

ANTECEDENTS OF CONSUMER ATTITUDE TOWARDS AFFILIATE MARKETING ADVERTISEMENTS IN THE RETAIL SECTOR; SPECIAL REFERENCE TO GENERATION Z IN WESTERN PROVINCE, SRI LANKA

Iwdugoda, I.G.D.P.C.* and De Silva, W.V.

*Department of Marketing Management, Faculty of Management Studies,
Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka.*

**iqdpiciwdugoda@std.mgt.sab.ac.lk*

1. Introduction

In a rapidly evolving marketing landscape, this study explores how Generation Z in the Western province of Sri Lanka perceives affiliate marketing (AM) in the retail sector. The research focuses on consumer attitudes towards AM advertisements by examining factors like informativeness, entertainment, social norms, and irritation with the mediation effect of advertising value. It aims to bridge gaps in understanding Generation Z's preferences and provide practical insights for optimizing AM strategies. The significance lies in its potential to enhance trust, foster positive attitudes, and shape the future of AM practices in this demographic.

2. Research Methodology

In this study, a structured questionnaire has been used to collect data from 312 respondents belonging to generation Z who have been exposed to AM advertisements by employing a judgmental sampling technique. Data was analyzed using hierarchical regression and Sobel test.

3. Findings and Discussion

The study reveals that informativeness and entertainment significantly impact the value of AM advertisements among Generation Z individuals in the Western Province of Sri Lanka. Conversely, social norms and irritation have a limited impact on value perception. Furthermore, the value of the advertisements as a mediator impacts attitudes towards AM with the impact of independent variable informativeness and entertainment. Similarly, a strong, positive correlation exists between the perceived value of affiliate marketing ads and consumers' attitudes toward these advertisements.

4. Conclusion and Implications

The study reveals the pivotal role of advertising value in shaping Generation Z's attitudes towards AM advertisements, particularly when these ads are informative and entertaining. The theoretical implication underscores the importance of creating content that enhances value perceptions. On a practical level, marketers should focus on delivering informative and entertaining affiliate marketing content to engage and influence Generation Z consumers effectively, thus optimizing their advertising strategies for this demographic.

Keywords: Affiliate advertisements, Affiliate marketing, Attitudes towards Affiliate Ads, Generation Z.