Factors Affecting for Online Marketing Strategy of Business Development in Malaysia

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Authors' contributions

This work was carried out in collaboration between all authors. Author AAK designed the study, wrote the protocol and wrote the first draft of the manuscript. Authors AAK and LKT managed the literature searches, analyses of the study and authors WHC and CSC managed the experimental process for data collection and editing of the study. All authors read and approved the final manuscript.

Short Research Article

ABSTRACT

Aims: This paper presents the factors affecting for online marketing strategy of business development for publishers (affiliates) and buyers in Malaysia.
Study Design: The research design was a descriptive, correlation, reliability, hypothesis testing, multiple regression and convenience sampling technique.
Place and Duration of Study: Sample consists of adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, and background and education level. This study was conducted in 2013-2014.
Methodology: This study was quantitative analysis using questionnaire. A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old. The research conducted a pilot study and analyzed the data.

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Results: The results revealed that product commitment and product homogeneity had a significant relationship with the high click through rate of online marketing link. Moreover, online process simplicity and online purchase complexity; cyberculture effect and the need satisfaction had also a significant relationship of fully mediating affect between the high click through rate of online marketing link.
Conclusion: Therefore, this study contributes that factors affecting for online marketing strategy of business development for publishers and buyers in Malaysia.

1. INTRODUCTION

Online marketing has been prevalent in the internet market over recent years. Since its successful start from Amazon which had pioneered this new marketing tool, many new internet entrepreneurs have made online marketing as part of their income earning method by committing as to it as full time online. The benefit does not stop at being an online, the effect has impacted the merchandiser in such a way that performance based marketing is now measured through the online marketing program. To cater for this rapid growth, many researchers have done studies on the success of online marketing and revealed the truth behind it. However, according to Duffy [1], some researchers have only understood the basic concepts of online marketing as a pure pay of performance marketing tool. There has been no metrics benchmark on how the marketing tools are to be used in promoting the product an online. As such, many onlines failed, based on the fact that there are no reasons, as it did not satisfy the metrics in this rapidly changing requirement of online buyers.

Geno [2] further stated that too much expectation and attempted to control onlines have resulted in a make free attitude; as the onlines disagree on the tedious managerial approach of the merchant. Discontinued passion and failure in diversifying niche market from onlines also results in an online marketing failure. Apart from this, some of the reasons for low conversion rates in online marketing were poor architecture design of website navigation, vague visualization of product and poor product description. Despite this, the case studies and discussion on the failure or success of the online program, many onlines, merchants or researchers have underrated the understanding of the online user and failed to find out their perception about the online program. The correlation between the online programs, online and online user has thus been distanced and may result in the failure of the online program. The understanding of the action carried out by the online user is the important metrics that all onlines or merchants should emphasize, especially to those onlines who earn their trust for income. The action discussed here included clicking, browsing, buying or even filling out a form. The subject of this research will discuss the online user's action and the reason behind the action. If the three parties (the onlines, onlines network and advertiser) would like to benefit from the online program, it was necessary to dive into how web visitors makes decisions on online purchases and what drives them to do so. The understanding of the user's action will lead to more constructive view of the online marketing success factor.

Online advertising was a simple form of advertising through a website. In practice, online advertising was about getting your website in front of the people who were interested in your product or service. About online advertising, Chaffey [3] defined online advertising as alternatively as means of attracting customers to the website – a form of traffic acquisition. One major benefit of online advertising versus traditional advertising is the reach of the public without the limit of geography or time. The traffic on a specific website was sometimes more than the population of a country which might be scarcely achievable by any other traditional advertising means. The interactive media attribute that resides in online advertising delivers an impressive impact to the web visitors who had identical interest regardless of their varied background. The absolute competitive advantage of online advertising was often cheaper than the traditional advertising methods such as newspapers, magazines, radio, etc. With the introduction of online marketing, the online advertising world had evolved further to pay for performance module which was the ultimate cost efficient way of advertising a product.

Moreover, online advertising is one of the selected media tools for publishing and advertising businesses, companies, institutions, association and many other forms of entities that exist in society ComScore, Inc [4]. Online advertising has bolstered both business models and evolved it to a level where the merchandiser is heavily dependent on it in today's market. The latest statistics from ComScore, Inc [5] report on online advertising effectiveness is based on the use of ComScore's proprietary panel of 2 million internet users, of which over 400,000 are residents in Europe. The results show the manner in which the online display of advertisements works in affecting European consumer behavior. It reveals that there are indeed both latent and branding effects while the click rates on the advertisements themselves are minimal. Then, each visit to the advertiser's web site rose by 72% in average and the likelihood of the consumers conducting a trademark search query using the advertiser's branded terms increased on average by 94%.

Furthermore, the impression exposure of online advertising has indeed rendered the efficiency in reaching the attraction of visitors in spite of the low click through rate (CTR). The visitor or buyer is the person who pays a visit to the publishers' websites. They are drawn to visit due to the interest or trust in the online marketing. In generic terms, higher click through rate would influence success of the online marketing. The click through rate may vary according to the geographical factors. A report from ComScore, Inc [4], available at http://www.slideshare.net/dymil/comscore-whither-the-click-in-europe) shows that people from a high broadband country such as Western Europe and the United States consistently have a low click through rate, while the high click through rate can be found in emerging markets such as Asia in Fig. 1.

Even though understanding the click through rate is important, nevertheless, the click through rate does not represent fully the success rate of an online marketing campaign. Despite the low click through rate, Fig. 1 shows that the display advertising can have a positive impact on consumer behaviour. This is the key part of this study about consumer behaviour and their perception on online purchase. Therefore, this study will focus more on finding the factors behind the decision making process of the visitors implicitly. To generalize the key success factors of online marketing, the click through rate is important, but the understanding of the buyer's decision making is the ultimate goal of all the publishers in the online marketing. By fully comprehending the buyer's decision making process, the publishers will be very successful.
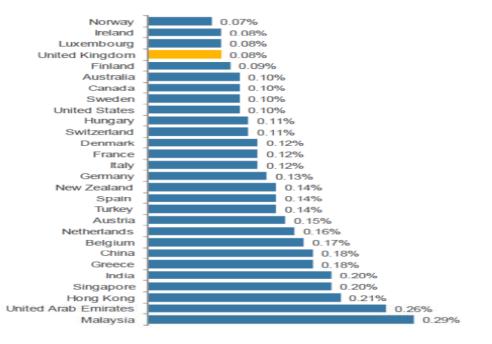

Fig. 1. Worldwide click-through rates (January-December 2010)
(Source: ComsScore, Inc, 2010)

According to latest definition about cyberculture from Cyberculture [6], online marketing compensates the online for the effort of bringing in visitors. For instance, an online may be rewarded with cash or gifts in the event of an offer completion or referral to the site. The four key players in the online marketing include the merchant (retailer or brand), the network, and the publisher (affiliate) and the customer (web visitor) from Wikipedia [7] see in Fig. 2. Today the market has evolved to a higher level of complexity that it links with a secondary tier of players such as online management agencies, super onlines and specialized third parties vendors. Most of affiliate marketing works on the content page. It is more like the contextual advertising method. With today Google Advertisement sense to Semantic web which uses a computer to automatically analyze the customers. Online marketing has grown to a stage where advertisements pop ups on a page automatically which is only relevant to you. The connection within the parties in affiliate marketing is shown on Fig. 2.

To understand the success factor of online marketing for the perception of potential customer (online users), it was of utmost importance to understand the consumer psychographics and factors that affect the decision making process. From the inner view of decision making in the buying process, the perspective of the consumer psychographics was very important. Mental orientation was explained as a way of characterizing a consumer's approach to making shopping choices, Walsh et al. [8]. They had described the decision making styles into eight categories, i.e. quality consciousness, brand consciousness, novelty-fashion consciousness, recreational shopping, value consciousness, impulsiveness, confusion and brand loyalty consciousness. The understanding of mental orientation of online users helped onlines to understand their needs and thus deliver right product to the right audience.

Understanding the type of potential customer is just the first step. What motivates the online users to purchase thing online is also necessary to be learnt by onlines. According to Alex [9], a consumer's buying decision can be influenced by these three factors, i.e. personal, social and psychology. Due to complexity of understanding individuals from the perspective of personal factor and psychology, this research placed more emphasis on the factor of social effect. What lied in the social effect is the internet subculture or cyberculture in other word. The cyberculture is a culture endemic that has given to the rise of online communities from 1960s to 1990s, Cyberculture [6]. It is borderless and hard to accurately define. The community may span from the virtual world to physical world, all being mediated by a computer network. Manifestation of the cyberculture include various interactions mediated by the computer networks such as blogs, games, social networks, virtual worlds,
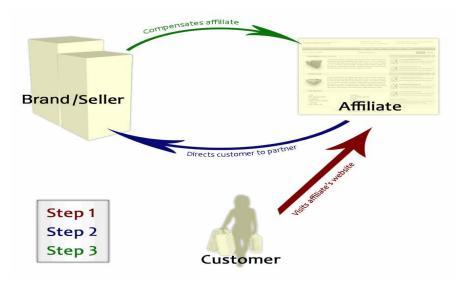

Fig. 2. Affiliate (Publisher) marketing concept
(Source: Wikipedia. http://en.wikipedia.org/wiki/Affiliate_marketing. 2014)

E-commerce, etc. One of the profound successes of social network is Face book. There are 1.23 billion online active users as of 31st December 2013, Facebook [10]. Due to the unlimited linkage of the people from different geographical areas, they can share what syncs them in their lifestyles. This has superbly outperformed any traditional marketing tool to target, attract, communicate and link multinational consumers. Many onlines now utilize the social network to target audiences.

Therefore, this paper presents the factors affecting for online marketing strategy of business development for publishers and buyers in Malaysia. It means that first part is how to do the online marketing strategy for business development of publishers (affiliates) and buyers who are selling and buying the online products in Malaysia. Second, it is to define the factors that affect publisher's perception towards the online buyer's intention to purchase the online product. The research design was a descriptive analysis, correlation, reliability test, hypothesis testing, multiple regression and convenience sampling technique. Also, this study was conducted in 2013-2014. This study was quantitative analysis using questionnaire. A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old. There were 41 structured questions in the questionnaire. Each item in the questionnaire was measured on a Likert scale of 1 to 5, where a value of 1 indicates strong disagreement to the statement while a value of 5 indicates strong agreement to the statement and 3 indicates neutrality. The research conducted a pilot study and analyzed the data. Therefore, this study will mainly find out the factors affecting for online marketing strategy of business development for publishers and buyers in Malaysia.

2. MATERIALS AND METHODS

This study can be explained by the dependent variable (high click through rate of online marketing link FJ), and independent variables such as online process simplicity (FB), product commitment (FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF), and internet information technology (FG) and mediating variables such as online purchase complexity (FH) and need satisfaction (FI) for publisher's perception towards the online buyer's intention to purchase the online product. It means that this study would provide the success factors of the online marketing and which are the

significant relationship between the independent variables and mediating variables of the dependent variable. With all the aspects concerned in this research, the conceptual framework was depicted in Fig. 3.

2.1 Variables

2.1.1 Online process simplicity (FB)

The process simplicity refers to the depth of involvement that the browser has to engage with in order to purchase the product or service that is on offer. This can be measured in time, levels of information needed and the general intricacy of the process Brear and Barnes [11] and AIIM [12]. It is a higher success rate of the online marketing for buyers if the product is merchandized by the online delivers information that is easy to understand and least online decision making process. Thus, if it is simpler the online process, it is more positive interaction with the high click through rate.

2.1.2 Product commitment (FC)

The commitment level refers to the obligation of the customers to the product or service that they are purchasing Peng Li [13]. High commitment products or services are taken to be more than a year in duration or to be high in cost. In the online market, people will tend to search for a product which is low in commitment and having no risk of exposing personal identity unless it is required. High commitment incites an enormous effort to promote and educate the consumer about the product information and the commitment required of such a product. Highly committed online products hardly receive any decent interest from the market. Only the exception is in the case of Malaysia where the people would use the internet to pay for legal licenses and some form of taxes or duties. This is due to the long hours people are required to queue in government offices. Example: Paying online for the renewal of a driving license.

2.1.3 Product homogeneity (FD)

As hypothesized by researchers Brear and Barnes [11] and AIIM [12] homogeneity levels of the products or services refer to the ease or ability to be similar or comparable in nature to the other products or services within that market. In the attempt to merchandise the product via affiliate marketing, a product needs to have the product features that are homogeneous in nature
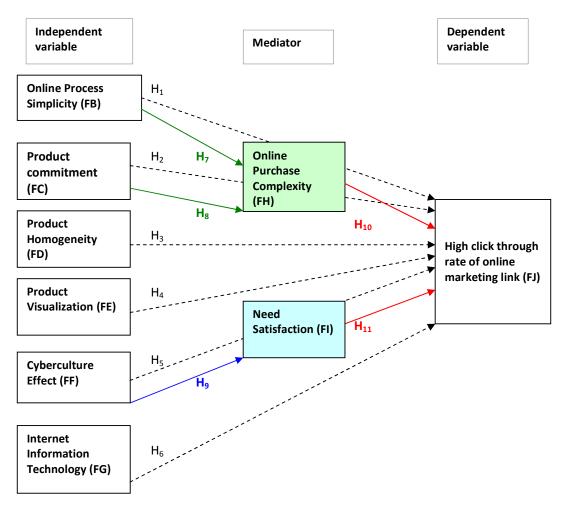
Fig. 3. Conceptual framework of factors affecting the online marketing strategy of business development in Malaysia

to ease the comparison by the consumer. Even if the product has a different nature of feature, homogeneity nature can be splendidly presented from the dimension of functionality or purpose. For instance, the laptop can be comparable to the Apple Ipad in terms of the purpose, functionality and strong features. It is because of the fact that the comparison is subjective to what is inside the user's intention to have at that time.

2.1.4 Product visualization (FE)

A human is born with visual organs that enable the understanding of objects through the eyes. The internet will be stale if there is no invention of animations, splendid graphics and an interesting narration of contents. Thus, selling products online requires a high level of visualization in portraying a product

extraordinarily, even to the point of needing to change intangible products to become tangible. Services are generally less tangible in nature but it can be transformed into a different form. One of the greatest examples is the branding of a credit card by showing the physical appearance of the card and its brand logo with an association of its differentiation of the features. Products can be identified by their physical product specifications, Brear and Barnes [11] and AIIM [12].

2.1.5 Cyberculture effect (FF)

The innate behaviour of a consumer has much relied on the culture and environment where they were grown. The product marketing campaigns was always facing a challenge due to the disperse development of an individual's values, faith, belief, perspective of product and buying behaviour. Due

to the impact of globalization today, consumers are accustomed to the homogenous global effect regardless of its border and ethics. One of the driving engines to the globalization effect is the internet. Online consumers are indulged in their own perceived conducive environment in the internet world. In other words, the online consumer may behave differently in the internet market place than in real physical life. This phenomenon is more appropriately addressed as the cyberculture effect. The cyberculture effect has generated a lifestyle that incites much of the impulsive online purchase intention because of the consumer preferences for product attributes are significantly linked to their lifestyle, Rajagopal [14].

2.1.6 Internet information technology (FG)

Internet information technology created the world with new gateway of communication which enhanced the human connection to more efficient and effective form. The exploding technology has made the internet a medium of freely flowing information in real time. This platform is also widely used in marketing campaigns. Because of its uniqueness in bringing informative content within seconds, online marketing has utilized the internet information technology to merchandize their products through text, photo, video and multimedia files, Wikipedia [7]. The growth of the information technology in the internet has improved the experience of online shopping. There are many possibilities with internet information technology that brings information alive, visualizing the product effectively, simplify the online purchase and is used as a large pool of information resource. This ultimately enhances the living of human beings as well as making life a lot easier.

2.1.7 Online purchase complexity (FH)

An online purchase was a buying process through the internet. Dave [15] defined the buying as a process by which a person paid money in exchange for goods or services. The complexity of an online purchase was decreasing through the years. The check out process today when a person makes the purchase was mostly only a few steps away from getting the item. Dave [15] also proposed that the marketer can reduce the complexity of an online purchase by removing the elements that could deter the final purchase decision. This involved listening to the consumer's needs and wants, a lean process by

avoiding too much up-selling or cross-selling and the innovation to make the buying process even more seamless. When the process was simpler, the success rate of the online purchase was seemingly higher. Therefore, the online purchase complexity could also be explained the relationship between the online process simplicity and product commitment, besides with the high click through rate of online marketing link. The reduced online purchase complexity induced a significant impact on the high click through rate.

2.1.8 Need satisfaction (FI)

Need satisfaction differs according to age, gender, experience and culture. To deliver a novel online shopping experience, it is important to understand the customer's wants and needs and living up to the promises to give the customer a reason to stay, Falk et al. [16]. In online shopping, it has to identify what is important to the online consumers in their online marketing program. ComScore, Inc [5] stated that the three top reasons to keep the online customer satisfied i.e. the ease of check-out, a broad selection and the shipping policy. These conveniences are only possible within an online platform. This is the relationship between the internet information technology and the high click through rate of online marketing link. In order to retain a customer's loyalty and generate new accounts, the publishers depend heavily on these advantages of the internet information technology to generate the high click through rate of their links.

2.2 Research Hypothesis

Hypotheses were formulated to test the online marketing strategy. There were 11 hypotheses formulated to test the 6 independent variables and dependent variable (Equation 1), online process simplicity and product commitment with mediating variable of online purchase complexity (Equation 2), cyberculture effect with mediating variable of need satisfaction (Equation 3) and finally 2 mediating variables effect on the high click through rate of online marketing link of the dependent variable (Equation 4). These 6 independent variables were online process simplicity (FB) (H1), product commitment (FC) (H2), product homogeneity (FD) (H3), product visualization (FE) (H4), cyberculture effect (FF) (H5), the internet information technology (FG) (H6); online process simplicity (FB) and product commitment (FC) with mediating variable of

online purchase complexity (FH) (H7) and (H8) and cyberculture effect with mediating variable of need satisfaction (FI) (H9). Besides, there were another 2 hypothesis of 2 mediating variables of (FH) and (FI) were dependent variable in this research, i.e. the high click through rate of online marketing link (FJ) (H10) and (H11).

According to the mediating effects of online purchase complexity (FH) meant that online purchase needs to simplify the purchase process such as an easy check out, an easy online payment, and easy goods searching, etc in order to convince the customers to utilize more of the internet to make their purchases. Therefore, online purchase complexity also played an important role in this study also the need satisfaction (FI) was the cognitive aspect of the decision maker and the online user to equip their lives easier to purchase things online.

The construction of the online marketing model can be summarized into the high click through rate of online marketing link (FJ) (Equation 1), online purchase complexity (FH) (Equation 2), and need satisfaction (FI) (Equation 3) models in addition to FH and FI as mediating effect with FJ (Equation 4), are as follows:

$$\mathbf{FJ} = a + \beta_1\,FB + \beta_2\,FC + \beta_3\,FD + \beta_4\,FE + \beta_5\,FF + \beta_6\,FG + e_1 \quad (1)$$

$$\mathbf{FH} = b + \beta_7\,FB + \beta_8\,FC + e_2 \quad (2)$$

$$\mathbf{FI} = c + \beta_9\,FF + e_3 \quad (3)$$

$$\mathbf{FJ} = d + + \beta_{10}\,\mathbf{FH} + + \beta_{11}\,\mathbf{FI} + e_4 \quad (4)$$

where:

FJ = the high click through rate of online marketing link (Dependent variable)
FB = online process simplicity
FC = product commitment
FD = product homogeneity
FE = product visualization
FF = cyberculture effect
FG = the internet information technology
FH = online purchase complexity
FI = need satisfaction
a, b, c and d = intercept (constant)
β_s = coefficient values of independent and mediating variables
e_1, e_2, e_3 and e_4 = error terms

H_o1: There is no significant relationship between online process simplicity (FB)

and the high click through rate of online marketing link (FJ).

H_A1: There is a significant relationship between online process simplicity (FB) and the high click through rate of online marketing link (FJ).

H_o2: There is no significant relationship between product commitment (FC) and the high click through rate of online marketing link (FJ).

H_A2: There is a significant relationship between product commitment (FC) and the high click through rate of online marketing link (FJ).

H_o3: There is no significant relationship between product homogeneity (FD) and the high click through rate of online marketing link (FJ).

H_A3: There is a significant relationship between product homogeneity (FD) and the high click through rate of online marketing link (FJ).

H_o4: There is no significant relationship between product visualization (FE) and the high click through rate of online marketing link (FJ).

H_A4: There is a significant relationship between product visualization (FE) and the high click through rate of online marketing link (FJ).

H_o5: There is no significant relationship between cyberculture effect (FF) and the high click through rate of online marketing link (FJ).

H_A5: There is a significant relationship between cyberculture effect (FF) and the high click through rate of online marketing link (FJ).

H_o6: There is no significant relationship between the internet information technology (FG) and the high click through rate of online marketing link (FJ).

H_A6: There is a significant relationship between the internet information technology (FG) and the high click through rate of online marketing link (FJ).

H_o7: There is no significant relationship between online process simplicity (FB) and online purchase complexity (FH).

H_A7: There is a significant relationship between online process simplicity (FB) and online purchase complexity (FH).

H_o8: There is no significant relationship between product commitment (FC) and online purchase complexity (FH).

H_A8: There is a significant relationship between product commitment (FC) and online purchase complexity (FH).

H_o9: There is no significant relationship between cyberculture effect (FF) and need satisfaction (FI).

H_A9: There is a significant relationship between cyberculture effect (FF) and need satisfaction (FI).

H_o10: There is no significant relationship between online purchase complexity (FH) and the high click through rate of online marketing link (FJ).

H_A10: There is a significant relationship between online purchase complexity (FH) and the high click through rate of online marketing link (FJ).

H_o11: There is no significant relationship between need satisfaction (FI) and the high click through rate of online marketing link (FJ).

H_A11: There is a significant relationship between need satisfaction (FI) and the high click through rate of online marketing link (FJ).

2.3 Research Design

The research design was a descriptive analysis, correlation, reliability test, hypothesis testing, multiple regression and convenience sampling technique. Sekaran [17] explained that the descriptive analysis was used to describe something, usually the characteristics or functions of the variables of interest. For descriptive research, it begins with the defined structure and proceeds to actual data collection in order to describe the variables. The key to good descriptive was known exactly what to measure and to select a survey method in which every respondent was willing to cooperate and was capable of providing accurate information. Also, this study was conducted in 2013-2014. This study was quantitative analysis using questionnaire. The research conducted a pilot study and analyzed the data. Therefore, this study will mainly find out the factors affecting for online marketing strategy of business development for publishers and buyers in Malaysia.

2.4 Sampling Method

Convenience sampling technique was used because there was no defined population number even if the criteria of the respondents were identified. Each respondent had an equal and independent chance of being selected to be part of the sample. Equal because there is no bias that one person will be chosen rather than another and independent because the choice of one person does not bias the researcher for or against the choice of another, Salkind [18]. This method was chosen because of the least biased computation and is more practical from the perspective of cost and time saving, in order to better interpret the large population.

2.5 Population and Sample

The population consists of adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, and background and education level in Malaysia. However, sample consists of they must be a frequent online user and know how to conduct an online purchase. A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old using convenience sampling technique. Therefore, the response rate is 76%. The data collection is paper-based and class survey not online survey. There are no specific preferred groups among the online users but they should have experience with the online purchase process, know how to conduct an online purchase and monthly income level. It was believed that this group of respondents was sufficient to fulfill the adequacy for the research purpose.

Based on survey results, responded to the questionnaire, 55.26% was from the age group of 21-30, which was the highest. While the age group between 31-40, which was 37.5% of the total respondents, and only 7.24% originated from age group of 41-50. Also, in the gender group of this research, the male respondent's number (53%) was slightly higher than that of the female respondents (47%). This further explained among the age group of internet users were from 21-50, the majority of respondents were from the bachelor degree holding. It can be explained that the average education level in Malaysia was pursued their education to the bachelor degree program. Thus, it was important to have more focus on the bachelor degree group (57%) due its high number compared with other education levels. Besides, among the

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income group of internet users were from RM1,001-2,400 group (58%) due its high number compared with other income level groups.

Thus, the sample was believed to be able to represent the population and address good results. For this research, Malaysian adult online users (buyers) were recruited by paper based and class survey.

2.6 Measurement and Instrumentation

In order to have a strong validity and high creditability of instrument, the questionnaire was designed to concisely attach the purpose of the research, Sekaran [17]. This study was quantitative analysis using questionnaire. A total of 152 out of 200 questionnaires were completely received from the selected Malaysians above the age of 21 years old. The set of questions were designed in accordance to the demographic factor including the internet usage and in a multiple set of query to the 6 independent variables and 2 mediating variables including dependent variable of the high click through rate of online marketing link of the research. Thus, the questionnaire had a combination of dichotomous questions, likert scale questions and multiple choice questions. Likert and Leslie [19,20] mentioned that Likert scale was best known for survey research methods. A Likert scale was a psychometric scale commonly involved in research that employed questionnaires. It was the most widely used approach to scaling responses in survey research. The term was often used interchangeably with rating scale. Likert scale can be created as the simple sum of questionnaires responded over the full range of the scale. Likert scaling assumed that distances on each item were equal. Importantly, all items were assumed to be replications of each other or in other words items were considered to be parallel instruments.

This provided the respondents with a leased biased set of questions to better represent the result of the research. There were two main parts in the construction of the questionnaire. The first section, section A, comprised of questions relating to demographic factors and internet usage. This enticed the research to better understand the respondent's background from the perspective of the relevant information. These questions laid the foundation to the second part of the questionnaire as it is believed these two parts were interrelated. The second part of the questionnaire comprises of section B to section J. From section B to section G

are about 6 independent variables, section H and section I are about mediating variables, and section J is about dependent variable. They range from 3-5 constructs in each section in the form of likert scale. The likert scale used in these constructs was given 1 to 5 options ranging from "strongly disagree" to "strongly agree" where a value of 1 indicates strong disagreement to the statement while a value of 5 indicates strong agreement to the statement and 3 indicates neutrality. To show the leased bias questionnaire, structured questions were used because it provided a set of options in the response to the questions. The 6 independent variables were online process simplicity (FB), product commitment (FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF) and internet information technology (FG), and 2 mediating variables were online purchase complexity (FH) and need satisfaction (FI). The last section, section J, was designed in dichotomous form to evaluate the dependant variable, that was the high click through rate of online marketing link (FJ). The whole part of section A-J consisted of 41 structured questions in the questionnaire.

3. RESULTS AND DISCUSSION

3.1 Demographics

From the sample group that responded to the questionnaire, 55.3% was from the age group of 21-30, which was the highest. While the median group was aged between 31-40 was 37.5% of the total respondents, only 7.24% originated from age group of 41-50. This inferred that the tendency of internet usage descends in relation to the age factor. The younger the age is that the higher the usage of the internet. Both the female and male respondents' numbers were almost equal in the participation of the research questionnaire. In this research, the male respondent's number was slightly higher than that of the female. This however did not imply any impact onto the results. Even if the male group was larger than the female group, the difference was too small to differentiate among them. Both the male and female group were important in the investigation on internet usage.

Most of the internet users with online purchase experience had a bachelor degree qualification. Among the age group of internet users were from 21-50, the majority of respondents were from the bachelor degree holding. It can be explained that the average education level in Malaysia was

rather high where most of the school graduates had further pursued their education to the bachelor degree program. Thus, it was important to have more focus on the bachelor degree group due its high number.

There were 78.29% of the respondents using the internet everyday. This explained how the majority of the respondents were heavy users of the internet. While 19.08% of the respondents were considered frequent users, there were only 2.63% of the respondents that used it less than a single time a month. The high usage of the internet could be explained by the high average knowledge on internet information technology. This also implied a higher rate of success of the affiliate marketing program if the number and its frequency of online users kept growing. Majority of the respondents were also strongly engaged in communication via the internet. This creates a higher exposure of online advertisements to the user when the online usage is high.

3.2 Online Purchase Experience

The online purchase experience of the respondents shows in Fig. 4. It explained that how they had found the link to purchase the items. This served enough as a base to know the source of the online purchase and it provided the researcher the data to know what the major online

platform in Malaysia was. According to Fig. 4, 41.45% of the respondents when making a purchase online, they were aware of the website address and would go directly to it without going through any other link. 58.55% of the respondents did not know the website and their first click through a link was either from a search engine, networking web page, or other web pages before being brought to the destination website from which they made their purchase.

3.3 Reliability Test

Cronbach's Alpha is one of the most commonly used measurements. The item is 0.70 or higher; it is good reliability test and the model is validity Sekaran [17]. If it is below 0.70, there is a lack of reliability and the item should be deleted/removed it (in the research) and rerun the reliability test and it would be increased to higher 0.70 of other items. The reliability analysis result for the 6 independent variables, 2 mediating variables with the dependent variable of the high click through rate of online marketing link are shown in Table 1. Overall, the study's reliability (Cronbach's Alpha) is high ($\alpha > 0.70$) and the value of each variable is from 0.739 to 0.873. While the standardized items value is from 0.742 to 0.876. This indicates that the instrument is used as a measurement tool is well suited for the study. The analysis of the reliability is a pass.
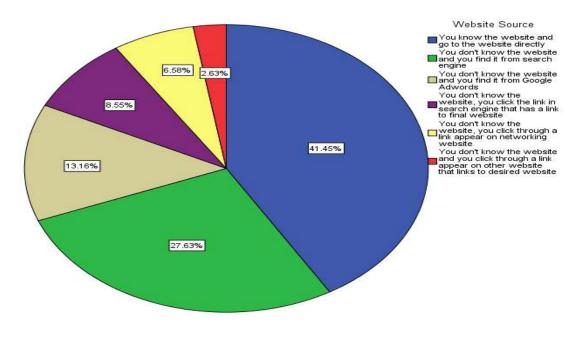

Fig. 4. Online purchase experience based on website sources
(Source: Own data Analysis)

Table 1. Reliability test

	Cronbach's alpha	Cronbach's alpha based on standardized items	N of items
FB	0.776	0.782	5
FC	0.873	0.876	3
FD	0.785	0.788	3
FE	0.777	0.800	3
FF	0.772	0.785	4
FG	0.754	0.758	4
FH	0.739	0.742	3
FI	0.760	0.762	5
FJ	0.799	0.811	5

(Source: Own data Analysis)s

3.4 Multiple Regression Analysis

Firstly, a multiple regression analysis was performed with the high click through rate of online marketing link (FJ) as a dependant variable and 6 independent variables (Equation 1) such as online process simplicity (FB), product commitment (FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF) and internet information technology (FG) as independent variables. The results were shown in Table 2.

Based on the Table 2, the regression equation 1 showed that the independent variables accounted for about **63.4** percent of the variation in the high click through rate of online marketing link (FJ) model. FJ depends FC (Sig-P value is 0.004 < α 0.01) and FD (Sig-P value is 0.026 < α 0.05). Thus, only hypothesis H2 and H3 were supported by the data and there is a significant relationship between product commitment (FC), product homogeneity (FD) and high click through rate of online marketing link (FJ). If it is the higher the FC and FD, it is also the higher the FJ. Therefore, to be able to succeed in online marketing, the product must be the high commitment and should be the homogeneity. It was probably because the online purchaser did not have the high perceived trust of an online transaction. Product Homogeneity seemed to be a very important aspect in online marketing too. It was due to the fact that the consumer found it easy to compare the product online without contacting each merchant. Therefore, they could have a clear comparison and a fair deal. Besides this, it saved a lot of time by researching a product online. Nonetheless, the fidelity and trustworthiness of the information published online is very important and should be practised by the online marketer. On the other side, online process simplicity (FB), product visualization (FE), cyberculture effect (FF) and internet information technology (FG) did not have a significant impact on the high click through rate of online marketing link.

Secondly, a multiple regression analysis was performed with the mediating variable of online purchase complexity (FH) and 2 independent variables (Equation 2) such as online process simplicity (FB), product commitment (FC), as independent variables. The results were shown in Table 3.

Based on the result shown in Table 3, the regression equation 2 showed that the independent variables accounted for about **52.2** percent of the variation in the online purchase complexity (FH). FH did not depend on product commitment (FC). However, there is a significant relationship between online process simplicity (FB) and online purchase complexity (FH) at α 0.10 level. Therefore, hypothesis H7 was supported by the data. It means that if the online process would be simple, the purchase process can do something much easier i.e. the buyers have to fulfill a certain and simple procedure before receiving the goods in hand. On the other hand, the product commitment did not seem to influence the online purchase complexity because the purchase complexity did not probably depend on the level of commitment only, but was also influenced by the other aspects such as the way the affiliate (publisher) sold the goods online and the limitation of technology. The affiliate must be aware on how important is the efficiency of the purchase process from goods selection to payment process. The affiliate should fully utilize this technological capability where the consumer can now access the internet in many places via a computer or mobile phone and this made the purchase process much easier.

Table 2. Regression analysis of high click through rate of online marketing link (fj)

Model Summary[b]

Model	R	R Square	Adjusted R square	Std. error of the estimate
1	.781[a]	.634	.615	.609

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.153	.256		4.496	.000
FB	-.025	.035	-.058	-.704	.482
FC	.105	.036	.255	2.940	.004***
FD	.116	.052	.209	2.244	.026**
FE	-.045	.047	-.094	-.976	.331
FF	.045	.035	.112	1.283	.202
FG	-.004	.049	-.007	-.084	.933

a. Predictors: (Constant), FB, FC, FD, FE, FF, FG;   b. Dependent Variable: FJ
*Note: *, **, ***: Statistically significant at the 0.10, 0.05, 0.01 level, respectively*

$$FJ = 1.153 - 0.025\ FB + 0.105\ FC + 0.116\ FD - 0.045\ FE + 0.045\ FF - 0.004\ FG + 0.256\ e_1 \qquad (1)$$
$$[-0.704]\quad [2.940***]\quad [2.244**]\quad [-0.976]\quad [1.283]\quad [-0.084]$$
$$R^2 = 0.634;\ \text{Adjusted } R^2 = 0.615$$

Table 3. Regression analysis of online purchase complexity (FH) upon online process simplicity (FB) and product commitment (FC)

Model Summary[b]

Model	R	R Square	Adjusted R square	Std. error of the estimate
1	.601[a]	.522	.520	.423

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	3.568	.297		12.000	.000
FB	.122	.062	.162	1.967	.051*
FC	.001	.060	.001	.015	.988

a. Predictors: (Constant), FB, FC;   b. Dependent Variable: FH
*Note: *, **, ***: Statistically significant at the 0.10, 0.05, 0.01 level, respectively*

$$FH = 3.568 + 0.122\ FB + 0.001\ FC + 0.297\ e_2 \qquad (2)$$
$$[1.967*]\quad [0.988]$$
$$R^2 = 0.522;\ \text{Adjusted } R^2 = 0.520$$

Thirdly, a simple regression analysis was performed with the mediating variable of need satisfaction (FI) and 1 independent variable of cyberculture effect (FF) (Equation 3) in Table 4.

Based on the result shown in Table 4, the regression equation 3 showed that the independent variables accounted for about **56.4** percent of the variation in the need satisfaction (FI). Therefore, there is a significant relationship between cyberculture effect (FF) and need satisfaction (FI) at α 0.10 level. Thus, the hypothesis H9 was supported by the data. It meant that the online purchase process was influenced the atmosphere surrounding them

where consumers were using the internet cyberculture effect properly.

Finally, a multiple regression analysis was performed with the high click through rate of online marketing link (FJ) as a dependant variable and 2 mediating variables of online purchase complexity (FH) and need satisfaction (FI) (Equation 4) in Table 5.

Based on the results shown in Table 5, the regression equation 4 showed that the mediating variables accounted for about **52.9** percent of the variation in the high click through rate of online marketing link (FJ) model. High click through rate

Table 4. Regression analysis of need satisfaction (FI) upon cyberculture effect (FF)

Model Summary^b

Model Summary[b]

Model	R	R Square	Adjusted R square	Std. error of the estimate
1	.588[a]	.564	.559	.634

Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.
	B	**Std. error**	**Beta**		
(Constant)	3.598	.234		15.366	.000
FF	0.099	.058	.139	1.716	.088*

a. Predictors: (Constant), FF;   b. Dependent Variable: FI
*Note: *, **, ***: Statistically significant at the 0.10, 0.05, 0.01 level, respectively*

$$FI = 3.598 + 0.099\ FF + 0.234\ e_3 \quad\quad\quad\quad (3)$$
$$[1.716^*]$$
$$R^2 = 0.564;\ Adjusted\ R^2 = 0.559$$

Table 5. Regression analysis of high click through rate of online marketing link (FJ) upon mediating effects of online purchase complexity (FH) and need satisfaction (FI)

Model Summary^b

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.635[a]	.529	.527	.510

Model	Unstandardized coefficients		Standardized coefficients	Model	Sig.
	B	**Std. error**			
(Constant)	1.595	.239		6.680	.000
FH	.058	.047	s.103	1.237	.018**
FI	.020	.046	.035	5.426	.001***

a. Predictors: (Constant), FH, FI; b. Dependent Variable: FJ
*Note: *, **, ***: Statistically significant at the 0.10, 0.05, 0.01 level, respectively*

$$FJ = 1.595 + 0.058\ FH + 0.020\ FI + 0.239e_2 \quad\quad\quad (4)$$
$$[1.237^{**}]\quad [5.426^{***}]$$
$$R^2 = 0.529;\ Adjusted\ R^2 = 0.527$$

of online marketing link (FJ) has also a significant relationship between online purchase complexity (FH) and need satisfaction (FI). Therefore, the hypothesis H10 and H11 were also supported by the data and it is a significant relationship at α 0.05 and 0.01 level. It meant that the online purchase complexity and need satisfaction had a significant impact on the high click through rate of online marketing link.

Brear and Barnes [11] have reported their final model that explained evaluating the potential of affiliate marketing, which contained online process simplicity, product visualization and product homogeneity in the UK financial services industry through a cross-case analysis approach. The researchers also found out the few factors that contributed to the success of the online marketing. There was an abundance of useful information that drew the understanding of how the respondents behaved and made their decisions online. Therefore, this paper strongly supported the factors that affect the online buyer's intention to purchase the online product for this study.

Asifo [21] found that the cultural factors influenced the buying decision making process. Thus, this research has again proved the cyberculture as one of the variables that has been associated with people daily live and this positively drew a higher rate of online purchases among these people. Besides that, the internet information technology was evaluated on the impact to the high click through rate of an online's link. This research further looked into the cognitive perception of the decision maker when they purchased online. This explanation can be

Table 6. Hypothesis testing

	Description	Result
H2	There is a significant relationship between product commitment (FC) and the high click through rate of online marketing link (FJ).	Accepted
H3	There is a significant relationship between product homogeneity (FD) and the high click through rate of online marketing link (FJ).	Accepted
H7	There is a significant relationship between online process simplicity (FB) and online purchase complexity (FH).	Accepted
H9	There is a significant relationship between cyberculture effect (FF) and need satisfaction (FI).	Accepted
H10	There is a significant relationship between online purchase complexity (FH) and the high click through rate of online marketing link (FJ).	Accepted
H11	There is a significant relationship between need satisfaction (FI) and the high click through rate of online marketing link (FJ).	Accepted

helped by investigating the dependent (high click through rate), independent and mediating variables (success factor of online marketing). It means that the success factor of the online marketing can now be studied further to find out what the results in the relationship between the variables are. This scope of research is narrowed down to the cognitive level of the decision maker's need of satisfaction.

Therefore, hypothesis testing has been done on all the variables; found that not all relationships are significant when the analysis was done. The six hypotheses that have been answered only in the high click through rate of online marketing link studies that are shown in the Table 6.

4. CONCLUSION

Based on the descriptive analysis and multiple regression analysis results, there were only hypothesis H2, H3, H7, H9, H10 and H11 were supported by data. These variables were product commitment, product homogeneity, online process simplicity, online purchase complexity and need satisfaction. It provided with data that the higher the product commitment, it is also higher in the click through rate of online marketing link. That meant that there was a preliminary process of product information by the potential online buyer. When they perceived the product and the process of purchase to be of high commitment, the purchaser would than take into consideration to further process the deal. In Malaysia, the online purchase was common and there were some business entities that depend heavily on the online buyer such as the airline industry, business-to-consumer website selling electronic gadgets, home care items, beauty care items, etc. The only high perceived risk was the online payment gateway which exposed the buyer to the potential risk of having their private information fraudulently stolen. Nevertheless, this subject was investigated in the research as it was another research topic with regard to privacy affairs and the perceived risk of online purchase.

What was really investigated here was the degree of commitment that is linked with the product itself. For instance, buying an electronic gadget needed nothing more than just making an online payment. However, buying a house online was an impossible task as the property would never be able to be sold instantly. It would involve a solicitor and the property owner in the transaction. Due to the high commitment to the product purchase, the property can only be advertised online by an affiliate but not sold online. This meant that the online marketing is basically not limited in choosing the product in their online program, but they were only restricted to the state of after click through rate. It was either the link brought the buyer to the information advertiser's contact or completes the purchase. What the affiliate needed was the concentration to convince potential customers to complete the objective of the link and this objective should not bind the internet user in a high commitment which depends on the merchandized product.

Pertaining to the product homogeneity, the result showed that the homogeneity nature of the product had significant impact to the click through rate. The de facto homogeneity was subject to the affiliate on how they would interpret and present the product to the potential customer. For instance, an affiliate would compare amongst the laptop models in terms of product features or compare the laptop with a

desktop from the aspect of functionality. In any comparison, there will be always benefits and disadvantages on the point of view. Thus, the affiliate has to excel in bringing the informative comparison to the users to improve the click through rate. In other words, the success of presenting homogeneity of the products of comparison will bring enough impact to the click through rate. Aside from this, it was strongly recommended to narrow down the research scope by selecting one of the groups from the top three groups with the highest online purchase record. It will be outstanding if in future research we are to find out what websites the respondents visited. The alternative for the future research group could be done via cooperation with specific affiliates and merchants that would mainly focus on their customer group. The database sharing from the affiliate and merchant will be the key prerequisite factor to find out the real feedback from the customer. This will also provide a decent number of respondents to participate in the research.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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