



Affiliate Marketing and Drop Shipping among Student Entrepreneurs in Nigeria

¹UHUNAMURE Nosayamen Destiny; ²NNABUIFE Izuchukwu Innocent; ³YUSUF Favour

¹Department of Entrepreneurship, Faculty of Management Sciences, University of Benin.

²Department of Leadership, Management and Marketing, Faculty of Business and Law
De Montfort University, Gateway House, Leicester.

³Department of Entrepreneurship, Faculty of Management Sciences, University of Benin.
Corresponding Author's Email: nosayamen.uhunamure@uniben.edu

Abstract

This study investigates factors that affect affiliate marketing and drop shipping among student entrepreneurs in Nigerian Universities. The study used survey research design and structured questionnaire to gather data from 100 students. The target population of this study comprised of all undergraduate students at the University of Benin. Descriptive statistics and Pearson correlation were used to analyze the data. The findings revealed that level of awareness, academic commitments, ethical dilemmas, fear of exploitation and challenges significantly influenced student adoption of affiliate marketing and drop shipping. It was also revealed that the most important factors that resulted in adoption of affiliate marketing and drop shipping were academic commitments (0.780), ethical dilemmas (0.755), fear of exploitation (0.738), level of awareness (0.604) and challenges (0.581) respectively. Based on the findings, the researcher concluded that a number of factors, including awareness level, academic obligations, moral dilemmas, exploitation, and challenges, greatly influenced students' involvement in drop shipping and affiliate marketing. The researcher recommended that workshops, seminars, and trainings should be held to educate students about drop shipping and affiliate marketing.

Keywords: Affiliate Marketing, Drop shipping, Student Entrepreneurship, Digital Marketing

1.0 Introduction

The advent of the internet has made reaching out to more people easier and cheaper using online means than using traditional means such as billboards or radio jingles. Customers are now able to easily locate and purchase products while being presented with a wider range of options thanks to the increased access they have to data (Nayak et al., 2021). A popular tactic in business is affiliate marketing, which involves either drawing attention to your company or encouraging customers to take specific action by offering incentives, typically running for a set time frame and with clear objectives, such as promoting new ventures or enticing consumers from rival businesses (Chris, 2018). Affiliate marketing has also emerged as a novel approach for reaching out to potential customers by leveraging social networks, blogs, online search engines and commercial advertising. It is one of the most effective forms of digital advertising (Sharma et al., 2022). By establishing direct connections with consumers through digital platforms irrespective of

their location, it opens new landscapes in contemporary marketing strategies (Zheng & Yegung, 2021). To gain a competitive edge, numerous organizations have utilized affiliate marketing as a business platform to promote their products (Lee & Lin, 2016). The drop shipping model in retail fulfilment involves a store not holding onto the merchandise it sells. Rather, when an item is purchased using this method, the store procures it from a third-party distributor and ships it straight to the customer's door. This tactic presents advantages for those with limited means - like students - as there isn't any stock inventory management or capital necessary beforehand (Bhatia & Arora, 2020).

Affiliate marketing and drop shipping have become popular methods for individuals (including students) to make passive income online by promoting products or services and earning a commission on each sale or referral. Despite the potential financial benefits and flexible work arrangements, there are also various challenges associated with these practices - particularly when it comes to student populations. Many students lack sufficient knowledge regarding affiliate marketing and drop shipping best practices which include understanding its advantages, risks as well as ethical considerations towards customers. Issues of how students deal with advertising specific items/products/services where their values don't match up due to unethical dilemmas and how their academic engagements affect affiliate marketing and drop shipping as a survival means or entrepreneurship practice. Consequently, the aim of this study is to investigate the factors affecting affiliate marketing and drop shipping among student entrepreneurs in Nigerian Universities. Specifically, the objectives of this study are;

1. To determine the level of awareness of affiliate marketing and drop shipping among students.
2. To identify the influence of academic commitments on students' participation in affiliate marketing and drop shipping activities.
3. To evaluate the impact of ethical dilemma on students' participation in affiliate marketing and drop shipping.
4. To determine the influence of fear of exploitation on students' participation in affiliate marketing and drop shipping activities?
5. To identify the challenges faced by students in affiliate marketing and drop shipping.

2.0 Literature Review

A person or entity that promotes the vendor's merchandise in a compelling manner to prospective customers is an affiliate. The level of support and incentives provided to affiliates by a company can impact the success of their affiliate program (Haq 2012 and Giroud et al., 2012). Affiliate programs have gained popularity in online marketing as they reward individuals for bringing customers or visitors through their own efforts, resulting in mutual benefits between businesses and affiliates (Visnjic et al., 2013). Several platforms and tools like Facebook, YouTube, LinkedIn, and Instagram have helped the promotion of affiliate marketing. An affiliate who is registered in an educational institution or school can be referred to as a student-affiliate or student-agent as it may relate to drop shipping. According to Miller (2020), drop shipping is an e-commerce model where one can offer specific products to clients that are available from

reliable wholesale suppliers and manufacturers that offer products in one's chosen niche without physical handling of the product or stockpiling of the product sold.

2.1 Student Engagement in Affiliate Marketing

Affiliate marketing is an innovative business model that creates opportunities for businesses and individuals to generate earnings (Prabhu & Satpathy, 2015). According to research, more and more students are utilizing affiliate marketing to make extra money and acquire entrepreneurship know-how. Smith and Johnson's (2019) survey revealed that a substantial number of college students participate in promoting products or services through their digital expertise on online platforms. Affiliates distribute merchant's links with added affiliate-code to market products or services sold by the merchant for mutual benefit (Erislan, 2024). According to Anugrah et al., (2023), promoting products via affiliate marketing and product reviews have positive and significant influence on purchase decisions.

The adoption of affiliate marketing by students has been fuelled by factors such as financial incentives/passive income (Smith and Johnson, 2019), ease of use (Ghosal et al., 2020), digital skills and use of online technology (Chen & Wang, 2020), entrepreneurial aspirations (Dixit & Kesarwani, 2017), social and peer influence (Gunawan et al., 2023), reduced risk of loss (Marquerette & Hamidah, 2023), accessibility and low barrier to entry (Smith & Johnson, 2019). Various factors influence students' attitudes towards affiliate

marketing, despite its financial benefits and skill-building opportunities. These factors include ethical considerations, perceived influence and manipulation (Chen and Wang, 2020), perceived authenticity, and alignment with personal values. Dilemmas may arise when promoting products or services they do not believe in genuinely leading to questions about credibility and authenticity. Chen and Wang's (2020) study revealed that programs focused on digital literacy, ethics, and regulatory compliance can significantly increase

awareness among students regarding affiliate marketing practices while enhancing their understanding as well. Educational measures encourage ethical mindfulness and accountability in students who participate in affiliate marketing endeavors.

Research reveals training on regulatory adherence bolsters the capacity of pupils to handle intricate legalities associated with affiliate advertising while ensuring compliance with consumer protection statutes, advertising guidelines, and tax policies. Affiliate marketing is cost-effective for businesses, provides increased reach and exposure, provides access to diverse marketing channels and gives room for performance-based compensation. It is flexible and scalable without incurring substantial expenses, enables effective marketing through targeted audience, Passive income for affiliates, low barrier to entry as well as opportunity to build long-term relationship for strategic alliance and benefit. Despite these benefits, affiliate marketing has a high risk of fraud, insufficient privacy, lacks physical touch and feeling, as well as delayed satisfaction or enjoyment.

2.2 Student Engagement in Drop shipping

Although students have numerous academic and non-academic related needs that demand attention, many of them still explore alternative means like drop shipping to earn extra income to cater for their expenses. Many students are drawn to drop shipping as a promising business venture due to various reasons. One key factor is the low amount of

capital required compared to traditional retail businesses, making it feasible for those with limited financial resources (Chen & Li, 2020). Drop shipping also provides flexibility by allowing students to manage their businesses remotely and balance academic commitments alongside entrepreneurship pursuits. Moreover, participating in drop shipping grants students' practical knowledge in e-commerce operations like digital marketing and business management that complements classroom learning (Xu & Li, 2019). Many seeking sources of supplementary income or aspiring towards financial independence find appeal in generating passive earnings from this type of engagement (Wu & Chien, 2019; Bhatia & Arora, 2020).

According to Xu and Li (2019), Wu and Chien (2019), Chen and Li (2020) the perspective of students on drop shipping is shaped by a range of factors such as ethical consideration, influence of success stories, skepticism regarding sustainability and perceived ease of

entry. While drop shipping offers opportunities for entrepreneurial growth, students may encounter several challenges and risks such as supplier reliability, occasional high prices, high competition, lack of quality control, low margins, shipping complexities, marketing and competition, time management, legal and financial considerations. Drop shipping's advantages over traditional retail business include low start-up cost, low-cost inventory, low order fulfilment cost and less risk of loss. Additionally, Mostarac et al., (2020), states

that other advantages include elimination of retail and inventory cost, access to global product service area, low business risk, time saving, growing social network which implies increase in drop shipping, and elimination of risk of non-current stock. Despite these advantages there is no control over the process, less profit and high level of conflict (juggling customer and supplier relationship) (Miller, 2020).

2.3 Theoretical Framework

The theory of Reciprocity states that people are reciprocal, if they reward kind actions and punish unkind ones; it predicts that identical consequences trigger different reciprocal responses in different environments. It is often used in marketing because it helps marketers craft effective messages that prompt action and brings reciprocal rewards like increased sales for good products/marketing and reduced sales for poor marketing, paid commission for sales etc. Reciprocity is a basic law of social psychology; this is a social situation where we pay back what we received from other people, it may be negative or positive (Mustapha & Shamsudin, 2020). Scholars submit that what is exchanged between partners should be of value (Kingshort & Pecotich, 2007) and mutually satisfying (Lee et al, 2012), they have also offered various recommendations on the actions partners should perform.

2.4 Related Empirical Studies

The study by Omoera et al. (2022) titled "the influence of retargeting and affiliate marketing on youth buying behaviour using the analytic hierarchy process (AHP)" considers the impact of retargeting as well as affiliate marketing on youth buying behaviour using AHP model. The research adopted descriptive design using cross-sectional survey by distributing 300 questionnaires to youth consumers in Lagos State, Nigeria with 200 returned completed. The findings showed that retargeting was prioritized first by youth buyers while brand loyalty is considered the most influential in

the brand category for affiliate marketing. The study recommends that digital marketing practitioners should design and implement strategies that are targeted and tailored towards the youth. Haq (2012) conducted a survey among 300 Indian internet users to examine their attitude

towards affiliate programs and the various factors that affect the effectiveness of these programs. The findings from the survey reveal a positive view of affiliate marketing and that the greater judge of the consumer attitude of affiliate marketing is the usefulness, informativeness, incentive and perceived trust. The study recommends a need for direct marketer to develop more innovative affiliate links that will elicit a more positive response from consumers.

Putra and Zulfikar (2021), carried out a study titled “application of drop shipping methods in E-commerce to create new business opportunities for students”. The exploratory research carried out at the Institute of Technology and Business Master, Indonesia using

32 students as participants resulted in a success rate of 71.87%. The study recommends that the direct practice’s high success rate can be used as a reference for the broad application and development of drop shipping for students in creating new business opportunities.

A study conducted by Narayan and Singh (2022), aimed to investigate how respondents viewed affiliate marketing adoption in a study titled "Awareness and Perception of Customers towards Affiliate Marketing with Special Reference to Agra Region". The researchers utilized a mix of primary data (gathered from questionnaires completed by 180 individuals in the Agra region) alongside secondary data sources. Non-probability sampling techniques were used for sample collection; specifically, convenient sampling methods were employed. Statistical tools such as regression analysis, factor analysis and chi-square tests were conducted on appropriate hypotheses generated during this research project. Results showed moderate levels of awareness among respondents towards affiliate marketing but varied attitudes across participants sampled within different demographic groups demonstrated significant relationships between heightened awareness/effective uses of an associate advertising technique.

Lunkina et al. (2020) studied drop shipping as a modern direction of business development in Ukraine in an attempt to determine the relevance and feasibility of this business model. The study considered marketplace for the sale of goods under the drop shipping scheme. The findings show that drop shipping does not require significant capital investment; it is a good start for developing business and entering the world market. They recommend that drop shipping is a good tool for attracting foreign consumers and promoting Ukrainian goods and brands.

3.0 Methodology

The study was designed using a survey research approach. The study's target population comprised 43,392 undergraduate students from the University of Benin. The Taro Yamane formula was used to calculate the sample size from the total population to arrive at a sample

size of 100, while the researchers adopted the purposive random sampling technique in selecting respondents from the student population. Structured questionnaires were distributed and utilized as research instruments to collect data. The statistical package for social sciences (SPSS) was used to evaluate the research questionnaires that were

gathered. Correlation analysis and descriptive analysis were used to analyze the data. The relationship between the independent variables (awareness level, academic dedication, ethical quandaries, fear of exploitation and obstacles), and the dependent variables (adoption of affiliate marketing and drop shipping was examined using Pearson product moment correlation analysis.

4.0 Results and Discussion

Analysis of the data was done using simple mean and standard deviation statistics and calculations. The decision rule was based on the mean value (\bar{x}) of 2.50. That is, any item with mean value (\bar{x}) less than 2.50 will be regarded as disagreed (rejected), while any item with mean value (\bar{x}) equal or greater than 2.50 will be agreed (accepted). The results are presented as follows:

Table 1: Level of awareness of affiliate marketing and drop shipping among students

Level of awareness	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	ST D
I am familiar with the concept of affiliate marketing	8	16(16)	10(10)	39(39)	27(27)	3.99	1.10
I am aware of how drop shipping operates	11(11)	18(18)	18(18)	32(32)	21(21)	3.95	1.06
I often purchase products or services through affiliate	14(14)	22(22)	19(19)	31(31)	14(14)	4.03	1.06
I am more likely to click on an drop shipping link when	21(21)	29(29)	13(13)	28(28)	9(9)	3.92	1.25
Grand mean						3.97	

Source: Field survey (2024).

Table1 shows the results for level of awareness of affiliate marketing and drop shipping among students which clearly reveal that most of the respondents 39(39%) agreed that they are familiar with the concept of affiliate marketing with a mean of 3.99 and standard deviation of 1.10, majority of the respondents 32(32%) agreed that they are aware of how drop shipping operates with a mean of 3.95 and standard deviation of 1.06. Most of the respondents 31(31%) agreed that they often purchase products or services through affiliate marketing links with mean rating of 4.03 and standard deviation of 1.06, most of the respondents 29(29%) disagreed that they are more likely to click on a drop shipping link when browsing for product or services online with a mean of 3.92 and standard deviation of 1.25. Therefore, the grand mean of 3.97 (Benchmark 2.50) clearly revealed that students were aware of affiliate marketing and drop shipping.

Table 2: Influence of academic commitments on students' participation of affiliate marketing and drop shipping activities

Academic commitments	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	ST D

My academic workload significantly limits the time I can dedicate to affiliate marketing activities	18(18)	27(27)	29(29)	14(14)	12(12)	3.8	0.9
				4)		7	3
My academic workload significantly limits the time I can dedicate to drop shipping activities	34(34)	22(22)	14(14)	16(16)	14(14)	3.7	1.0
				6)		8	2
Academic commitments such as exams, assignments, projects does not affect my involvement in affiliate marketing	10(10)	16(16)	12(12)	39(39)	23(23)	3.6	1.1
				9)		9	2
Academic commitments such as exams, assignments, projects does not affect my involvement in dropshipping	16(16)	13(13)	9(9)	38(38)	24(24)	3.7	1.2
				8)		1	5
Grand mean						3.7	6

Source: Field survey, (2024)

Table 2 shows the influence of academic commitments on students' participation in affiliate marketing and drop shipping activities. It indicates that majority of respondents 45(45%) generally disagree that academic workload significantly limits the time they can dedicate to affiliate marketing activities with a mean of 3.87 and standard deviation of 0.93. Most respondents 34(34%) strongly disagreed that academic workload significantly limits the time they can dedicate to drop shipping activities with the mean score and standard deviation of 3.78 and 1.02 respectively. The participants 39(39%) agreed that academic commitments such as exams, assignments, projects do not affect their involvement in affiliate marketing, majority of the respondents 38(38%) agreed that academic commitments such as exams, assignments, projects do not affect their involvement in drop shipping with mean score and standard deviation of 3.71 and 1.25 respectively. The weighted average of 3.76 using 2.50 benchmark summarizes the result

that academic commitments does not affect students' participation in affiliate marketing and drop shipping activities.

Table 3: Impact of ethical dilemmas on students' participation in affiliate marketing and drop shipping

Ethical dilemmas	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	SD
I consider the ethical implications of my involvement in affiliate marketing	4(4)	6(6)	21(21)	40(40)	29(29)	3.62	1.05
Ethical concerns influence my decision to participate in certain drop shipping ventures.	9(9)	3(3)	10(10)	54(54)	24(24)	3.65	1.14
I am hesitant to engage in affiliate marketing if it involves promoting products or practices I find ethically questionable	0(0)	2(2)	4(4)	59(59)	35(35)	3.71	1.16
I am willing to forgo opportunities in drop shipping if they conflict with my ethical values.	3(3)	8(8)	16(16)	40(40)	33(33)	3.65	1.01
Grand mean						3.66	

Source: Field survey, (2024)

Table 3 shows the impact of ethical dilemmas on students' participation in affiliate marketing and drop shipping. The result from the analysis indicates that majority of the respondents (40%) agreed that they consider the ethical implications of their involvement in affiliate marketing (Mean = 3.62, SD = 1.05), most of the respondents 54(54%) agreed that ethical concerns influence their decision to participate in certain drop shipping ventures. (mean = 3.65, SD= 1.14), most of the respondents 59(59%) agreed that they hesitant to engage in affiliate marketing if it involves promoting products or practices they find ethically questionable (Mean = 3.71, SD = 1.16) while most of the respondents 40(40) agreed that they are willing to forgo opportunities in drop shipping if they conflict with their ethical values (Mean= 3.65, SD = 1.01). The weighted average of 3.66 reveals that

ethical dilemmas influenced students' participation in affiliate marketing and drop shipping.

Table 4: Influence of fear of exploitation on students' participation in affiliate marketing and drop shipping activities

Fear of exploitation	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	ST D
I worry about being exploited by companies or individuals in affiliate marketing or drop shipping	8(8)	11(11)	14(14)	32(32)	35(35)	3.97	1.10
The fear of being taken advantage of influences my decision to participate in affiliate marketing or drop shipping.	37(37)	29(29)	18(18)	11(11)	5(5)	3.89	1.16
The fear of exploitation affects my overall participation in affiliate marketing and drop shipping activities.	2(2)	6(6)	12(12)	46(46)	34(34)	3.79	1.14
I believe that students should prioritize protecting themselves from exploitation over potential financial gains in affiliate marketing and drop shipping	2(2)	4(4)	20(20)	38(38)	36(36)	3.94	1.09
Grand mean						3.90	

Source: Field survey, (2024)

Table 4 presents the influence of fear of exploitation on students' participation in affiliate marketing and drop shipping activities. The result from the analysis indicates that majority of the respondents (35%) strongly agreed that they worry about being exploited

by companies or individuals in affiliate marketing or drop shipping (mean = 3.97, SD = 1.10), most of the respondents (37%) strongly disagreed that the fear of being taken advantage of influences their decision to participate in affiliate marketing or drop shipping. (Mean = 3.89, SD= 1.16), most of the respondents (46%) agreed that the fear of exploitation affects their overall participation in affiliate marketing and drop shipping activities. (Mean = 3.79, SD = 1.14) while most of the respondents (38%) agreed that they believe that students should prioritize protecting themselves from exploitation over potential financial gains in affiliate marketing and drop shipping (Mean= 3.94, SD = 1.10). The weighted average of 3.90 reveals that fear of exploitation influenced students' participation in affiliate marketing and drop shipping.

Table 5: Challenges faced by students in affiliate marking and dropshipping

Challenges	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Mean	STD
The lack of reliable internet access is a barrier to my participation in affiliate marketing activities.	3(3)	7(7)	5(5)	40(40)	45(45)	3.53	1.10
The lack of reliable internet access is a barrier to my participation in drop shipping activities.	1(1)	8(8)	28(28)	34(34)	29(29)	3.49	1.16
Poor electric power supply is a barrier to my participation in affiliate marketing activities.	4(4)	6(6)	10(10)	37(37)	43(43)	3.57	1.14
Poor electric power supply is a barrier to my participation in drop shipping activities.	2(2)	3(3)	8(8)	41(41)	46(46)	3.63	1.10

Grand mean

3.56

Source: Field survey, (2024)

Table 5 presents the challenges faced by students in affiliate marketing and drop shipping. The result shows that majority of the respondents (85%) generally agreed that the lack of reliable internet access is a barrier to their participation in affiliate marketing activities. (Mean = 3.53, SD = 1.10), most of the participants (63%) generally agreed that the lack of reliable internet access is a barrier to their participation in drop shipping activities (mean = 3.49, SD = 1.16), most of the respondents (80%) generally agreed that poor electric power supply is a barrier to their participation in affiliate marketing activities (mean = 3.57, SD = 1.14). Most of the respondents (87%) were also of the opinion that poor electric power

supply is a barrier to their participation in drop shipping activities (Mean = 3.63, SD = 1.10).

Correlation Result

Pearson's correlation in SPSS was also used to assess the relationship between attitude and adoption of affiliate marketing and drop shipping among university students.

Table 6: Attitude and Adoption of Affiliate Marketing and Drop Shipping Correlations

	LA	AC	ED	FE	CH	AAD
LA Pearson Correlation	1	.760**	.702**	.650**	.488**	.604**
LA Sig. (2-tailed)		.000	.000	.000	.000	.000
LA N	100	100	100	100	100	100
AC Pearson Correlation	.760**	1	.796**	.767**	.665**	.780**
AC Sig. (2-tailed)	.000		.000	.000	.000	.000
AC N	100	100	100	100	100	100
ED Pearson Correlation	.702**	.796**	1	.720**	.445**	.755**
ED Sig. (2-tailed)	.000	.000		.000	.000	.000
ED N	100	100	100	100	100	100
FE Pearson Correlation	.650**	.767**	.720**	1	.606**	.738**
FE Sig. (2-tailed)	.000	.000	.000		.000	.000
FE N	100	100	100	100	100	100
CH Pearson Correlation	.488**	.665**	.445**	.606**	1	.581**
CH Sig. (2-tailed)	.000	.000	.000	.000		.000
CH N	100	100	100	100	100	100
AAD Pearson Correlation	.604**	.780**	.755**	.738**	.581**	1
AAD Sig. (2-tailed)	.000	.000	.000	.000	.000	
AAD N	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6 shows the relationship between attitude and adoption of affiliate marketing and drop shipping. The correlation results indicated a positive relationship between all the attitude dimensions and adoption of affiliate marketing and drop shipping. From the result, the most important factors that resulted in adoption of affiliate marketing and drop

shipping are academic commitments (0.780), ethical dilemmas (0.755), fear of exploitation (0.738), level of awareness (0.604) and challenges (0.581) respectively. This shows that academic commitments, ethical dilemmas, fear of exploitation, level of awareness and challenges had strong positive association between student attitude and adoption of affiliate marketing and drop shipping.

The results of this study found that students' ability to commit to drop shipping and affiliate marketing was not greatly hampered by their academic workload. The research findings also revealed that fear of exploitation influences students' participation in affiliate marketing and drop shipping activities. Majority of the students stated that they worry about being exploited by companies or individuals in affiliate marketing or drop shipping. In addition, results from this research show that students are faced with numerous challenges which can affect their participation in affiliate marketing and drop shipping activities. Challenges such as lack of reliable internet access and poor electric power supply were reported by the respondents in this study as a major limitation to participation in affiliate marketing and drop shipping activities. Additionally, the results of research indicate that students' engagement in drop shipping and affiliate marketing was positively impacted by ethical quandaries.

According to the respondents, they think about the moral ramifications of their affiliate marketing activities. In line with Ruiz-Herrera et al. (2023) reported that it is important to consider business ethics before engaging in online businesses which confirms the finding of this study that students were willing to forgo opportunities in drop shipping if they conflict with their ethical values. Lastly, the findings showed that university students' adoption of drop shipping and affiliate marketing was positively influenced by their level of awareness. The findings demonstrated that students have knowledge of drop shipping and affiliate marketing. These results are consistent with a study by Narayan and Singh (2022), which found a substantial correlation between students' effective use of affiliate marketing platforms and their level of awareness. The results of this study are also consistent with the findings of Abdelhady et al. (2020), who said that students' awareness of affiliate marketing influences their engagement. This is contrary to the findings of Kannan et al. (2019) which found that majority of MBA students lacked awareness of affiliate marketing.

5.0 Conclusion and Recommendations.

The study investigated factors that affect affiliate marketing and drop shipping among student entrepreneurs in Nigerian Universities with data from University of Benin. Affiliate marketing and drop shipping hold great promise and future for students and youths in Nigeria. A number of factors, including awareness level, academic obligations, moral quandaries, exploitation, and challenges, greatly influenced students' involvement in drop shipping and affiliate marketing. Consequently, it is critical to establish an atmosphere that encourages people to engage in drop shipping and affiliate marketing.

Arising from the findings and conclusion drawn from this study, we recommend that first, students should be taught about drop shipping and affiliate marketing, including its benefits and how to get started, via workshops, seminars, and training sessions etc. Students should also establish connections with drop shipping and affiliate marketing specialists and influencers to get general advice, guidance and mentorship. Second, government and non-governmental organizations should conduct awareness campaigns using social media, local media, and community awareness programs to disseminate

information about affiliate marketing and drop shipping to prevent participants from falling victim to fraud. These agencies and organizations should also support young people to take online courses or enrol in training programs that teach digital marketing and content production to improve their affiliate marketing and drop shipping abilities. Third, universities should also ensure that basic facilities like power and internet are provided to students to facilitate their involvement in digital and online enterprises. Finally, students should be taught how to balance drop shipping and affiliate marketing activities with their studies, financial management and budgeting skills should be incorporated by school administrators into instructional programs to enable students make prudent decisions with the money they earn from drop shipping and affiliate marketing.

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