem with a website or if a consumer is using a smart phone or other mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computer for proper viewing. (Smallbusiness,2020)

## **Consumers Get Distracted**

When a customer visits a website, they typically have a goal in mind, whether it's to catch up on the latest celebrity gossip, read the news, chat with friends, download music or shop for a specific item. Websites present customers with various options that can easily distract them and pull them away from your online advertisements (Smallbusiness,2020)

## **Additional Price**

According to Bruner, whilst in early years of online advertising the offer of advertising space highly exceeded the demand for online advertising by merchants, the situation has changed in 2004 to 2020. Prior 2020, online advertising was considered to be relatively cheap. In 2020, large media buys, especially within some industries, caused shortage of advertising space, which of course ended up in the rise of the online advertising price.

This spin-up of prices made the advertiser thoroughly inspect their advertising spending and implement complex measures how to evaluate the outcomes. Merchants are aware that some part of their advertising spending is generally wasted and they are searching for advertising bring content providers wider variety of options how to sell their free advertising space and it is more difficult to attract them. (Bruner,2004)

### **2.2.1 Affiliate Marketing**

Affiliate marketing is a marketing model in which external parties receive a commission to promote products or services for a company. These external parties — bloggers, for example — generate internet traffic for the products or services of a company paying for that service the affiliate marketing process consists of several parties. First, there are the external parties — referred to as affiliates. The affiliate generates internet traffic for the second party: the advertiser. He or she uses an affiliate network using traceable cookies and links. When the consumer proceeds to purchase the product, a fee is paid via this network. Although affiliate marketing already existed before the internet age, it significantly increased in popularity after

The Basic Elements of Affiliate Marketing

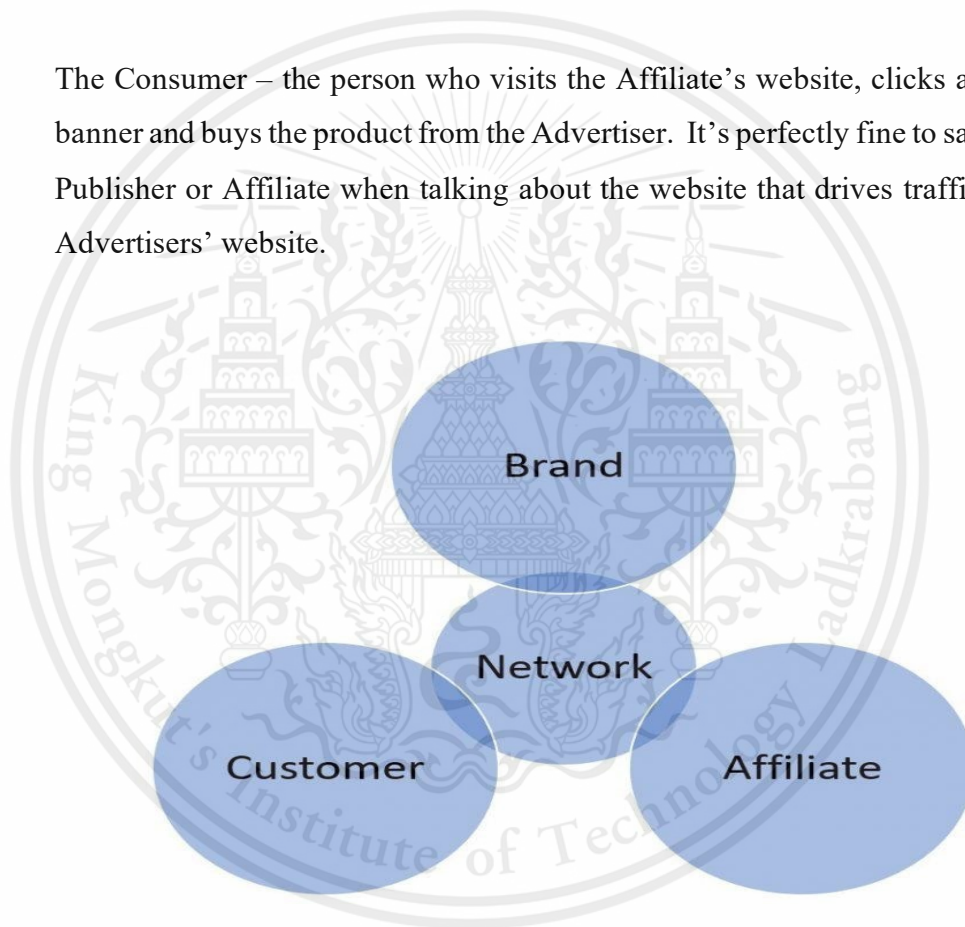
For most Affiliate programs, there are four stakeholders:

The Advertiser – this is the brand or company who wants to sell a product or service

The Affiliate or Publisher – the website that drives traffic to the Advertiser’s website

The Affiliate Network – in simple terms the software that tracks traffic and sales

The Consumer – the person who visits the Affiliate’s website, clicks a link or banner and buys the product from the Advertiser. It’s perfectly fine to say either Publisher or Affiliate when talking about the website that drives traffic to the Advertisers’ website.



**FIGURE 1:** Affiliate marketing

## How Does Affiliate Marketing Work?

Because affiliate marketing works by spreading the responsibilities of product marketing and creation across parties, it manages to leverage the abilities of a variety of individuals for a more effective marketing strategy while providing contributors with a share of the profit. To make this work, three different parties must be involved:

Seller and product creators

The affiliate or advertiser

The consumer

Let's delve into the complex relationship these three parties share to ensure affiliate marketing is a success.

### 1. Seller and Product Creators

The seller, whether a solo entrepreneur or large enterprise, is a vendor, merchant, product creator, or retailer with a product to market. The product can be a physical object, like household goods, or a service, like makeup tutorials. Also known as the brand, the seller does not need to be actively involved in the marketing, but they may also be the advertiser and profit from the revenue sharing associated with affiliate marketing.

### 2. The Affiliate or Publisher

Also known as a publisher, the affiliate can be either an individual or a company that markets the seller's product in an appealing way to potential consumers. In other words, the affiliate promotes the product to persuade consumers that it is valuable or beneficial to them and convince them to purchase the product. If the

consumer does end up buying the product, the affiliate receives a portion of the revenue made.

Affiliates often have a very specific audience to whom they market, generally adhering to that audience's interests. This creates a defined niche or personal brand that helps the affiliate attract consumers who will be most likely to act on the promotion.

### **3. The Consumer**

Whether the consumer knows it or not, they (and their purchases) are the drivers of affiliate marketing. Affiliates share these products with them on social media, blogs, and websites.

When consumers buy the product, the seller and the affiliate share the profits. Sometimes the affiliate will choose to be upfront with the consumer by disclosing that they are receiving commission for the sales they make. Other times the consumer may be completely oblivious to the affiliate marketing infrastructure behind their purchase.

Either way, they will rarely pay more for the product purchased through affiliate marketing; the affiliate's share of the profit is included in the retail price. The consumer will complete the purchase process and receive the product as normal, unaffected by the affiliate marketing system in which they are a significant part.

#### **2.2.2 How Do Affiliate Marketers Get Paid?**

A quick and inexpensive method of making money without the hassle of actually selling a product, affiliate marketing has an undeniable draw for those looking to increase their income online. But how does an affiliate get paid after linking the seller to the consumer? The answer is complicated. The consumer doesn't always need to buy the product for the affiliate to get a kickback.

Depending on the program, the affiliate's contribution to the seller's sales will be measured differently. The affiliate may get paid in various ways:

### **1. Pay per sale**

This is the standard affiliate marketing structure. In this program, the merchant pays the affiliate a percentage of the sale price of the product after the consumer purchases the product as a result of the affiliate's marketing strategies. In other words, the affiliate must actually get the investor to invest in the product before they are compensated.

### **2. Pay per lead**

A more complex system, pay per lead affiliate programs compensates the affiliate based on the conversion of leads. The affiliate must persuade the consumer to visit the merchant's website and complete the desired action — whether it's filling out a contact form, signing up for a trial of a product, subscribing to a newsletter, or downloading software or files.

### **3. Pay per click**

This program focuses on incentivizing the affiliate to redirect consumers from their marketing platform to the merchant's website. This means the affiliate must engage the consumer to the extent that they will move from the affiliate's site to the merchant's site. The affiliate is paid based on the increase in web traffic.

### **2.2.3 Describe pro and con of business model that they can use to make money**

#### **The Pros of an Affiliate Marketing Model**

There are many benefits of an affiliate marketing model. For one, it is a fairly passive model if you go the SEO route with your website. Unlike Amazon affiliates, there is a bit more of link management to do, which we will get into below.

Affiliate marketing can be incredibly lucrative with just one website and a bit of content. This is different than the Amazon affiliate model, which often takes several sites to create a great income with their sliding tier of commissions. In addition, there is an incredible variety of products to promote and sell. Almost every business has an affiliate program of some kind, you just scroll down to the bottom of their site and their affiliate program will be hyperlinked right next to their Contact Us link.

While every affiliate program is different, you are less likely to be hit by a ban hammer in the affiliate space than in the AdSense space. In general, affiliate networks can be a bit more lenient with their terms of services. You also have the benefit that many networks are hosting the same offers, so if one does ban you, you can usually replace that income with the new network offer.

Or you can do what many affiliates do and go direct to the company.

The vast majority of affiliate offers come direct from the company rather than affiliate networks.

In addition to all of this, you don't really have a store to look after. You have zero products to ship or be held responsible for. You are literally just the marketing arm, unlike the ecommerce business model where you are sourcing

the products that you are selling and dealing with the customer service portions of the business, along with logistics.

With affiliate marketing, you have next-to-zero need to do any kind of customer service. That is taken care of by the company that created the offer in the first place.

Unlike an Amazon affiliate business model, affiliate marketing tends to be more lucrative in terms of the profit margins you can earn per sale. This makes paid advertising easily profitable, so it can be a valid choice to grow your website. Many affiliate marketers focus almost 100% on paid traffic. They create a landing page, a sales letter, and off they go with Facebook ads or Google AdWords campaigns.

While you should not invest in paid traffic without knowing a little bit about it first, having this opportunity can really boost your sales quickly, and almost overnight, versus having to wait around for rankings like you do with SEO.

Finally, one of the major benefits of affiliate marketing is that you can get paid a commission, even if you don't sell a single thing.

This is usually called Cost-Per-Action or CPA offers. CPA offers typically require the visitor to take some kind of action, and if that visitor takes that action, then the affiliate network pays you. Often this action is submitting an email to become an email lead for a company, or filling out an entire form, whether a lead form or a survey data collection form. While CPAs pay lower than offers that pay you per sale, they often convert at a much higher rate, since there is no money that the visitor has to put down for the conversion to be complete. This higher conversion can often more than make up for the lower profits earned on an individual basis.

## **The Cons of an Affiliate Marketing Model**

Affiliate marketing done right can be ethical, extremely helpful to the end consumer, and an overall good thing for both the company that created the offer and the affiliate promoting it (and, of course, the customer). Even still, there are drawbacks to the business model you should know about.

In fact, affiliate marketing often has a reputation for being sleazy, cheesy, or scummy in nature. This is something that affects the industry, mainly because of the low barrier to entry. Anyone can become an affiliate marketer; you just need to sign up for an offer and start promoting.

As you might imagine, this attracts a lot of unsavory characters to the field.

Because of this low barrier, affiliate marketing can also be incredibly competitive. After all, you are all selling the exact same product or service using the exact same sales letter and checkout process. If you don't find a way to differentiate yourself, it is unlikely you are going to be able to succeed.

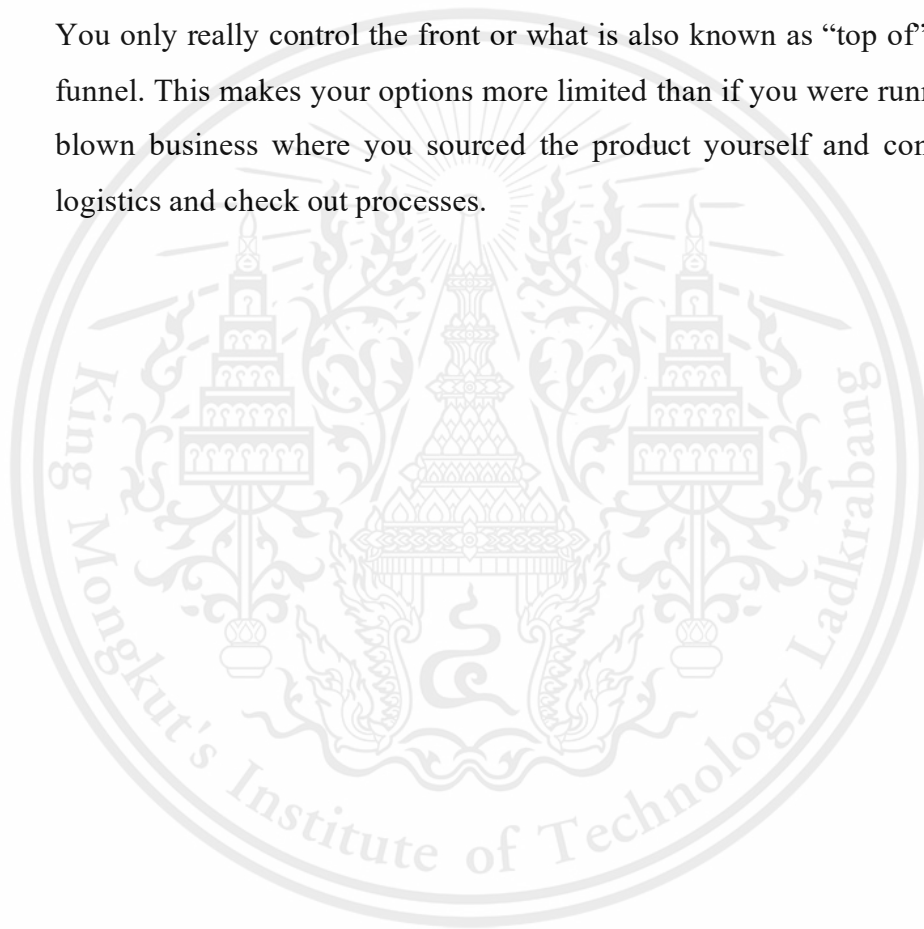
First thing to pay attention to, once you decide to go ahead with "good" affiliate marketing, is the affiliate offers themselves. Affiliate offers can come and go. I mentioned above that there is more link management involved with affiliate marketing versus Amazon affiliate sites because of this. If your affiliate link is pointing towards an offer that an affiliate network is no longer offering, you're missing out on all the commissions you could be earning.

Secondly, while an offer might not disappear, you might be earning far less than you should be, because that offer suddenly has a max cap. In other words, the company that set up the offer only wants to spend a certain amount to get a

certain number of customers or leads. The network limits how many paid leads/sales counts towards the affiliate marketer in this case. You might end up giving away free leads or sales by accident in this case, so it is something to watch out for.

Finally, you don't control the entire process.

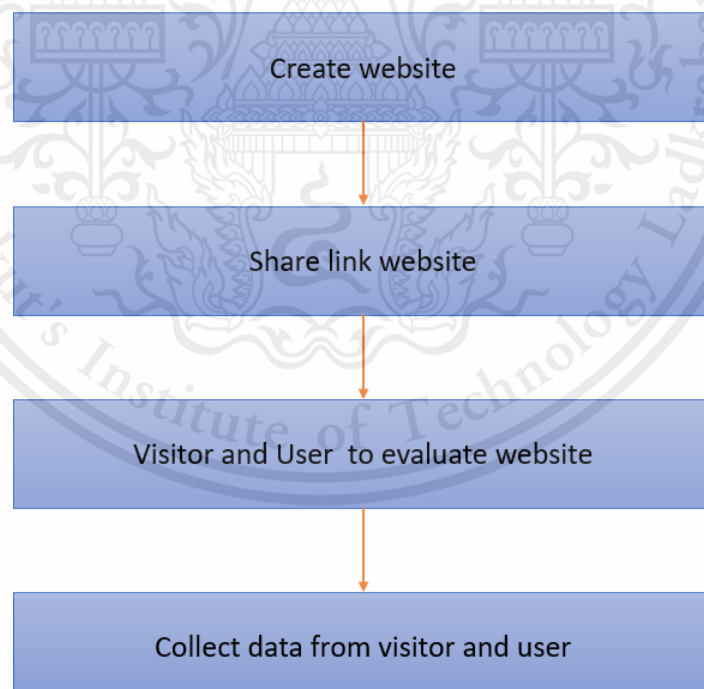
That ultimately means there is less growth ability. For example, you can't just go in and change a checkout process to split test which one will perform better. You only really control the front or what is also known as "top of" marketing funnel. This makes your options more limited than if you were running a full-blown business where you sourced the product yourself and controlled the logistics and check out processes.



# Chapter 3

## Research Methodology

In this chapter, the research methodology used in the work is discussed and explained. First, a website is created based on affiliate marketing for visitors and users to evaluate on site. A google form is also created to gain evaluations. The choice of research purpose, approach, methods and strategy are motivated. Then, used sampling methods are clarified and data collection and analysis are depicted. Finally, way to ensure validity and reliability in the research are reviewed.



**FIGURE 2:** Project Plan and Process

### **3.1 Create website.**

This project was implemented using a website builder. Website solider are browser-based tools that allow a user login website. There are two categories of website builder which are online and offline software. Based on the commissioner requirements, an online website builder was chosen for this project. Online website builder such as Weebly, Wix is focused around the concept of software as a Service (SaaS)” a software distribution model in which application are hosted by vendor of service provider and made available to customer over a network typically internet.

### **3.2 Share link website**

Different strategies can be used when carrying out the research in business area and internet. Small business them as case study, experiment, survey, history and archival records (Yin,1994:3). For this work only case study and survey could be taken into consideration, as all other strategies did not enable collecting appropriate data for answering the research question.

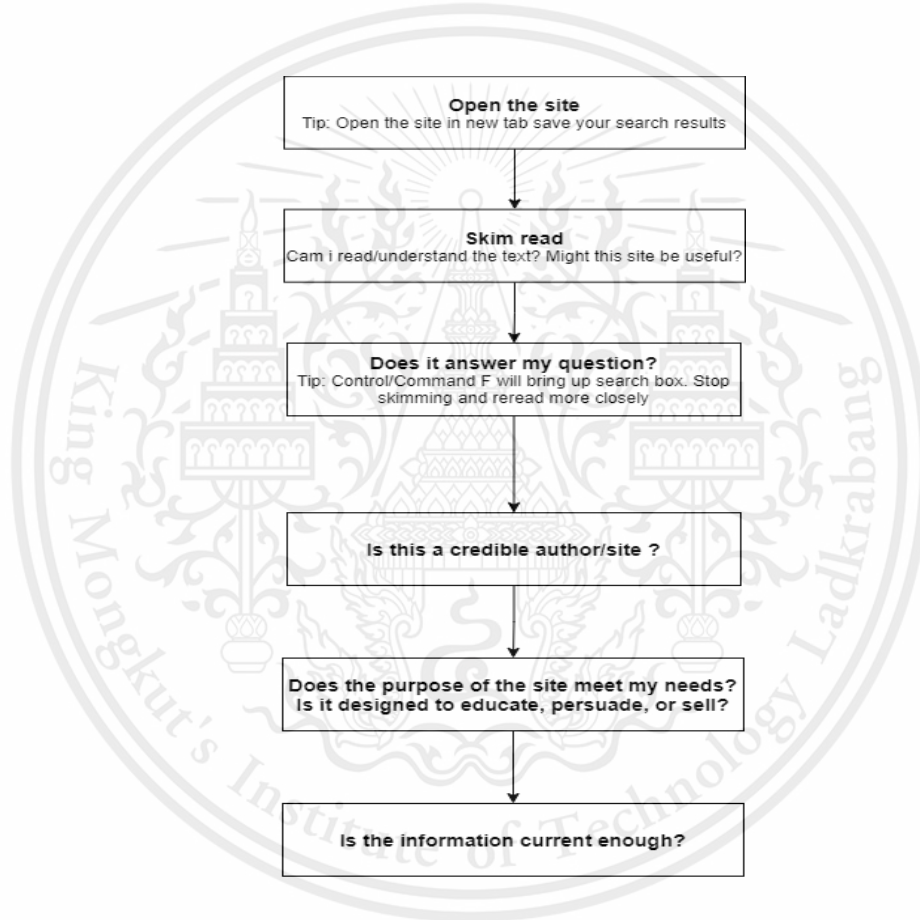
The choice of the research strategy is influenced by the formulation of the research problem and the research question. Case study is preferred for research questions. Starting with “how much focusing on describing the examined phenomenon (Yin 19994:6). Formulation of research question in this (starting with “how and what”) support the choice of case study instead of survey.

Survey enables researching a large sample size in an economic way, but the data are usually not as wide-ranging as if they were collecting data from a large sample size, but offers to gain deep understanding of the problem and researching many variables (Saunders.Lewus, Thrnhill,2003:92-93), which is the goal of this thesis. Because of the above stated reasons, case study research strategy was employed. The scope of this paper did not allow collecting data from a large sample of content-provider. Still conducting only one case study was employed, when it represents either extreme or unique case critical case that can test website and evaluate website well-formulated

theory, or revelatory case that provides an opportunity to research so far in accessible problem area (Yin, 2010:38-39).

None of the options applied for this thesis, therefore multiple case studies were carried out and compared, as them findings are usually considered to be more credible and solid moreover, multiple case studies enable comparison among the cases and increase the research validity (Yin,2007:45)

### 3.3 Visitor and User evaluate website.



**FIGURE 3:** Evaluate website plan

I have shown that user find it difficult to discriminate between pro and con. This very important to design but not the only aspect of website evaluation.

### **3.4 Collect data from visitor and user**

For the exploratory studies such as this one, the qualitative method for data collection and analysis are appropriate, as they frequently work with a smaller sample size that enable gaining deeper insight into the problem (Gauri & Gronhaug,2005). Due to the small number of researched subjects, generalization is usually not possible (Gauri & Gronhaug,2005), however that was not the aim of this thesis. Moreover, data collected in the research were not suitable for statistical processing but they required categorization and interpretation, which is also characteristic for qualitative method (Saunders, Lewis, Thornhill,2000:378). Therefore, this study employed qualitative research methods.

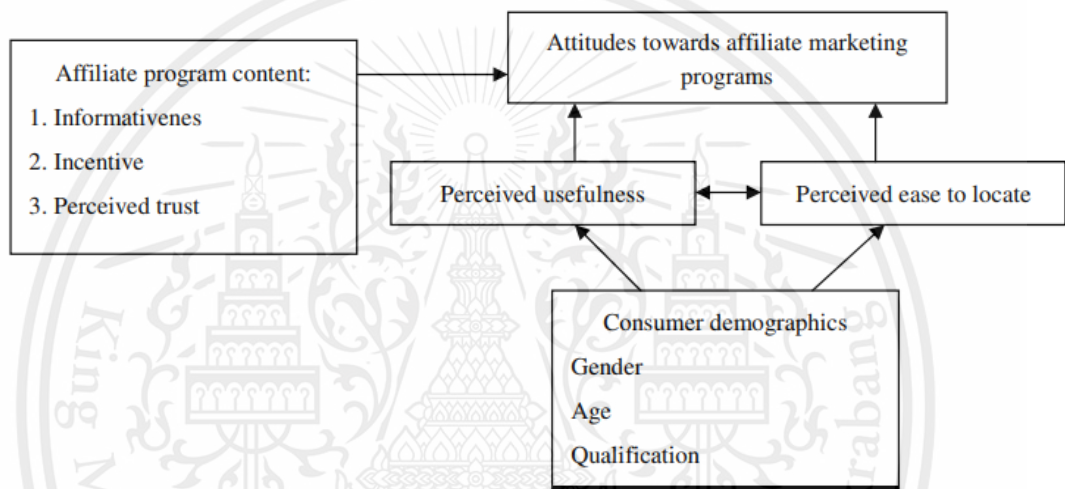
Data were collected by google form with people responsible after visit on website for and evaluation of website on base affiliate marketing in the chosen subjects and by observation at their website. Interviews were chosen, as they enable acquiring in-depth data and are suitable for qualitative analysis (Saunders, Lewis, Thornhill,2000:245).

Data in multiple-case studies can be investigated through within-case and cross-case analysis. In the within-case analysis collected data are compared with the theories in the frame of reference (Huberman & Mile 1994: 20-24). Withing-case analysis was used to find out similarities and differences between the finding from the case study and theoretical background described in the literature overview chapter of this work Potential discrepancy between finding and theory was analyzed and explanation was sought after. The same structure of withing-case analysis was used for all case studies

After within-case analysis, cross-case analysis, that enable confronting case and comparing finding from all of them (Huberman&Miles,1994-:143-178), was used. In the cross-case analysis, finding from the cases were compared and discussed.

### 3.5 Method

To achieve the research objective of this study as already explained i.e. understanding the factor that determine the consumer attitude towards online programs. There has been negligible research available on this topic, some related online advertising models have been modified and hypothesized for this research. Based on the theoretical support and review of related literature reviews the following hypotheses are tested in this paper.



**FIGURE 4:** Proposed model for the study

**H1-** The consumer’s perceived website service of an affiliate link will have a positive impact on his attitude towards affiliate link website.

**H2-**The consumer’s ease to use website of affiliate link will have a positive impact on his attitude towards affiliate link.

**H3-**The consumer’s perceived website process of an affiliate link will have a positive impact on his attitude towards affiliate link website.

# Chapter 4

## Results and Discussion

This chapter presents the results of the data analysis. The first section presents the demographic information of the users responding to my own website and other gaming websites. The second section contains the results and evaluations of the type and cohesive devices to my own website and other gaming websites. The last section presents a discussion of the results of the users responding to my own website and other gaming websites in the aspect of content and function on the websites. Finally, this chapter contains the affiliate marketing plan created for Aws Ec 2 and world press website. The basic content of marketing plans and the aspects of affiliate marketing presented in chapter 3 are combined to show how the data is collected on the websites. Features that are relevant for the launch of affiliate marketing website are from the traditional marketing plan and are discussed in the affiliate marketing plan created for Aws Ec 2 and world press website.

### 4.1 Background Data

The background data was collected through implementing section 1 of the research instrument attached in Appendix A. The background data revealed general demographic characteristics of the users in their personal-backgrounds; age, gender, year of playing game and platform.

#### 4.1.1 Background Data of the User Respondents

Result of the background data was collected through implementing Section 1 of the research instrument attached in Appendix A. The background data revealed general

demographic characteristics of the sample we will focus on their personal backgrounds affiliate marketing, digital marketing online and content website.

#### 4.1.2 Background Data of the Sample Respondents

The background data of the sample respondents (see Table 4.1.2) reveals

On average, the number of samples after seeing the websites and content lesson

Demographic	Frequency	Percent
Gender		
Male	42	50
Female	42	50
Age		
below 20	6	7.1
20-29	42	50
30-39	11	11
40-49	16	19
above 50	9	10.7
Education level		
Junior High School	2	2.4
Associate Degree	6	7.1
Senior High School	5	6
Bachelor's Degree	71	84.5
Do you have a website?		
Yes	21	75
No	63	21
If you have website, what do you add on your website?		
Advertisements	44	52.4
News	23	27.4
Movies and Entertainment	47	56.6
Promotions	50	59.5
The objective of creating a website		
Organization Images	34	40.5
Information and Contact	29	34.5
Products and Services	54	64.3
Product Details	54	64.3
Distribution Channels	36	42.9
Organization Systems	1	1.2

**Table 4.1.2** Sample Population Perceptions of Affiliate Marketing

Respondents considered the website as moderately important. Three respondents considered the website as a content, information and advertisement website. There are two respondents considered function and content websites as the least important factor to create website to show base affiliate marketing. The survey among 25 respondents to check the reliability of the measures. The internal consistency of the questionnaire was checked to treat the results with credibility using google form. The value of the coefficient was above 1.2 which is the minimum value for reliability. Then overall evaluate alpha value was 0.60, making the questionnaire an internally consistent and suitable for gathering the data for the main research. The Thailand market shows one of the highest penetration rates of internet users in Asia and is therefore very suitable for the study of affiliate marketing programs. All measures were assessed on a Likert type scale ranging from strongly agree (1) to strongly disagree (5).

#### 4.2 Website Analysis

In order to achieve the results of the prototype website analysis, the volunteers tested the website prototype. As shown in figure 2, the scale for website analysis and evaluation is 1 to 5; 1 is the lowest and 5 is the highest for the coherence analysis of the website.

**Table 4.2.1** Scale of Evaluation

Scale	1	2	3	4	5	Total
1. The website is easy to use.	2	2	14	48	34	100
2. Web services	2	1	11	55	31	100
3. Multi-function	2	1	21	50	26	100
4. Colorfulness	3	3	17	45	32	100

5.Website Process	1	0	21	45	33	100
6.Response Usage in Function Website	1	5	20	43	31	100
7.The website is deployed on affiliate marketing.	2	1	16	55	26	100
8.Presentation	1	2	21	47	26	100
9.The website uses affiliate marketing.	3	1	22	43	31	100
10.Promotion and Coupon	2	5	16	46	31	100
11.Function Website	3	0	12	48	37	100
12.Website Design	3	1	16	46	34	100
13.The website provides buying and selling products.	3	0	15	39	43	100

From the data reported in table, the users evaluated the website in the google form. The table shows the reported analysis of the website based on affiliate website with the score evaluated from the volunteers.

Scale	1	2	3	4	5	Total
Website Services	2	5	22	55	43	100
%	2	5	22	55	43	100

**Table 4.2.2** Website Services Coherence Analysis

From the data reported in table 4.2.2, the website services were evaluated. Two persons gave 1 score. Five persons gave 2 scores. Twenty-two persons gave 3 scores. Fifty-five persons gave 4 scores, and forty-three persons gave 5 scores.

Scale	1	2	3	4	5	Total
Website Easiness	2	2	14	48	34	100
%	2	2	14	48	34	100

**Table 4.2.3** Website Easiness Coherence Analysis

From the data reported in table 4.2.3, the website easiness was evaluated. Two persons gave 1 and 2 scores. Fourteen persons gave 3 scores. Forty-eight persons gave 4 scores, and thirty-four persons gave 5 scores.

Scale	1	2	3	4	5	Total
Multi-Function	2	1	21	50	26	100
%	2	1	21	50	26	100

**Table 4.2.4** Multi-Function Coherence Analysis

From the data reported in table 4.2.4, multi-function website was evaluated. Two persons gave 1 score. One person gave 2 scores. Twenty-one persons gave 3 scores. Fifty persons gave 4 scores, and twenty-six persons gave 5 scores.

Scale	1	2	3	4	5	Total
Colorfulness	3	3	17	45	32	100
%	3	3	17	45	32	100

**Table 4.2.5** Colorfulness Coherence Analysis

From the data reported in table 4.2.5, the colorfulness of the website was evaluated. Three persons gave 1 and 2 scores. Seventeen persons gave 3 scores. Forty-five persons gave 4 scores, and thirty-two persons gave 5 scores.

Scale	1	2	3	4	5	Total
Website Process	1	0	21	45	33	100
%	1	0	21	45	33	100

**Table 4.2.6** Website Process Coherence Analysis

From the data reported in table 4.2.6, the website process was evaluated. One person gave 1 score. There is no one gave 2 scores. Twenty-one persons gave 3 scores. Forty-five persons gave 4 scores, and thirty-three persons gave 5 scores.

Scale	1	2	3	4	5	Total
User Response Function Website	1	5	20	43	31	100
%	1	5	20	43	31	100

**Table 4.2.7** User Response Function Website Coherence Analysis

From the data reported in table 4.2.7, the user response functions website was evaluated. One person gave 1 score. Five persons gave 2 scores. Twenty persons gave 3 scores. Forty-three persons gave 4 scores, and thirty-one persons gave 5 scores.

Scale	1	2	3	4	5	Total
Presentation	1	2	21	47	26	100
%	1	2	21	47	26	100

**Table 4.2.8** Presentation Coherence Analysis

From the data reported in table 4.2.8, the website presentation was evaluated. One person gave 1 score. Two persons gave 2 scores. Twenty-one persons gave 3 scores. Forty-seven persons gave 4 scores. Twenty-six persons gave 5 scores.

Scale	1	2	3	4	5	Total
Affiliate Marketing Website	3	1	22	43	31	100
%	3	1	22	43	31	100

**Table 4.2.9** Affiliate Marketing Website Coherence Analysis

From the data reported in table 4.2.9, the affiliate marketing website was evaluated. Three persons gave 1 score. One person gave 2 scores. Twenty-two persons gave 3 scores. Forty-three persons gave 4 scores, and thirty-one persons gave 5 scores.

Scale	1	2	3	4	5	Total
Promotion and Coupon	2	5	16	46	31	100
%	2	5	16	46	31	100

**Table 4.2.10** Promotion and Coupon Coherence Analysis

From the data reported in table 4.2.10, the promotion and coupon were evaluated.

Two persons gave 1 score. Five persons gave 2 scores. Sixteen persons gave 3 scores.

Forty-six persons gave 4 scores, and thirty-one persons gave 5 scores.

Scale	1	2	3	4	5	Total
Function Website	3	0	12	48	37	100
%	3	0	12	48	37	100

**Table 4.2.11** Function Website Coherence Analysis

From the data reported in table 4.2.11, the function website was evaluated. Three persons gave 1 score. There is no one gave 2 scores. Twelve persons gave 3 scores.

Forty-eight persons gave 4 scores, and thirty-seven persons gave 5 scores.

Scale	1	2	3	4	5	Total
Website Design	3	1	16	46	34	100
%	3	1	16	46	34	100

**Table 4.2.12** Website Design Coherence Analysis

From the data reported in table 4.2.12, the website design was evaluated. Three persons gave 1 score. One person gave 2 scores. Sixteen persons gave 3 scores. Forty-six persons gave 4 scores, and thirty-four persons gave 5 scores.

Scale	1	2	3	4	5	Total
Website Provides Buying and Selling Products	3	0	15	39	43	100
%	3	0	15	39	43	100

**Table 4.2.13** Website Provides Buying and Selling Products Coherence Analysis

From the data reported in table 4.2.13, the website provides buying and selling product was evaluated. Three persons gave 1 score. There is no one gave 2 scores. Fifteen persons gave 3 scores. Thirty-nine persons gave 4 scores, and forty-three persons gave 5 scores.

### 4.3 Scoring System and Website Evaluation

Number of Volunteers	Gained Scores	Total Scores
100	5243	6500

**Table 4.3** shows the volunteers' evaluations of the scoring system and website.

Table 4.3 presents the scores of websites after it was evaluated by the volunteers. The overall score of the website was from 1 to 5.

#### 4.4 Discussion of Results

As stated in chapter 1, there are three objectives of this research. First, create website based on affiliate website. Second, create gaming website and evaluate it to analyze the result. Third, study the website and score to see if there is a relationship between the number of cohesive devices used and the website based on affiliate marketing.

#### 4.5 Person correlations

Hypotheses	PC of attitude Towards affiliate marketing website	Significance 2 tailed
H1-Perceived website service	0.689	0
H2-Ease to use website	0.522	0
H3-Perceived website process	0.501	0

**Table 4.5:** Person correlations

Hypothesis H1, perceived website service was predicted to have a positive relationship with consumer's attitude toward affiliate marketing programs was confirmed by this study. Usefulness is based on the extent to which consumers believe that the marketer has the expertise and honest to perform a transaction effectively and honestly as the hypothesis Usefulness and the user's attitude towards using an affiliate program. This is further supported by the higher correlation coefficient of ( $r=.689$ ), that indicates that there is a strong positive relationship between the two.

Hypothesis H2, was tested by implementing a correlation between perceived ease to locate and the attitude toward using the affiliate program link on the website. As the significance value is .000 ( $p<0.1$ ), the hypothesis is also accepted and it is concluded that there is a positive relationship between perceived ease to locate the online marketer and the attitude towards affiliate marketing link on the website. The correlation. coefficient ( $r = .522$ ) also suggests that there exists a positive relationship with large strength between the two.

Hypothesis H3, that is aimed at checking whether there exists relationship between the user's attitude towards affiliate marketing programs and informativeness. The candidness, clarity and completeness of information were predicted to have a positive relationship with the consumer's attitude toward online affiliate towards online affiliate marketing programs. The correlation coefficient( $r=.501$ ), indicates a positive relationship between and I and ATAP. As many marketers consist affiliate programs as closely linked with online advertising, the results of this study are confirmed by other in their previous studies as well, and who cone to same conclusion while investigating web advertising.



# Chapter 5

## Conclusion and Recommendations

In this chapter the conclusion derived from the finding of this study on the experiences of sample of volunteers involved in the termination of website at community and volunteers. The conclusion was based on the objects, research question and results of the study. The implications of these findings and the resultant recommendations will also be explained. Recommendations were based on the conclusion and purpose of the study

### 5.2 Overview of the Study

The study was an exploratory, descriptive and contextual qualitative study. The researcher adopted an affiliate marketing approach to achieve the objective of the study. Unstructured, open and survey were conducted with three objectives from volunteers who were purposively selected as participants. The survey was conducted prototype website.

The research enlisted the help evaluate website to check content and strategy. The research completed an independent analysis. The volunteers help to checking content from the website. Trustworthiness of the data was assured and ethical considerations respected.

The looking and recommendation described below on the experiences of the e-marketing and e-business, the research survey, the objective and themes emerging from the data analysis.

### **5.3 Summary of the Data**

Thirteen themes, consisting of 3 major categories emerged from the data. The looking was discussed according to the Thirteen content and function that emerged from the data.

1.The website is easy to use.

2.Web services

3.multi-function

### **5.4 Content, Function, and Implication**

Function 1: The website is easy to use. Organization and structure are clear and professional. Website can also build around target audience and market. Organization makes a website accessible and user-friendly. By creating a thoughtful organizational structure in the website, visitors will be able to better navigate and find the content in the website. Furthermore, a clear organization and structure allows google to easily access to the website.

Function 2: Web services. Web services refer to applications can be written in various languages and are still able to communicate by exchanging data with one another via a web service between cline sever. The web service comprises essential functions. A good web service supports communication among numerous apps with HTML, XML, WSDL, SOAP and other open standards. XML tags the data, SOAP transfers the message, and WSDL describes the services' accessibility.

Function 3: Multi-functional websites present web base prototype affiliate marketing for users. The prototype website is a communication game and shop online. Gamers and users are allowed to play and talk about gaming.

-New members can register on the website.

-The website's content can be updated and edited by the admin.

-Payment can be processed on the website.

-The website allows users and members to access the contents.

-Users can post on the web board of the website.

## **Summary**

The study confirmed that volunteers involved in termination of website experienced mixed marketing and programming. They had in order to handle the function website. It was complex in the study that each function on website to find a way of evaluation with his/her feeling after testing. Most of them talked to one another about their experiences.

## **5.5 Recommendations**

The website makes the following recommendations for volunteers. The function website can fulfill e-commerce.

## **5.6 Conclusion**

The goal of this research is to find out how the affiliate marketing can be based on website performing affiliate marketing and how the affiliate perceiving website can be based on affiliate marketing. To reach the goal, survey and evaluation were presented in the principle and theoretical part of the research.

The theoretical framework consisted of research on the different digital marketing methods available and affiliate marketing in general. This framework was then used to create supporting questions on survey.

The principle consisted of e-business and websites of advertisers that approach content on websites, handful of affiliates, most often in the cash and voucher space. This is one of the strategies.

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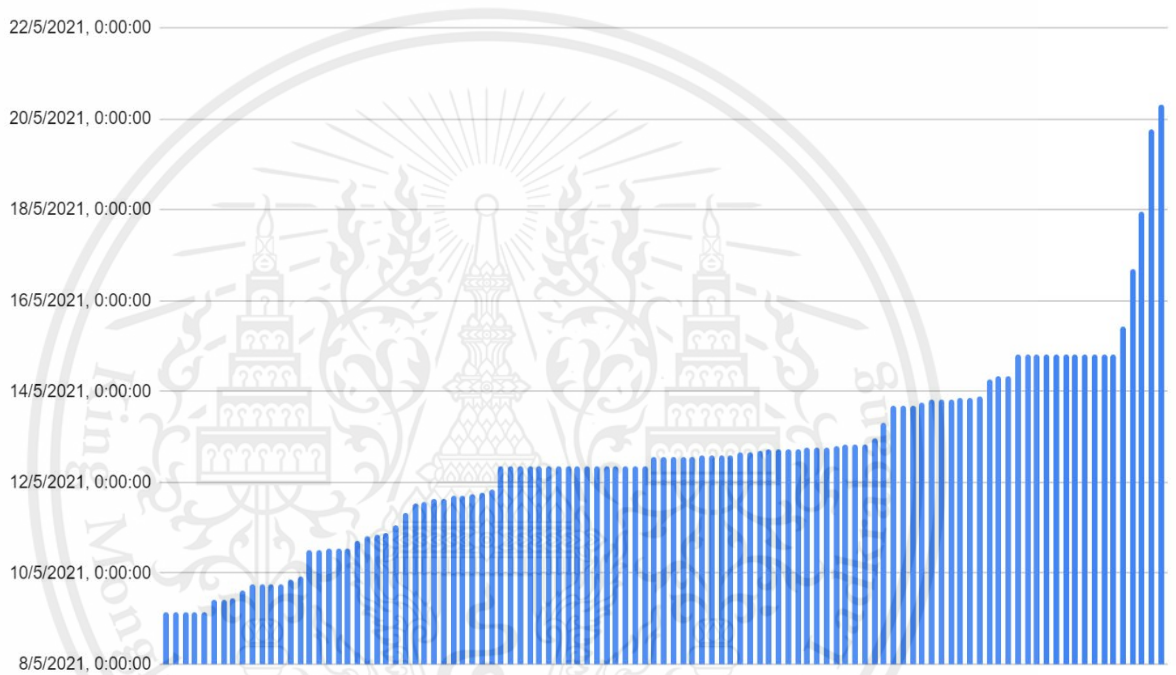
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# Appendix A

Appendix 1. Survey guide for the prototype website.



This table to show the information accounting to Question

## Question for create and design website

- Do you have website?
- If you have website. What are add on website?.
- The objective of creating website
- Do you think advertisement is effective on website ?.
- What are you known for editor website ?

Do you have website	Frequency	Percent
Yes	42	50
No	42	50
<b>If you have website. what are you add on website.</b>		
Advertise	44	52.4
News	23	27.4
Movie and Entertainment	47	56.6
Promotion	50	59.5
<b>The objective of creating website</b>		
Organization images	34	40.5
Information and Contact	29	34.5
Product and Service	54	64.3
Product detail	54	64.3
The channel of distribution	36	42.9
Systems of organization	1	1.2
<b>How many company do you have?</b>		
1 company	16	19
2-3 company	5	6
4-5 company	0	0
above 50	0	0
Nothing	63	75
<b>Do you think advertisement is effective on websites</b>		
Yes	63	76.2
No	21	23,8
<b>What are you known for editor website?</b>		
Nothing	48	57.1
Wix	20	23.8
Wordpress	25	29.8
AWS	3	3.6

Igetweb	8	9.5
MakewebEZ	8	9.5
Opencart	1	1.2
Jomia	1	1.2

