

Online Marketing Strategy for Business Development in Malaysia

Aye Aye Khin^{1*}, Wong Hong Chau², Arun Kumar Tarofder³, Darmesh Krishanan⁴

^{1,3&4} Faculty of Business Management and Professional Studies (FBMP),
Management and Science University (MSU), Shah Alam, Selangor, Malaysia

² Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman (UTAR),
Kajang, Selangor, Malaysia

2. Short Research Articles

ABSTRACT

Aims: This paper seeks to define the parameters that affect publisher's perception towards the online buyer's intention to purchase the online product.

Study design: The research design was a descriptive analysis, 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, background and education level. They must be a frequent online user and know how to conduct an online purchase. This study was conducted in 2011 and 2013.

Methodology: A total of 152 questionnaires were distributed to the selected Malaysians above the age of 21 years old.

Results: The results revealed that product commitment (FC) and product homogeneity (FD) had a significant relationship with the high click through rate of online marketing link. Moreover, online purchase complexity (FH) and the need satisfaction (FI) had also a significant relationship of mediating affect between the high click through rate of online marketing link. It was the concentration to convince potential publishers, buyers and customers to complete the objective of the links.

Conclusion: Therefore, this study contributes how to success to do the online marketing strategy of business development in Malaysia.

Keywords: Online Marketing Strategy, Online Business, Publisher, Buyer, 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 as 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 online have resulted in a make free attitude; as the online disagree on the tedious managerial approach of the merchant. Discontinued passion and failure in diversifying niche market from online 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 online, merchant 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 online or merchant should emphasize, especially to those online 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 online, online 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. Although there have been plenty of definitions 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.

According to latest definition about cyberculture from Wikipedia [4&11], online marketing is an online marketing method that compensates 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 (online) and the customer (web visitor). 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 online and specialized third parties vendors. Most of online 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.

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.*, [5]. They had described the decision

86 making styles into eight categories, i.e. quality consciousness, brand consciousness,
87 novelty-fashion consciousness, recreational shopping, value consciousness, impulsiveness,
88 confusion and brand loyalty consciousness. The understanding of mental orientation of
89 online users helped online retailers to understand their needs and thus deliver right product to the
90 right audience.

91
92 Understanding the type of potential customer is just the first step. What motivates the online
93 users to purchase things online is also necessary to be learnt by online retailers. According to Alex
94 [6], a consumer's buying decision can be influenced by these three factors, i.e. personal,
95 social and psychology. Due to complexity of understanding individuals from the perspective
96 of personal factor and psychology, this research placed more emphasis on the factor of
97 social effect. What lies in the social effect is the internet subculture or cyberculture in other
98 words. The cyberculture is a culture endemic that has given to the rise of online communities
99 from 1960s to 1990s, Cyberculture [4]. It is borderless and hard to accurately define. The
100 community may span from the virtual world to physical world, all being mediated by a
101 computer network. Manifestation of the cyberculture includes various interactions mediated by
102 the computer networks such as blogs, games, social networks, virtual worlds, E-commerce,
103 etc. One of the profound successes of social network is Facebook. There are 1.23 billion
104 online active users as of 31st December 2013, Facebook [7]. Due to the unlimited linkage of
105 the people from different geographical areas, they can share what syncs them in their
106 lifestyles. This has superbly outperformed any traditional marketing tool to target, attract,
107 communicate and link multinational consumers. Many online retailers now utilize the social network
108 to target audiences.

109
110 The main objective of the research seeks to define the parameters that affect publisher's
111 perception towards the online buyer's intention to purchase the online product. The other two
112 objectives of the study are to examine the factors that affect online buyer's intention towards
113 online product and to investigate the product potential in online marketing. Therefore, this
114 study is identifying the important parameters affecting the publisher's perception towards the
115 online buyer's intention to purchase the online product and also the online buyer's intention
116 towards online product. The study will also conduct the methodology for success factors of
117 the product potential in online marketing in Malaysia.

118 119 2. MATERIAL AND METHODS

120
121 This scope of research is narrowed down to the cognitive level of the decision maker's need
122 of satisfaction. This explanation can be helped by investigating the dependent (high click
123 through rate of online marketing link), and independent and mediating variables (publisher's
124 perception towards the online buyer's intention to purchase the online product). It means that
125 this study would provide the success factors of the online marketing and how are the
126 significant relationship between the independent variables and mediating variables of the
127 success factors and the dependent variable (high click through rate of online marketing link).
128 With all the aspects concerned in this research, the conceptual framework was depicted in
129 Figure 1 follows:

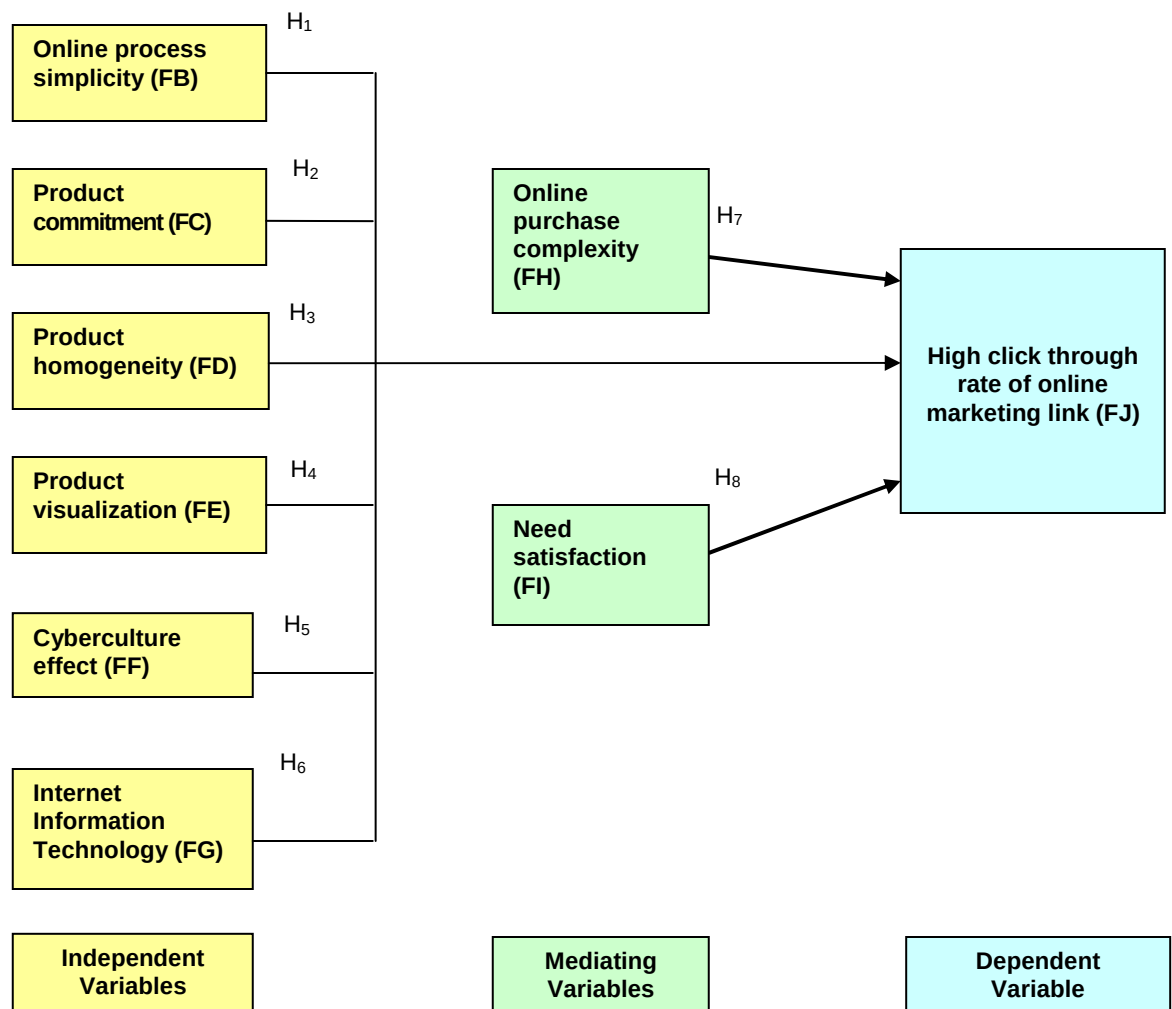


Fig. 1. Conceptual framework of online marketing strategy for business development in Malaysia

2.1 Research Hypothesis

Hypotheses were formulated to test the online marketing potential. There were 8 hypotheses formulated to test the 6 independent variables (Equation 1) and 2 mediating variables (Equation 2) i.e. totally 8 determinants effect on the high click through rate of an affiliate's link of the dependent variable. For this research, the respondents were adult online users (buyers) with experience on online purchasing regardless of gender, religion, race, and background and education level. They must be a frequent online user and know how to conduct an online purchase. A total of 152 questionnaires were distributed to the selected Malaysians above the age of 21 years old using convenience sampling technique. 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) and 2 mediating variables were online purchase complexity (FH) (H7) and the need satisfaction (FI) (H8). There was only one dependent variable in this research, i.e. the high click through rate of online marketing link (FJ). According to the online purchase complexity 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, it is noted that the online purchase complexity also played an important role in this study. Moreover, the need satisfaction was the cognitive aspect of the decision maker and the online user to equip their lives easier to purchase things online.

$$FJ = c + \beta_1 FB + \beta_2 FC + \beta_3 FD + \beta_4 FE + \beta_5 FF + \beta_6 FG + e_1 \quad (1)$$

$$FJ = a + \beta_7 FH + \beta_8 FI + e_2 \quad (2)$$

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 = the need satisfaction

c and a = intercept

β_s = coefficient values of independent and mediating variables

e_1 and e_2 = error term

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 Allim [8&9]. In other words, we see a higher success rate of the online marketing if the product that is merchandized online delivers the information that is easy to understand and with the least online decision making process. Thus, the simpler the online process, the more positive the interaction is with the high click through rate. In view of this discussion above, the hypothesis may be constructed as:

H₀₁: There is no significant relationship between online process simplicity and the high click through rate of online marketing link.

H_{A1}: There is a significant relationship between online process simplicity and the high click through rate of online marketing link.

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. 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. The only 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. One of the examples is paying online for the renewal of a driving license. With the discussion above, the following hypothesis may be generated as follows:

H₀2: There is no significant relationship between product commitment and the high click through rate of online marketing link.

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

2.1.3 Product Homogeneity (FD)

As hypothesized by researchers Brear and AIIM [8&9] 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 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. Hence, the hypothesis may be formed as:

H₀3: There is no significant relationship between product homogeneity and the high click through rate of online marketing link.

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

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 AIIM [8&9]. According to the above discussion, hypothesis may be constructed as:

H₀4: There is no significant relationship between product visualization and the high click through rate of online marketing link.

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

2.1.5 Cyberculture Effect (FF)

The innate behaviour of a consumer has much relied on the culture and environment where they were grown. In the past decades, 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 [10]. Accordingly, hypothesis may be framed as:

H₀5: There is no significant relationship between cyberculture effect and the high click through rate of online marketing link.

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

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 [11]. 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. Accordingly, the hypothesis may be framed as:

H₀6: There is no significant relationship between the internet information technology and the high click through rate of online marketing link.

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

2.1.7 Online Purchase Complexity (FH)

An online purchase was a buying process through the internet. Dave [12] 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 [12] 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 explain the relationship between the online process simplicity and the high click through rate of online marketing link. The reduced online purchase complexity induced a significant impact on the high click through rate. The hypothesis can be formulated as:

H₀7: There is no significant relationship between online purchase complexity and the high click through rate of online marketing link.

H_A7: There is a significant relationship between online purchase complexity and the high click through rate of online marketing link.

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., [13]. In online shopping, it has to identify what is important to the online consumers in their online marketing program. In view of the customer's expectation, online shopping does not merely provide a high level of convenience, but also provides a broad selection to product, a lower price than the bricks-and-mortars shop and a greater access to information. In view of this, the hypothesis was framed as:

H₀8: There is no significant relationship between the need satisfaction and the high click through rate of online marketing link.

H_A8: There is a significant relationship between the need satisfaction and the high click through rate of online marketing link.

2.2 Research Design

The research design adopted for this study was a descriptive analysis, hypothesis testing and multiple regression analysis. Sekaran [14] 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.

2.3 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 [15]. 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.

2.4 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. They must be a frequent online user and know how to conduct an online purchase. A total of 152 questionnaires were distributed to the selected Malaysians above the age of 21 years old using convenience sampling technique. There are no specific preferred groups among the online users but they should have experience with the online purchase process and know how to conduct an online purchase. It was believed that this group of respondents was sufficient to fulfill the adequacy for the research purpose. Thus, the sample was believed to be able to represent the population and address good results.

2.5 Measurement and Instrumentation

In order to have a strong validity and high credibility of instrument, the questionnaire was designed to concisely attach the purpose of the research. There were 41 structured questions in the questionnaire. To show the leased bias questionnaire, structured questions were used because it provided a set of options in the response to the questions. 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 scale was named after its inventor, psychologist Rensis Likert [16 & 17]. He was best known for survey research methods and for the Likert Scale. 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 5 options ranging from "strongly disagree" to "strongly agree". 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 B-J consisted of 32 constructs.

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 which 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 research also provided data about the online purchase experience of the respondents. This was studied because there was a need to understand how they purchased things in the past. However, it was not necessary that the purchase was done through the affiliate's link. The question was asked as to 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 Figure 2, 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. The rest 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. On the words, 58.55% of respondents did not know the website which they wish to look at for the needed item. This meant that affiliate could improve their market proposition by researching and targeting which website the online user was frequently using.

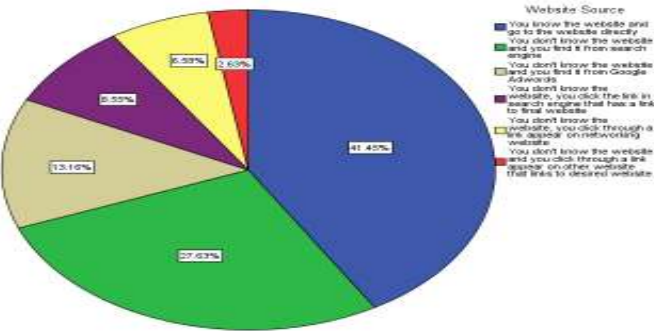


Fig. 2. Website sources
(Source: Own data Analysis)

3.3 Reliability test

The reliability test result provided in Table 1. 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 [14]. 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 for the 6 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 2 mediating variables i.e. online purchase complexity (FH) and need satisfaction (FI) on the dependent variable of the high click through rate of online marketing link of the research is all the items of Cronbach's Alpha values are above 0.70. Therefore, it is good reliability test and the model is validity.

Table 1: Reliability test

	Cronbach's Alpha if Item Deleted
FB	.776
FC	.873
FD	.785
FE	.777
FF	.772
FG	.754
FH	.739
FI	.760

(Source: Own data Analysis)

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 & 3.

Table 2: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.634	.615	.609

a. Predictors: (Constant), FB, FC, FD, FE, FF, FG; b. Dependent Variable: FJ

Table 3: Results of Regression analysis of high click through rate of online marketing link (FJ) upon independent variables of online process simplicity (FB), product commitment (FC), product homogeneity (FD), product visualization (FE), cyberculture effect (FF) and internet information technology (FG) in Malaysia

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. Dependent Variable: FJ

Note: **: Statistically significant at the 0.05 level; ***: Statistically significant at the 0.01 level.

$$FJ = 1.153 - 0.025 FB + 0.105 FC + 0.116 FD - 0.045 FE + 0.045 FF - 0.004 FG + 0.256 e_1 \quad (1)$$

$$[-0.704] \quad [2.940^{***}] \quad [2.244^{**}] \quad [-0.976] \quad [1.283] \quad [-0.084]$$

$$R^2 = 0.634 \quad ; \text{ Adjusted } R^2 = 0.615$$

Based on the Table 2&3, 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 $0.004 < \alpha 0.01$) and FD (Sig-P value is $0.026 < \alpha 0.05$). 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.

Brear and Barnes [8] have studied the value of online affiliate marketing in the UK financial services industry through the case study approach. The researchers also adopted a cross-case analysis to find out the relationships of the few factors that contribute to the success of the online marketing examples. There was an abundance of useful information that drew the understanding of how the respondents behaved and made their decisions online. The study also used a questionnaire to introduce and collect the sample. Based on the study, two variables were evaluated, i.e. the cyberculture effect and the internet information technology. The cyberculture factor was an important element accented to decision making. Therefore, this paper provided the knowledge to identify the factors that affect the online buyer's intention to purchase the online product for this study.

Table 4: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.529	.527	.510

a. Predictors: (Constant), FH, FI; b. Dependent Variable: FJ

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.595	.239		6.680	.000
FH	.058	.047	.103	1.237	.018 ^{**}
FI	.020	.046	.035	5.426	.001 ^{***}

a. Dependent Variable: FJ

Note: ^{**}: Statistically significant at the 0.05 level; ^{***}: Statistically significant at the 0.01 level.

$$FJ = 1.595 + 0.058 FH + 0.020 FI + 0.239e_2 \quad (2)$$

$$[1.237^{**}] \quad [5.426^{***}]$$

$$R^2 = 0.529 \quad ; \text{ Adjusted } R^2 = 0.527$$

Based on the results shown in Table 4&5, the regression equation 2 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 of online marketing link (FJ) has also a significant relationship between online purchase complexity (FH) and need satisfaction (FI). Therefore, the hypothesis H7 and H8 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.

Asifo [18] 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 helped by investigating the dependent (high click through rate) and independent 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.

4. CONCLUSION

Based on the descriptive analysis and multiple regression analysis results, there were only hypothesis H2, H3, H7 and H8 were supported by data. These variables were product commitment, product homogeneity, 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.

REFERENCES

1. Duffy, Dennis L. Affiliate marketing and its impact on e-commerce. *Journal of Consumer Marketing*, 2015; 22(3):161-163.
2. Geno Prussakov. Seven precursors of affiliate marketing failure. Available: <http://issuu.com/affiliatesummit/docs/feedfront-17.2012>.
3. Chaffey, D. *Internet marketing: Strategy, implementation and practice*. 2nd Ed. New York: Financial Times. 2003.
4. Cyberculture. The cyber culture is a culture endemic that has given to the rise of online communities from 1960s to 1990s. Available: <http://en.wikipedia.org/wiki/Cyberculture>. 2014.
5. Walsh G, Henning Thureau T, Wayne-Mitchell V and Wiedmann K-P. Consumers' decision-making style as a basis for market segmentation. 2001.
6. Alex L. Brown. *Introduction to marketing*. Available: <http://www.udel.edu/alex/chapt6.html> 1996.
7. Facebook. <http://newsroom.fb.com/company-info/>. 2014.
8. Brear, D., and Barnes, S. Assessing the value of online affiliate marketing in the UK financial services industry. *International Journal Electronic Finance*, 2008; 2(1), 3-13.
9. AIIM. 'Information Access definition'. (Available at <http://www.aiim.org/What-is-Information-Access-Organization-IOA>). 2013.
10. Rajagopal. Consumer culture and purchase intentions towards fashion apparel. 2010; 9-10
11. Wikipedia. http://en.wikipedia.org/wiki/Online_shopping. 2014.
12. Dave Raffaele. Shopping vs. buying complexity – Draw a map and destroy all obstacles' (Available at http://quaero.csgu.com/blog/207-shopping_vs_buying_complexity-draw_a_map_and_destroy_all_obstacles). 2010.
13. Falk, Louis K.; Sockel, Hy; and Chen, Kuanchin. E-Commerce and consumer's expectations: What makes a website work. *Journal of Website Promotion*. 2005; 1(1):65–75.
14. Sekaran, U. *Research methods for business: A skill building approach*, 4th ed., John Wiley & Sons, New York, NY. 2013.
15. Salkind, N. J. *Exploring Research*, 7th ed., Pearson International Edition. 2009.
16. Likert, Rensis. "A technique for the measurement of attitudes". *Archives of psychology*. 1932; 140, 1–55.
17. Leslie, Kish. The American statistician: "In memoriam: Rensis Likert, 1903-1981". 1982; 36 (2), 124–12
18. Asifo. *Introduction to marketing*. Available: <http://ezinearticles.com/?Factors-Affecting-Consumer-Behavior&id=4602848>. 2010.