

**THE INFLUENCE OF RETARGETING AND AFFILIATE
MARKETING ON YOUTH BUYING BEHAVIOUR USING THE
ANALYTIC HIERARCHY PROCESS (AHP)**

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Abstract

This research considers the impact of retargeting as well as affiliate marketing on youth buying behaviour using the Analytic Hierarchy Process (AHP) model in considering ways by which digital variables influence the behaviour exhibited by buyers and determining the very crucial instrument among retargeting and affiliate marketing. The research adopts descriptive using a cross-sectional survey research design and the convenient sampling technique was used to draw respondents who are the youth consumers in Lagos state within the three major local government of interest. In total, 300 copies of the questionnaire were administered with 200 completed and returned, showing 90 % rate of response. From the returned questionnaire, one hundred and twenty (120) were considered because they were rightly filled and were useful to be analysed using AHP. Analysis was done from the collected data via Microsoft excel to develop criteria rate as well as scores which is based via pairwise comparison alternative and criteria while making use of a ratio scale ratio measurement. The finding shows that the need for retargeting was prioritized first by youth buyers that are digital users with high importance of weight 58 percent. For the affiliate marketing criterion, brand loyalty (BL) is considered the most influential in the brand category. The study recommends that digital marketing practitioners should design and implement strategies that are targeted and tailored towards the youth as suggested by AHP local and global priorities to ensure that the youth find the advert relevant to their needs and product that can pass the test of integrity which invariably leads to brand loyalty.

Keywords: Affiliate Marketing, Brand loyalty, Promotion, Retargeting and Youth Buying Behaviour.

1. Introduction

Every producers aim is to get a large share of the market and maintain its customer base. In order to achieve this, the marketing department is expected to monitor the environment for any changes thereby turning these changes into opportunity that will enable them maintain a strong customer base and gain customer loyalty. One of the strategies marketers have seen to be very useful in this present age is the digital marketing. The wave of digital marketing is not only popular among the young generation and they are not only the one feeling the impact of this but also the middle and the older generation as well. Digital marketing on the domestic level has been used to interact with friends and family while on the professional level, it has been used to acquire new market by both new and old business venture. In order to adapt to internet products and services, proactive firms are fundamentally changing their previous practices. This will make them more well-known across the globe.

Digital marketing can be considered to be a crucial platform for brand management, development and promotion (Shanker and Malik, 2017). For businesses to project a positive public image, digital marketing aids in positioning products for various brand classes and influences customer purchasing habits. When you connect the interactive features of broadband video channels, social networks, video games, mobile services, and virtual worlds, it becomes evident that marketers are not primarily focusing on simply kids and teenagers. The majority of today's advertising is done through digital marketing techniques for things that are associated with youth and thus contribute to heaviness. Due to the strategic relevance of youth to the corporate world, they largely falls within the age bracket of 16 -40 years, their buying patterns are unique, therefore they formulate plans keeping in mind various wants and needs to satisfy the young ones. Due to their vast numbers, emphasis on technology, and significant use of social media compared to other market segments, businesses' ability to recruit young customers is the only source of their revenue. The current generation of youths develops in a technologically evolving atmosphere that makes it possible that they will use social media when making daily buying decisions. (Carenzio, 2008). Marketers have turned their attention to young consumers due to their economic and demographic appeal and financial rewards.

In the modern era, new content is consistently posted online every day. Currently, there have been up to 3,600 photographs published on Instagram, 684,478 pieces of material shared on Facebook, and more than two million searches on Google. Additionally, 571 websites were created, 100,000 tweets were sent, and another 48 hours of video were posted to YouTube. (Ramesh, Fukey & Reddy 2021). The main purpose in carrying out this research work is to find out how digital marketing as a tool have been able to influence the buying behaviour of youth.

However, it can be claimed that the corporate world's marketing environment is dynamic, with regular changes benefiting some companies while posing a threat to others. The key leader has relevance because of the company's capacity to analyze how the environment is changing and predict consumer behaviour. If the proper strategies are employed and maintained, young people can be readily persuaded to adopt a particular pattern of purchasing behaviour. (Mbura & Kagoya 2020). This can be achieved if what capture their interest is employed as a major instrument for reaching out to them.

The environment in which most businesses operate is already saturated with a strong competition among the players in the industry to gain more customers as well as maintaining the loyalty of their customers. Customer loyalty is achievable when the buying behaviors of customers are observed with the aim of employing the right strategy to influence them. Understanding the purchasing habits of their customers is crucial for both the business' survival and its own, as once this information is understood, it is much easier to become the market leader and keep that position. The dynamic nature of human being has therefore made digital marketing important. The distinctive characteristic that this young people possesses has led to the discovery, use, and testing of a powerful weapon to reach a wider youth.. This weapon is internet, thereby making digital marketing relevant. The behaviour of youth is not static but rather dynamic and is usually influence by a number of factors which include technology. Youth behaviour towards buying tends to be influenced by what is considered to be in vogue. Most of the cognitive dissonance experience by the youth is shared among themselves on the internet with their friends or followers especially through social media. Despite the fact that using the internet is inexpensive or free, (Pinho & Macedo2006) report that businesses have not completely embraced its benefits. Youth conduct in the modern corporate environment can be positively or negatively influenced with the use of the internet. In other words, peer-to-peer news dissemination has the power to enhance or detract from a product because it may be done for free or very cheaply online. Also, the issue of affiliate has been a source of expanding the customers' base but only few firms apply this principle. Businesses have not prioritized product referral, missing out on the chance. Many top businesses throughout the world rely heavily on word-of-mouth advertising from referrals, but Nigerian businesses have shown little to no interest in this strategy. Despite the free cost of affiliate marketing and its effectiveness in influencing the youth buying behaviour, unfortunately, businesses/marketers are yet to utilize it in influencing buying behaviour.

Research conducted by Hurley (2016) has shown that in other to improve effectiveness of advertising, organization needs to focus their tools towards the adaptation of retargeting. This is mostly done by using the visitor data that have previously been to the site before. Their intention is to turn these visitors to

customers by studying their database thereby making tailored advert and promotion to this market segment. However, organization has not been able to create necessary awareness and interest in reaching their prospect.

Though there have been research work carried out in this part of the world on influence of digital marketing on youth behaviour but little or no research work has been carried out about it in Lagos and more importantly, no work has been done on this topic using AHP for analysis. This research work have the intention of filling vacuum by employing Analytical Hierarchical Process (AHP) in analyzing the study which can be said to be new in studying youth buying behaviour as related to retargeting and affiliate marketing.

2. Literature Review and Hypothesis Development

Relating retargeting to youth behavior

Young people's purchasing habits are so distinctive that it is worthwhile to invest time in research. A significant factor in shaping consumer behaviour is purchasing behaviour. The process of determining the connection between the product being sold in the market and the purchasing habits of the target market is known as buying behaviour in marketing. This process entails dividing the market into segments based on the target's purchasing habits, positioning the product in a way that appeals to the target market, and launching a targeted advertising campaign that aims to capitalize on the appeals of the target market's purchasing habits to raise the market value of the product being offered. (Sivasankaran, 2017).

Nevertheless, retargeting can be described to be the processing as well as analyzing the browsing data level of an individual, which assist firm to provide recommended product within a short time to its prospects or customers who revisit their website. The tailored type of 'recommendation systems' usually focus on the exact products which a consumer once browsed earlier before exiting of the website, and this might lead to an increase in their sales (Dias Locher, El-Deredy & Lisboa, 2008; Abdul Hussien, Rahma, & Abdulwahab, 2021). Retargeting services when offered by firms usually indicate that there are strong growths in the effectiveness of advertising (Lambrecht & Catherine 2013). Criteo (2010) result shows tailored ads that are retargeted are more much effective six times than customary ads which are the banner type of ads, and more effective four times than retargeting which make use of broad ads. Due to this, the dynamic retargeting has fascinated much commitment among those practitioners of online advertising (Hunter, 2010; Hunter, Jacobsen, Talens & Winders, 2010; Hargrave, 2011).

The purpose of the systems of personalised recommendation is to sell customers who have been involved and have visited the website of a prior company again. On the other hand, it can be claimed that dynamic retargeting tries to engage people who have not visited or have not returned to the company website

((Lambrecht & Catherine 2013). Retargeted advertising effectiveness focus on the specificity of whether the messages are in line with how the prospect evaluates and narrows down its preferences. (Trope, Liberman, & Wakslak, 2007; Lee Keller & Sternthal, 2010). Consumers who have specific tastes are more likely to respond favourably to ads that are dynamically retargeted.

Research carried out on how recommendation that are tailored through the website of the firm has basically been about documenting how effective they are (Dias et al., 2008) and making suggestions of ways by which its efficacy can be improved (Linden et al., 2003). Nonetheless, from their ways, the tailored recommendations remain solely seen to the consumer that has made up their mind to revisit back again to the website of the firm's. They don't get to consumers that don't come back to visit the site. Likewise, collected works on tailored communications has steadily found out that tailoring improves the performance of communications. Appropriate segment to place consumer can be known through their characteristics to identify segments for the purpose of customizing their activities, such as segmenting based on the consumers' cognitive style of buying (Funde, Pare & Mishra 2016)), celebrity like-mindedness (Tucker, 2011), previous purchases (Malthouse and Elsner, 2006) or previous behaviour in browsing that include adverts clicked previously (Agarwal, Athey & Yang, 2009). It was discovered that adverts that are generic are most usually active only before the consideration of the quality of the product from the review site by the consumers. Dynamic retargeting then turns out to be comparatively very effective usually subsequently which consumers pay a visit to a product review site. Additionally, it was shown that consumers who had previously explored category-level information and content had a higher success rate with retargeting. These are typically consistent with the writing that suggests the level of advert quality that is considered through customer input. (Petty, Cacioppo & Schumann, 1983; Berke, Fulton, & Vaccarello 2014; Ratcliff, 2014 and Koti 2014).

From the following empirical review presented above and the theories, we therefore consider this:

Hypothesis 1: There is a significant relationship between retargeting and youth buying behavior

Relating affiliate marketing to youth buying behaviour

Advertising is used to influence the buying behaviour of youth. According to Malik et al (2013), advertisement leads to brand alertness and brand alertness attached with good brand perception and loyalty from the consumer creates a strong brand image that remains in the mind of the customers for a very long time which will later influence them positively and eventually lead to their buying behavior.

Consumer behaviour can be described as the study of how individuals, organization or groups makes their buying, selection and make use of products, experience/service in other for their wants and needs to be satisfied (Kotler& Keller, 2012). In digital marketing, the key to successful marketing is understanding consumer behaviour because consumers have embraced the use of internet and other socializing tools (Vinerea, Cetina, Dumitrescu and Tichindelean 2013). Affiliate marketing can be said to be “the online act of promoting someone else’s goods and services to earn commissions from sales leads provided” (Hofmann and Novak 2000). The main aim in affiliate marketing is selling and promoting services/ product from its customary outlet of distribution, through propelling of web traffic to affiliates afterwards, creating orders from online users for a commission (Malaga, 2007). Affiliate marketing over time have emerges to be one among the fast-growing strategy in getting more customers as well as growth in sales via web (Fox and Wareham2010; Mariussen, Daniele, and Bowie 2010) it is gaining significance in strategic marketing when considering youth buying behaviour (Daniele et al. 2009).

In short, affiliate marketing encompasses an agreement that exist among firm—or merchant—as well as an affiliate by which affiliate are remunerated for their activity carried out through the merchant for an agreed action that is stated and accomplished by the browser through its affiliate site. Goldschmidt, Junghagen, and Harris (2003) attempted differentiating between affiliate through the dimensions in creating traffic (that is, size of its visitor), with its degree of commercialization, which usually result to three major groupings: “super-affiliates, vertical sites, and hobby sites”. Growth of affiliate marketing can be attributed to several benefits derived from both online marketing as well as traditional. Firstly, affiliates marketing can be said to be exceedingly proficient when the aim is how to reach the target market (Chatterjee, Grewal, and Sambamurthy 2002), because of their knowledge about the visitor profile on the average and have curiosity through promoting successfully products that relevant with the aim of revenue maximization from customer that are gotten through referral in other to maximize revenue from customer gotten through referral by successfully promoting relevant product. It can be said from the perspective of cost; affiliate marketing can be related with administrative costs that are low when considered with advertising purchases that are included (Gallaughier, Auger, and Bar Nir 2001).

Besides, performance here is relative while cost attached to it is dynamic (Hofmann and Novak 2000), leads to reduction in wastage. The major risk that are attached to affiliates marketing is in raising satisfactory revenue that is enough to take care of the operating costs involved in traffic generation such as search engine of marketing cost, sophisticated provision, providing a sophisticated and web appealing infrastructure creation in other to earn the trust

of the visitors'. For that reason, an in depth knowledge on how affiliate marketing trust from consumers is an essential criterion when operating affiliate marketing profitably as well as efficiently.

From the above empirical evidences provided above, the hypothesis states that **Hypothesis 2:** There is a significant relationship between affiliate marketing and youth buying behaviour

3. Methods

The method of analysis for this research is Descriptive Design which is based on cross-sectional survey method. Cross-Sectional survey research method was made used for the reason that it deals majorly with respondent opinions (looking for the view of respondent over occurrences) as well, because it is extensively used in both Social and Management sciences and due to the compound relationships among the study variables.

Population of the Study

The population specifically focuses on the youth in Lagos state, which consists of Ten Million (10,000,000) youth (as reported by National Bureau of Statistics, 2020) to whom the work was generalized. The youth resides in three local governments in Lagos, Nigeria. The three local governments include Ikeja, Ikorodu and mainland local government. These local government areas were chosen due to the level of commercial events that take place there.

Research Instrument for Data Collection

Questionnaire was employed as the data collection instrument for this study. The questionnaire is divided into two sets, section A and section B, with section "A" containing demographic-specific questions for respondents and section "B" containing key research-related questions. Section "B" was created utilizing a scale measurement that included a qualitative concept and a quantitative metric unit.

Validity and Reliability

Instrument of research developed for the work was validated via content validity test.

Content validity: allows for respondent's buying behaviour and skills to be sufficiently measured (Malhorta, 2010). As a result, marketing specialists reviewed the research instrument for this study. Two professors and a senior lecturer specifically reviewed the instrument. Their feedback allowed for the revision of ambiguous and vague questions as well as the rewording of challenging ones.

The degree to which an outcome of a computation, measurement, calculation, or analysis is relied upon in order for it to be accurate is relevant. Use of excel

solver in the analysis ensures not only its consistency but gives high degree of reliability.

Assessment of reliability in this study was supported by a test of consistency as it's relevant to the AHP model. The level of consistency of the decision makers' judgments is controlled by the Consistency Ratio (CR). Arriving at CR is derived from the Consistency Index (CI) which is gotten using the formula:

$$C.I. = (\lambda_{max} - n) / (n - 1) \dots\dots\dots 3.7i$$

$$\lambda_{max} = \sum_{i=1}^n W_i C_i \dots\dots\dots 3.7ii$$

Where n represented the number of items compared, λ_{max} represent maximum eigen value, W_i is the weight and C_i is the sum along the column.

After acquiring the CI, the CR is evaluated using the formula:

$$CR = CI / RI \dots\dots\dots 3.7iii$$

RI is the Random Consistency Index which is gotten using Saaty's table of random consistency index shown in table 3.3 below. Data collected is said to be consistent if the CR obtained is less than or equal to 10%; otherwise, it is inconsistent.

Techniques for Data Analysis

Data analysis is considered to be the strategies and procedures for summarizing and discovering relationships that exists among the values on which data were collected (Olannye, 2006). According to Asika (1991) he explained data analysis to be referred to as searching for trends as well as patterns of relationship that exist among the group and data. Collected data were firstly deducted in the questionnaire shared. In the section "A" part of the questionnaire were analyzed by employing simple percentage method in converting responses to percentage. The formula for simple percentage is given below:

$$\text{Simple Percentage} = \frac{x}{y} \times \frac{100}{1}$$

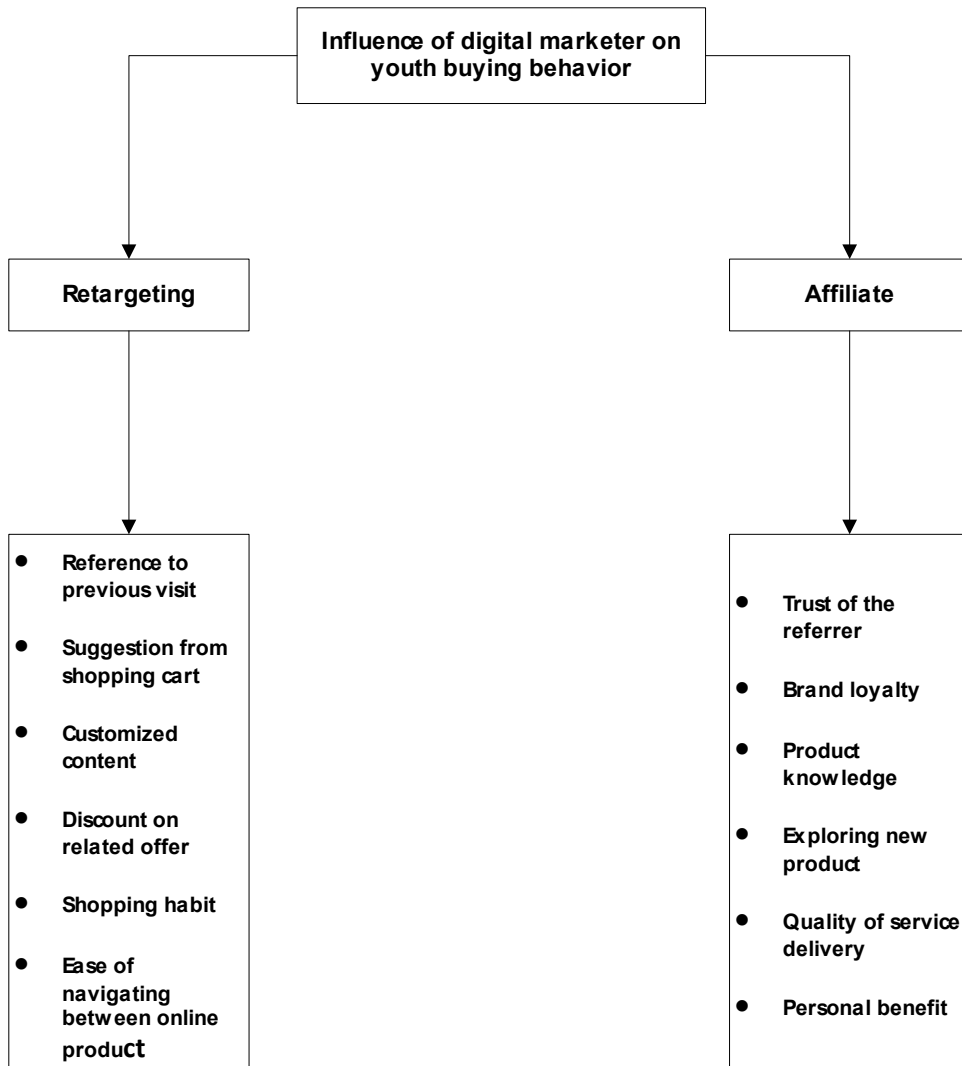
Where: x= frequency of responses

Y= total number of respondents.

In section "B", excel solver (Microsoft Excel) was used in analyzing AHP based questionnaire, it was applied for amalgamating the whole questionnaire data into compacted questionnaire through a calculation of arithmetic mean and serve as the main tool for data analysis to aid effective decision making which was used to prioritize the commuters needs.

Model Building

A hierarchical model is developed for the decision making problem in this study is as shown below. The components of the hierarchy are recognized as nodes in the setting of the Super Decisions software while the levels are known as clusters. The first level comprises of the Goal node alone in the Goal cluster; and as already noted, the goal is to prioritize the influence of digital tool in making buying decisions. The second level comprises the Criteria cluster containing the criteria nodes which are retargeting and affiliate marketing. The third level cluster comprises the Alternatives nodes which represent the alternative cluster.



Source:

FIGURE 2: A hierarchical model of AHP, prioritizing the influence of retargeting and affiliate marketing on youth buying behaviour

4. Result and Discussion

a. Analysis of the socio-demographic data

Socio-demographic data of digital users is presented in the section about frequency counts as well as simple percentage.

Table 1: Respondents Socio-Demographic Data

Variable	Response Label	Frequency	Percentage
Gender	Male	70	58.3
	Female	50	42.7
	Total	120	100
Age	Below 20	50	41.7
	21-30	35	29.2
	31-40	20	16.7
	41 years and above	15	12.5
	Total	120	100
Educational Qualification	Primary/Secondary	38	31.7
	NCE/ND	37	30.8
	HND/B.Sc.	30	25
	MBA/M.Sc.	15	12.5
	Total	120	100
Marital Status	Married	36	30
	Single	84	70
	Total	120	100

Source: Field survey, 2019.

From the table, it shows that the socio-demographic evidence of users of digital when making buying decision. The result revealed that there is more male in the sex distribution having 58.3% in comparison to the female that has 42.7%. Therefore, we can assume that the services are utilized more by the male buyers which are youth based on various reasons. Furthermore, age distribution shows higher percentage of the population to be youth and are involved more when it comes to buying things online, having a percentage of 87.6 in comparison to those consider as adult which are classified as 41 years and above representing 12.5% of the total population. Also on the educational background, the study revealed that their level of education isn't a strong determinant of the usage of digital tools in buying. The study population shows that the highest educational background is NCE/ND representing 31.7% while the least 12.5% which is MBA/MSC. It also shows that most of the youth who make buying decision using digital tools are mostly singles representing 70%, meanwhile, the married represent the remaining 30%.

Step I: AHP Model Construction

AHP model for this study was built to reflect simple hierarchical structure that have 3 levels which are stated according to their ranks (the first: Goal level, the second: Criteria level, and the third: Alternatives level). The first which is the goal level comprises the prioritization of digital user's needs and different platforms available that influences the youth buying behavior; the second which is the criteria level covers exemplifies constructs that includes retargeting as well as affiliate marketing. However, the alternative level consist of reference to previous visit, suggestion from shopping cart, customized content, discount on related offer, shopping habit and ease of navigation between online product as sub criteria to available affiliate marketing; then, trust of the referrer, product knowledge, brand loyalty, exploring new product, quality of service delivery, and personal benefit.

Step II: Pairwise Comparison

At this time, responses were requested from youth on series of some questions that were pairwise comparison showing one criteria against another about social media criterion. This is carried out in order to bring to pass comparative advantage of this criterion inside the sub-division of criteria and as factors aim at digital platform users, using it as a medium of buying. The comparison was carried out by making use of Saaty's (2008) essential scale ranging from 1-9, with the model consisting 5 pairwise matrices (as seen in Table 4.2 for instance) which is for those who make use of digital tools for their responses. The digital users who completed their individual pairwise matrices later were grouped together afterwards via computation done making use of arithmetic mean through all matrices in order to arrive at a common pairwise matrix to be used for the analysis.

Table 2: Responses towards Criteria with respect to Goal

	RM	AM	Weight	CR
Retargeting Marketing (RM)	1	0.7711	0.4714	0.00
Affiliate Marketing (AM)	1.2968	1	0.6113	
Column Sum	2.2968	1.7711		

Source: Field survey, 2019

Table 2 shows a separate grouped pairwise comparison matrix significance of criteria with reverence to goal. From the Table 2, it shows the comparative significance of affiliate marketing (AM) in comparison to retargeting marketing (RM) with reverence to goal as 0.6113 which implies that affiliate marketing is to retargeting marketing been very important to the respondent when it comes to prioritizing their needs as compared to affiliate marketing.

Consistency Measure

Thereafter, Microsoft excel solver was employed in measuring their constancy of youth buying in making decision of which only a consistency ratio that is not up or equal to 0.10 or 10% is acceptable has been put forward by Saaty (2001) but when CR is higher above 10%, the need of revising the comparison will be necessitated either base on the researcher's instinct or based on the suggestion provided by the analysis tool. Therefore, measuring consistency, the pairwise matrix (been considered in table 2) that is foremost normalized (which is to say that, each entry on the table is summed up alongside each column afterwards, those entry that is additionally divided with the respective added of each column). After, priority vector is premeditated by dividing the added value for each individual entry along individual rows with the amount of entries that are found in the normalized table.

Furthermore, the sum of the weighted matrix are then generated by multiplying individual entry along pairwise matrix row with individual priority vector. Furthermore, to calculate the consistency ratio, initial outcome from the calculation that is added and later, divided with the number of each different entry in order to arrive at Lambda max. Thus, consistency ratio as well as index is gotten by using the above formula given in the research method.

Table 3: Normalization of Pairwise Comparison Matrix

	RM	AM	TOTAL	WEIGHT	AW	AW/W	LAMDA MAX	RI	CI	CR
RM	0.75	0.1928	0.9428	0.4714	0.9428	2	1.7711	0	-0.2289	0
AM	0.9726	0.25	1.2226	0.6113	0.9428	1.5422				

Source: Microsoft excel solver, 2019.

Table 3 shows the normalization arrived value, priority vector (i.e weights), the Lamda max of 1.7711, the consistency index of -0.2289 and the consistency ratio of 0. Therefore, from the value of consistency ratio that is lesser than 10%, judgment of the buyer then can be agreed to be consistent. The global priority is derived as the researcher move downward on the hierarchical structure through multiplication of the local weight of both criteria and the alternative.

Findings on Alternatives in relation to Criteria

Correspondingly, combinations of pairwise matrices for the sake of alternatives with respect to criteria were as well computed and the final computations of weights and priority, and consistency ratio were as well developed. Therefore, Table 4 shows combinations of final computations of outcome of alternative to criteria. The outcome shows that from retargeting criteria, buyers' reference to previous visit (RPTV) as most important want among the needs of other with attributed weight of 18.86%. It is followed by suggestion from shopping cart

(SFSC) with 17.7%, which is closely followed by shopping habit (SH) which has 17.1%, customized content has 16.7%. The last two is discount on related offer (DORO) and ease of navigation between online product (ENOP) with 15.8% and 13.8% respectively as presented in Table 4.5. On affiliate marketing, buyers which are mainly youth are of the opinion that brand loyalty (BL) is of vital significance when it is compared to others of which exploring new product (ENP) was perceived as the last need from buyers with a weight of 15.4%.

The respondent considered quality of service delivery (QSD) with 16.85% important after brand loyalty (BL), this is followed by trust of the referrer (TRR) and personal benefit (PB) with 16.81% and 16.63% respectively as presented in Table 4.5. For affiliate marketing, the buyers are of the opinion that brand loyalty (BL) is of vital significance when it is compared to others by which exploring new product (ENP) was perceived as the last need of what influences there buying decision with a weight of 15.4%.

Table 4: Combined final computations of weights and priority vectors of alternatives to criteria

Retargeting	RTPV	SFSC	CC	DORO	SH	ENOP	WEIGHT	CR
RTPV	1	1 1/9	1 1/3	1 1/3	1 1/3	1 1/2	0.188634	0.096812
SFSC	1 1/9	1	1 1/5	1 1/5	1 1/5	1 1/3	0.177291	
CC	1	1	1	1 1/6	1 1/9	1 1/2	0.166631	
DORO	1	1	1	1	1	1 1/3	0.157698	
SH	1	1	1 1/8	1 2/7	1	1 3/8	0.171506	
ENOP	1	3/4	1	1	1	1	0.138239	
Column Sum	6	5 6/7	6 4/7	7	6 4/7	8		
Affiliate Marketing	TRR	PK	BL	ENP	QSD	PB	WEIGHT	CR
TRR	1	1 1/4	1	1 1/9	1	1 1/4	0.168126	0.093942
PK	1	1	1	1 2/9	1	1	0.159799	
BL	1 1/3	1 1/4	1	1 3/8	1 1/5	1 1/7	0.183599	
ENP	1	1	1	1	1	1 1/9	0.15359	
QSD	1	1	1	1 1/5	1	1 2/7	0.168527	
PB	1 1/9	1 1/5	1	1 1/5	1	1	0.166359	
Column Sum	6 1/2	6 5/7	6 1/8	7 1/9	6 1/3	6 5/6		

Source: Microsoft excel solver (2019)

Discussion

From data analysis, findings depict that the need for affiliate marketing was prioritized first by buyers that are digital user is of great significance with weight of 0.6113 that is 61%. Under affiliate marketing criteria, the buyers which are majorly youth perceived quality of service delivery (QSD) as the vital

significance need among others with ascribed weight of 16.85%. It slightly edge over trust of the referrer (TRR) that has a weighted average of 16.8%. Exploring new product (ENP) is considered the lowest with a weighted average of 15%. The research skewed from the research that was undertaken by Kumar & Soni (2016), the study established the factors that influence customers to move on this segment and in determining what are the major drives that are responsible for consumer buying behaviour when choosing their preferences is price. From the research carried out, it shows that what influences youth in their buying decision is perceived quality of service, thus is in tandem with the finding of Mohd, Lumpur & Mahdzan, 2016) which agreed that among other variables effective service quality determines customer satisfaction especially among youth. Also, observation of the results of alternatives within retargeting criteria detected that reference to previous visit (RPTV) is credited with more significance when compared to other needs with a weighted score of 19% having its lowest as ease of navigation between online product (ENOP) with a weighted average of 14%. This supports a variety of earlier studies' findings (Ghen and Liu, 2004, Doney and Cannon, 1997) that a consumer's prior use of a product is merely a factor of attitude at the time of a later repeat purchase.

5. Conclusion and Recommendations

This research prioritized what influences the youth buying behavior using digital tools from youth within Ikorodu, Ikeja and Mainland local government in Lagos Metropolis. Thus, this chapter helps in summarizing the findings of this study, and recommendations are made based on the result of the study.

From the analysis of data, the following relevant findings are highlighted from the study:

- i. Among the needs criteria, the need for affiliate marketing was identified has an essential need to influence youth buying behavior.
- ii. Also, youth that uses digital tools in buying believe that in spite of trust of the referrer, brand loyalty is of paramount need compare to others measure alternatives under affiliate marketing.
- iii. However, the study also shows that among for retargeting alternatives, reference to previous visit is perceived very important as an influencer of their buying behavior. Surprisingly, suggestion from shopping cart is the closet to reference to previous visit while ease of navigating between online products is considered the least among the rank orders.

Conclusion

After all-inclusive execution on this research, relevant conclusions can be made:

On retargeting alternatives, reference to previous visit is of essential importance to influencing the buying behavior of youth when compare to its group of alternatives.

While, on affiliate marketing alternative, quality of service delivery is perceived more important in influencing their decision to buy.

Measuring the criteria element, affiliate marketing is considered to be more influential in influencing the buying behaviour when compare to its pairs.

Recommendations

From the findings of this research, recommendations are therefore proposed: Customers are perceived to be the reason why businesses are in existence, the need to concentrate more using the weapon of affiliate marketing to influence the buying pattern of youth.

To continue to enjoy their recurring business, organizations should enhance the quality of service delivery, particularly to the youths.

The marketing department of an organization should make sure that, as part of their promotional effort, their promotional efforts are focused on winning the loyalty of their customers, paying particular attention to the youth generation.

To make the visit of customers worthwhile, businesses should make sure to deliver first-class service to customers who are purchasing their items for the first time. This will serve as a good reference to previous visit

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