



A Study on Effectiveness of Affiliate Marketing on Purchase Intention Using Fashion Influencers in Ahmedabad”

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ABSTRACT

This study on "Effectiveness of Marketing Using Marketing Strategy in Sales in Ahmedabad" provides an insight into the interaction between age and the influence of fashion influencers on the influence of popular fashion on the increasing data of digital marketing, consumer behavior support and influencer participation. The research results have several theoretical implications¹. Extension of social media marketing theory The results repeat and extend theories related to advertising marketing, especially the uses and gratifications theory. This theory suggests that people actively participate in social media to meet certain needs such as information, entertainment or socialization. The significant relationship between age group and discovery of new fashion brands and models (H5) shows how stakeholders influence the messages and needs of different groups. Future models could integrate these findings to better understand how social media platforms engage diverse consumers through meaningful content.². Citizens play a weak role in the welfare state The weak relationship between the hypotheses suggests that demographic variables such as age may not be as important in determining job value as previously thought

INTRODUCTION

In today's digital era, the way customers engage with brands has changed significantly. Affiliate marketing, a strategy where businesses partner with individuals or companies to promote products for a commission on sales or leads, has become a powerful tool, especially in e-commerce (Vidani, 2015). This approach is widely used across industries, including fashion, where it has gained significant traction. (Vidani & Solanki, 2015)

Affiliate marketing paired with social media has revolutionized the way businesses connect with consumers (Mala, Vidani, & Solanki, 2016). Fashion influencers, with their strong personal brands and large followings, are key players in this strategy (Dhere, Vidani, & Solanki, 2016). By recommending products authentically, they influence purchasing decisions more effectively than traditional advertising. This approach is particularly potent in fashion-forward cities like Ahmedabad, where trends are swiftly embraced (Singh & Vidani, 2016). Fashion brands are leveraging this power by collaborating with influencers through affiliate marketing to promote their products (Vidani & Plaha, 2016).

Background of Affiliate Marketing and Influencer Marketing:

Affiliate marketing, a commission-based advertising model, has been around for decades. Initially, it involved websites linking to products and earning a commission on sales. Today, it's expanded to social media platforms like Instagram, YouTube, and TikTok, where influencers promote products to their followers (Solanki & Vidani, 2016).

Conversely, influencer marketing capitalizes on the trustworthiness and online influence of individuals who have cultivated a large following in a specific field like fashion, beauty, or fitness. These influencers use their digital platforms to promote or suggest products, frequently directing their followers to purchase options via affiliate links (Vidani, Chack, & Rathod, 2017). Fashion influencers, especially, have become incredibly popular for their power to mold consumer opinions, spark trends, and boost sales with their visually engaging content, fashion tips, and style advice (Vidani, 2018).

In Ahmedabad, a city known for its cultural diversity and growing urban population, the fashion industry has seen rapid growth. This urban landscape, combined with the increased digital literacy and social media engagement, provides fertile ground for influencer-driven affiliate marketing strategies. Young consumers, especially millennials and Gen Z, are increasingly looking to fashion influencers for advice on what to wear, which brands to follow, and how to stay on top of trends (Vidani, 2018).

Role of Fashion Influencers in Affiliate Marketing:

Fashion influencers are more than just trendsetters; they are community voices. They build relationships and trust by sharing fashion content that resonates with their fans. When these influencers recommend products, their followers see it as a genuine recommendation from a friend, not an advertisement (Biharani & Vidani, 2018). Monetizing their content should not come at the expense of authenticity. Unlike traditional advertising, which can often feel forced and commercial, affiliate marketing allows stakeholders to engage with product recommendations in their own context (Odedra,

Rabadiya, & Vidani, 2018). Whether it's a random quote in a YouTube video or a stylish Instagram post, these recommendations resonate and make an impact. More importantly, in these cities, social media is bringing the world fashion to a wider audience (Vasveliya & Vidani, 2019). Local and regional influencers are uniquely positioned to do this. Their in-depth knowledge of local culture, preferences, and purchasing behaviours enables them to connect with their audiences on a more personal level (Sachaniya, Vora, & Vidani, 2019). By blending Indian standards with international standards, stakeholders can better meet the unique needs of the Ahmedabad population. Style consultants. Their ability to build trust, engage their audience, and provide valuable advice makes them a powerful tool in the business world (Vidani, 2019).

The Changing Dynamics of Consumer Behaviour:

People have changed how they buy things. They now use their phones and the internet to find information and make choices. They look at reviews, recommendations from popular people on social media, and what other people say online (Vidani, Jacob, & Patel, 2019).

In the fashion world, this change is even bigger. People often decide what to buy based on what they see on platforms like Instagram, Pinterest, and YouTube (Vidani J. N., 2016). Influencers, who share stylish pictures and videos, have a significant impact on what people want to buy. When an influencer wears or recommends a fashion item, it makes people desire it more (Vidani & Singh, 2017).

For brands in Ahmedabad, it's crucial to understand this change. People in the city increasingly seek fashion ideas on social media and trust recommendations from influencers more than traditional ads (Sharma & Vidani, 2023). Consequently, brands are beginning to utilize affiliate marketing, where they collaborate with influencers to sell their products and enhance brand awareness (Vidani & Pathak, 2016).

Research Problem and Rationale:

This study aims to comprehend how fashion influencers on social media influence people in Ahmedabad to purchase products. It delves into affiliate marketing, where influencers promote products and receive compensation if people purchase them through their links. We seek to determine whether these influencers genuinely influence Ahmedabad residents to purchase the products they endorse (Pathak & Vidani, 2016).

Many individuals in Ahmedabad rely on social media for fashion advice and shopping. Therefore, it is essential to assess the extent of these influencers' influence on their followers' purchasing decisions. The fashion industry increasingly employs digital marketing, and influencers play a significant role in this (Vidani & Plaha, 2017). Numerous brands utilize affiliate marketing to enhance the efficiency of their product sales. We aim to investigate the effectiveness of this approach in Ahmedabad. By studying Ahmedabad, we can gain insights into how brands can refine their affiliate marketing strategies and deepen our understanding of the relationship between influencers and consumers (Vidani J. N., 2020).

Scope of the Study:

This study examines the fashion industry in Ahmedabad, particularly focusing on how influencers leverage social media to aid businesses in product sales (Vidani & Dholakia, 2020). The target demographic is young adults (aged 18-35) who actively engage with social media and follow fashion influencers. This group holds significance due to their substantial online fashion purchases and susceptibility to social media influence (Vidani J. N., 2018).

Research Objectives

The primary objective of this research is to explore the impact of affiliate marketing, specifically through fashion influencers, on consumer purchase intentions in Ahmedabad. Given the growing prominence of social media and influencers in marketing, understanding the effectiveness of these strategies in shaping consumer behaviour is crucial. Affiliate marketing enables businesses to promote products through influencers who, by capitalizing on their personal brands and loyal follower bases, can directly encourage their audience to make purchases. This research delves into the dynamics of how fashion influencers influence purchase decisions within this local context. To guide this exploration, several specific research objectives have been identified:

1. To Examine the Impact of Fashion Influencers on Consumer Purchase Intention in Ahmedabad:

This objective aims to comprehend the extent of influence fashion influencers have on their followers' purchasing decisions. Specifically, the research will investigate the likelihood of followers purchasing products recommended by influencers through affiliate marketing links. The goal is to determine the degree to which influencer endorsements affect consumer behaviour compared to other factors.

2. To Evaluate the Effectiveness of Affiliate Marketing as a Promotional Tool in the Fashion Industry:

This research seeks to understand the efficacy of affiliate marketing within the fashion industry. It will analyse the functioning of affiliate marketing campaigns and assess their success based on various metrics such as sales, brand awareness, and customer engagement. By evaluating the outcomes of these campaigns, we can ascertain whether affiliate marketing serves as a suitable strategy for fashion brands in Ahmedabad.

3. To Identify Factors that Influence Trust in Fashion Influencers:

This study aims to investigate the factors that contribute to building trust between influencers and their followers. Specifically, it will explore how elements like authenticity, transparency, and alignment with audience values impact the effectiveness of influencer marketing. Additionally, the study will examine the role of follower engagement, content quality, and personal branding in bolstering consumer trust in influencer product recommendations.

4. To Explore the Role of Social Media Platforms in Enhancing the Effectiveness of Affiliate Marketing:

Social media platforms have revolutionized the way influencers connect with their audience and promote products. Platforms such as Instagram, YouTube, and TikTok have become powerful tools for affiliate marketers to drive sales and increase brand awareness.

Key Factors:

1. Targeted audience reach
2. Engaging content format
3. Interactive features
 - Videos: Videos provide a more immersive experience, allowing influencers to showcase products in detail.
 - Images: Images are visually appealing and can quickly capture attention.
4. To provide actionable recommendations for fashion brands in Ahmedabad on how to optimize their affiliate marketing strategies.

Based on the findings from the research, this objective will provide practical suggestions for fashion brands. By understanding the factors that drive consumer purchases through affiliate marketing, brands will be better equipped to refine their strategies. Recommendations could include how to select influencers, best practices for running affiliate marketing campaigns, and how to measure success effectively.

LITERATURE REVIEW

1. Introduction to Business Development Business Development:

Affiliate marketing is a type of businessbased business where affiliates make a profit by bringing traffic or sales to the brand through advertising activities. In the fashion industry, affiliate marketing has become a key strategy for reaching different audiences as brands use partnerships to expand their reach. Research shows that affiliate marketing is beneficial for the fashion industry because the industry relies on visibility and collaboration to attract customers (Vidani, Meghrajani, & Siddarth, 2023).

Through affiliate marketing, brands work with bloggers, social media influencers, and content creators to share product links, reviews, or recommendations with their target audience. For example, popular platforms such as Instagram, YouTube, and blogs can serve as vehicles for affiliate marketing, especially for products where visibility is important (Saxena & Vidani, 2023). Data shows that these platforms increase the accessibility of fashion products and allow brands to create meaningful, trust-based connections with their customers (Rathod, Meghrajani, & Vidani, 2022)

2. The Concept of Purchase:

Purchase intention refers to a customer's preference or desire to purchase products based on specific needs, such as personal needs, social needs, product quality, and other external business factors. It is an important indicator of consumer behavior and a person's confidence in making a real purchase decision (Vidani & Das, 2021). Understanding purchasing behavior is important for marketers because it helps them predict future demand and develop strategies (Mahajan & Vidani, 2023). Research shows that affiliate marketing, especially when it involves recommendations from influential people, has the ability to influence purchases. Business psychology data shows that people's decisionmaking process is influenced by an environment of trust, especially in the age of social media where people seek inspiration, pressure, guidance, and recognition from influential people (Vidani J. N., 2022).

3. The role of Fashion Influencers in Affiliate Marketing:

Fashion influencers are individuals who have established credibility in fashion, mostly through social media platforms, and have a large following. Their role in affiliate marketing involves promoting products to a target audience, thus driving traffic and sales to the brand (Saxena & Vidani, 2023). Celebrities are effective because they create a personal connection with their endorsements, ensuring that endorsements are authentic and meaningful to their followers. 4,444 fashion industry influencers use their platforms to promote different brands, provide links or discount codes, and encourage followers to purchase. Research shows that influencers who are perceived as authentic, relevant, and knowledgeable in their field have a positive impact on people's purchasing choices (Vidani, Das, Meghrajani, & Chaudasi, 2023).

This is especially true in the fashion industry, as consumers are more receptive to visual inspiration and advice from trendsetters (Vidani, Das, Meghrajani, & Singh, 2023).

4. Profit for the Business that is the Subject of the Purchase:

Research shows that affiliate marketing is effective at increasing purchasing pressure due to the targeted targeting and high levels of engagement. When brands use influencers as partners, they do a better job by hiring someone who understands the tastes of their followers. Influencer recommendations can prove to be a positive relationship, and research shows that consumers are more likely to purchase products recommended by people they admire and trust (Bansal, Pophalkar, & Vidani, 2023).

For example, in the context of fashion, when an influencer shares clothes with an affiliate link, their followers will be more inclined to buy them, trusting the influencer's style judgment. Many studies have shown that co-branding can increase brand awareness, boost engagement, and ultimately help increase conversions and sales (Chaudhary, Patel, & Vidani, 2023)

5. The Impact of Consumer Trust on Businesses:

Trust is an important part of good business. Consumers are more likely to be influenced by recommendations from people they feel they can trust. According to (Patel, Chaudhary, & Vidani, 2023), trust plays a role in online shopping because it reduces the risk associated with online commerce. Trust between influencers and followers is important in partnerships because it directly affects users' perception of the value and quality of the product.

Trust becomes more important in the fashion world, where quality, fit, and style are often subjective. Evidence suggests that trust in endorsements can

Research Gap

Affiliate marketing through fashion influencers has rapidly grown into a tool for influencing consumer opinion. However, despite its popularity, research on the effectiveness of collaborative marketing strategies in the fashion industry is still limited, especially when they involve users who use different products. This study aims to investigate the impact of fashion enthusiasts on shopping in Ahmedabad, but there are many other studies available. First, most of the existing literature focuses on general consumer influencer marketing without distinguishing between influencer types, industries, or targets. Studies often view influencer marketing as a one-size-fits-all approach, ignoring how

factors such as influencer type, social media platform, and product category affect the effectiveness of the purchase transaction. This study specifically looked at people's artistic and purchasing behaviors, but more research is needed to apply its findings to the broader world of digital marketing.

Another important difference lies in the analysis of the customer's location. While influencer marketing has been widely studied in Western markets, very few studies have examined how the culture and lifestyle of Indian cities like Ahmedabad affect how consumers respond to transactions. This distinction is important because cultural preferences and purchasing habits can affect how people view and respond to influencers and advertising content. Research is needed among Indian consumers, especially those living in tier 2 cities like Ahmedabad, to understand how these factors affect purchasing and transactional engagement. In addition, although age is an important demographic factor affecting media usage patterns and attitudes toward influencers, research generally does not explain the different consumer responses to age.

Furthermore, while there is interest in trust as a significant factor in positive outcomes, little is known about how this trust translates into actual purchase intentions and engagement, or how specifically the hand is tied or lack thereof. Research to date has largely examined trust among stakeholders at a superficial level, without exploring specific business strategies (such as affiliate links) that strengthen or destroy consumer trust. Consumers in Ahmedabad will have different perceptions of the joint venture, and understanding this change will have important implications for marketers and stakeholders. There is still some research that examines the factors that may influence purchase intention, whether consumers perceive the links as real or potential.

Finally, most of the existing studies focus on short-term responses to market conditions such as immediate purchase intentions without considering the long-term effects of trust on business value. Since co-branding may affect repeat purchases and ongoing customer engagement, further research should be conducted on how customers who purchase from co-brands continue to be associated with long-term goals. Similarly, while this study addresses purchase intention, there is a gap in understanding purchase after involvement with the business, such as satisfaction with the product through connections and interactions with stakeholders.

In summary, research on the effectiveness of joint ventures on purchase in the fashion industry, especially in specific regions such as Ahmedabad, is limited. Future research should explore the impact of culture and demographics on influencer marketing, assess the specific role of trust, and examine short- and long-term effects on consumer behavior. This will provide a deeper understanding of how corporate marketing and endorsements influence consumer decisions across different industries and demographic groups.

Hypothesis

H1: There is a significant relationship between age group and following fashion influencers on social media platforms (Instagram, YouTube, etc.).

H2: There is a significant relationship between age group and trust in the product recommendations made by fashion influencers.

H3: There is a significant relationship between age group and the likelihood of purchasing a product if it is promoted by a fashion influencer.

H4: There is a significant relationship between age group and the perception that affiliate marketing links shared by fashion influencers make it easier to purchase fashion products.

H5: There is a significant relationship between age group and the discovery of new fashion brands and trends through fashion influencers.

H6: There is a significant relationship between age group and the preference for buying fashion products through affiliate links provided by influencers rather than from other sources.

H7: There is a significant relationship between age group and the perception that fashion influencers give honest reviews and opinions about the products they promote.

H8: There is a significant relationship between age group and the belief that the fashion influencers they follow match their style and preferences.

H9: There is a significant relationship between age group and the impact of affiliate marketing by fashion influencers on purchase decisions.

H10: There is a significant relationship between age group and the likelihood of purchasing a product from an influencer's affiliate link if there is a discount or special offer.

Table 1. Validation of Questionnaire

Statements	Citation
How often do you shop for fashion products (clothes, accessories, shoes, etc.) online?	(Vidani, 2015)
I follow fashion influencers on social media platforms (Instagram, YouTube, etc.).	(Vidani, 2015)
I trust the product recommendations made by fashion influencers.	(Vidani, 2015)
I am more likely to purchase a product if it is promoted by a fashion influencer.	(Solanki & Vidani, 2016)
Affiliate marketing links shared by fashion influencers make it easier for me to purchase fashion products.	(Vidani, 2016)
Fashion influencers introduce me to new fashion brands and trends that I wouldn't have discovered on my own.	(Bhatt, Patel, & Vidani, 2017)
I prefer buying fashion products through affiliate links provided by influencers rather than from other sources.	(Niyati & Vidani, 2016)
I feel fashion influencers give honest reviews and opinions about the products they promote.	(Pradhan, Tshogay, & Vidani, 2016)

The fashion influencers I follow match my style and preferences.	(Modi, Harkani, Radadiya, & Vidani, 2016)
Affiliate marketing by fashion influencers has a direct impact on my purchase decisions.	(Vidani, 2016)
I am more likely to purchase a product from an influencer's affiliate link if there is a discount or special offer.	(Sukhanandi, Tank, & Vidani, 2018)
I recommend fashion products to others based on what I see fashion influencers wearing or promoting.	(Singh, Vidani, & Nagoria, 2016)

Source: Author's Compilation

Demographic Summary

When the age group of the participants and their contacts with fashion enthusiasts were examined, it was seen that the majority of the participants (83.2%) were in the 18-25 age group, followed by the 26-35 age group with 12.9%, while some were in the 26-35 age group with 12.9%. The younger ones. The people (3.9%) were over 36 years old. The interaction with the artists is high among the 18-25 age group; the majority of the participants expressed moderate to positive feelings in various aspects such as following the influence of an experienced person, trusting their product recommendations and connecting the products to be purchased. In comparison, the older age group (26 years and above) has more unity and trust in the actors, which shows interest and socialization in business ideas across generations. These analyses emphasize that the 18-25 age group is the main target audience of art advertisements.

Cronbach Alpha

Table 3. Cronbach Alpha
 Cronbach Alpha Value No. of items

0.822	11
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Source: SPSS Software

The Cronbach Alpha value of the 11 items in the study was 0.822, indicating high consistency and reliability. This shows that the items in the scale are similar and measure the structure well. While values above 0.7 are generally considered reasonable, values above 0.8, such as those shown here, indicate good reliability. Therefore, the scales used in this study were considered reliable for further analysis.

Table 4. Results of Hypothesis Testing
 Add rows as per number of hypothesis you have created

Sr.	Alternate	Result	>/<	Accept/	R	Relationship
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No	Hypothesis	p =	0.05	Reject Null hypothesis	value	
H1	There is a significant relationship between age group and following fashion influencers on social media platforms (Instagram, YouTube, etc.).	0.694	>	H01 Accepted (Null hypothesis rejected)	0.373	weak
H2	There is a significant relationship between age group and trust in the product recommendations made by fashion influencers.	0.721	>	H02 Accepted (Null Hypothesis rejected)	0.585	weak
H3	There is a significant relationship between age group and the likelihood of purchasing a product if it is promoted by a fashion influencer.	0.504	>	H03 Accepted (Null Hypothesis rejected)	0.330	weak
H4	There is a significant relationship between age group and the perception that affiliate marketing links shared by fashion influencers make it easier to purchase fashion products.	0.345	>	H04 Accepted (Null Hypothesis rejected)	.0.211	weak
H5	There is a significant relationship between age group and the discovery of new fashion brands	0.138	>	H05 Accepted (Null Hypothesis rejected)	0.112	weak

	and trends through fashion influencers.					
H6	There is a significant relationship between age group and the preference for buying fashion products through affiliate links provided by influencers rather than from other sources.	0.715	>	H06 Accepted (Null Hypothesis rejected)	0.220	weak
H7	There is a significant relationship between age group and the perception that fashion influencers give honest reviews and opinions about the products they promote.	0.189	>	H07 Accepted (Null Hypothesis rejected)	0.006	weak
H8	There is a significant relationship between age group and the belief that the fashion influencers they follow match their style and preferences.	0.579	>	H08 Accepted (Null Hypothesis rejected)	0.246	weak
H9	There is a significant relationship between age group and the impact of affiliate marketing by fashion influencers on purchase decisions.	0.141	>	H09 Accepted (Null Hypothesis rejected)	0.030	weak
H10	There is a significant relationship between age group	0.185	>	H09 Accepted (Null Hypothesis	0.210	weak

**and the likelihood
of purchasing a
product from an
influencer's affiliate
link if there is a
discount or special
offer.** rejected

Source: Author's Compilation

DISCUSSION AND RECOMMENDATION

This study "Effectiveness of Marketing Using Marketing Strategy in Ahmedabad Retail Market" aims to examine the role of age group in influencing purchasing behavior through marketing and the influence of fashion lovers. Although the correlations of each test were weak, the data showed some agreement.

The findings show that there is a relationship between age groups and following of celebrities on platforms like Instagram and YouTube (H1: $p = 0.694$, $r = 0.373$). This shows that different age groups are associated with online influencers, but the correlation is weak ($r = 0.373$), which suggests that other factors are not Age and may play a role in determining this behavior. The global demand of social media may create this difference by including people in different groups of people.

Similarly, there is a positive relationship between age group and trust in product recommendations (H2: $p = 0.721$, $r = 0.585$). This shows that trust is not related to age. Factors such as the credibility of the influencer, the quality of the product endorsement, and the visibility of the promotion will affect the level of trust more than age.

There is also a positive relationship between the quality of shopping supported by fashion lovers and age group (H3: $p = 0.504$, $r = 0.330$). However, the weak relationship means that age alone is not sufficient to predict purchase intention. Emotional and psychological relationships with influencers and related brands can play a big role here.

It was found that a common business network facilitates purchase (H4: $p = 0.345$, $r = 0.211$). This suggests that age is not a determining factor. The simple and easy access provided by the connection will attract the attention of all users regardless of age.

New fashion trends and new trends found by influencers were also found to be significant but weaker with age (H5: $p = 0.138$, $r = 0.112$). These findings show the important role of influencers in introducing new trends, but their results may not necessarily depend on the age of their followers.

Interestingly, there is a significant but weak relationship between age group and propensity to purchase from affiliate links (H6: $p = 0.715$, $r = 0.220$), indicating that: Affiliate links are useful,

age is not a significant factor of interest. Other factors such as discounts or availability will have a greater impact.

Perception of fairness of influencer reviews (H7: $p = 0.189$, $r = 0.006$) and consistency of influencer style with likes (H8: $p = 0.579$, $r = 0.246$) also show no relationship. This indicates an interest in truth and the truth of the age, even if there is no age-specific pattern. Section

Affiliate links (H10: $p = 0.185$, $r = 0.210$) highlight that when age is important, it has only a small effect on cooperation with good marketing and advertising strategies such as discounts.

Overall, although the study has established a relationship between age group and various dimensions of the business, the relationships are weak, indicating the complexity of the customer. Future research could investigate other factors such as culture, income level, and psychological factors to better understand the underlying mechanisms.

Theoretical Implications

This study on "Effectiveness of Marketing Using Marketing Strategy in Sales in Ahmedabad" provides an insight into the interaction between age and the influence of fashion influencers on the influence of popular fashion on the increasing data of digital marketing, consumer behavior support and influencer participation. The research results have several theoretical implications:

1. Extension of social media marketing theory

The results reiterate and extend theories related to advertising marketing, especially the uses and gratifications theory. This theory suggests that people actively participate in social media to meet certain needs such as information, entertainment or socialization. The significant relationship between age group and discovery of new fashion brands and models (H5) shows how stakeholders influence the messages and needs of different groups. Future models could integrate these findings to better understand how social media platforms engage diverse consumers through meaningful content.

2. Citizens play a weak role in the welfare state

The weak relationship between the hypotheses suggests that demographic variables such as age may not be as important in determining job value as previously thought. This is based on the theory of planned behavior (TPB), which posits that attitudes, behaviors, and behavioral control are strong determinants of thought and behavior. This study highlights the need for researchers to pay more attention to psychology and nature to explain consumer responses to marketing interventions.

3. Contribute to Belief and Trust

A significant but weak relationship between age and trust in value product recommendations (H2) leads to confidence in the hypothesis. This suggests that although trust is an important factor in performance, it is not necessarily related to age. Future research could examine other dimensions of

trust, such as intelligence, originality, and relevance, which may have greater predictive power in understanding trust at all ages.

4. Validation of Affiliate Marketing as a Universal Tool

Research results show that joint ventures are perceived as easy to purchase (H4) and that discounts provided through these connections have a positive impact on purchase (H10). These insights are based on consumer decision models that emphasize the role of convenience and financial incentives in facilitating and accelerating product purchase decisions. This confirms that corporate marketing is a global concept that transcends demographic boundaries.

5. Engage in Behavioural Patterns

Studies showing purchase intentions by age group and stakeholders may indicate models such as Technology Acceptance (TAM) and the Digital Marketing Funnel. Weak correlations suggest that while marketing technology can influence behavior, the decision-making process is weak and is influenced by multiple factors, including relevance of content, emotional connection, and business.

6. Insights from Cultural and Regional Studies

The Ahmedabad context provides a unique perspective on regional differences in economic productivity. This study demonstrates the cultural preferences and attitudes of local consumers towards influencers. This can provide a theoretical model that focuses on understanding regional consumers and fills the gap in global digital marketing theory.

In summary, this study demonstrates the complexity of consumer behavior in the digital age and highlights that age alone does not explain business productivity.

Practical Implications

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In summary, this study demonstrates the complexity of consumer behavior in the digital age and highlights that age alone does not explain business productivity. It requires a multidisciplinary approach that combines psychology, culture, and context to create a strong framework for understanding the relationship between business and intervention.

CONCLUSION

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A significant but weak relationship between age and trust in value product recommendations (H2) leads to confidence in the hypothesis. This suggests that although trust is an important factor in performance, it is not necessarily related to age. Future research could examine other dimensions of trust, such as intelligence, originality, and relevance, which may have greater predictive power in understanding trust at all ages.

4. Validation of Affiliate Marketing as a Universal Tool

Research results show that joint ventures are perceived as easy to purchase (H4) and that discounts provided through these connections have a positive impact on purchase (H10). These insights are based on consumer decision models that emphasize the role of convenience and financial incentives in facilitating and accelerating product purchase decisions. This confirms that corporate marketing is a global concept that transcends demographic boundaries.

5. Engage in Behavioural Patterns

Studies showing purchase intentions by age group and stakeholders may indicate models such as Technology Acceptance (TAM) and the Digital Marketing Funnel. Weak correlations suggest that while marketing technology can influence behavior, the decision-making process is weak and is influenced by multiple factors, including relevance of content, emotional connection, and business.

6. Insights from Cultural and Regional Studies

The Ahmedabad context provides a unique perspective on regional differences in economic productivity. This study demonstrates the cultural preferences and attitudes of local consumers towards influencers. This can provide a theoretical model that focuses on understanding regional consumers and fills the gap in global digital marketing theory.

In summary, this study demonstrates the complexity of consumer behavior in the digital age and highlights that age alone does not explain business productivity. It requires a multidisciplinary approach that combines psychology, culture, and context to create a strong framework for understanding the relationship between business and intervention.

Recommendations for Future Research/ Future Scope of the Study

This study on "Effectiveness of Marketing Using Marketing Strategy in Sales in Ahmedabad" provides an insight into the interaction between age and the influence of fashion influencers on the influence of popular fashion on the increasing data of digital marketing, consumer behavior support and influencer participation. The research results have several theoretical implications:

1. Extension of Social Media Marketing Theory

The results reiterate and extend theories related to advertising marketing, especially the uses and gratifications theory. This theory suggests that people actively participate in social media to meet certain needs such as information, entertainment or socialization. The significant relationship between age group and discovery of new fashion brands and models (H5) shows how stakeholders influence the messages and needs of different groups. Future models could integrate these findings to better understand how social media platforms engage diverse consumers through meaningful content.

2. Citizens Play a Weak Role in the Welfare State

The weak relationship between the hypotheses suggests that demographic variables such as age may not be as important in determining job value as previously thought. This is based on the theory of planned behavior (TPB), which posits that attitudes, behaviors, and behavioral control are strong determinants of thought and behavior. This study highlights the need for researchers to pay more attention to psychology and nature to explain consumer responses to marketing interventions.

3. Contribute to Belief and Trust

A significant but weak relationship between age and trust in value product recommendations (H2) leads to confidence in the hypothesis. This suggests that although trust is an important factor in performance, it is not necessarily related to age. Future research could examine other dimensions of trust, such as intelligence, originality, and relevance, which may have greater predictive power in understanding trust at all ages.

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