# Article information:

Impact of Affiliate Marketing on E-Buying Behavior of Millennial – A TAM Based Approach With Text Analysis by Dr. Indrajit Ghosal, Bikram Prasad, Mukti Behera :: SSRN  
<https://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID3638929_code3272167.pdf?abstractid=3638929>

# Article summary:

1. The article examines the impact of affiliate marketing on the online shopping behavior of millennials.

2. The study finds that affiliate marketing has a significant influence on millennials' attitudes towards online shopping.

3. The findings suggest that adopting affiliate marketing strategies can help ecommerce organizations and entrepreneurs enhance their online shopping portals.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "Impact of Affiliate Marketing on E-Buying Behavior of Millennial – A TAM Based Approach With Text Analysis" by Dr. Indrajit Ghosal, Bikram Prasad, and Mukti Behera aims to evaluate the impact of affiliate marketing on the online shopping behavior of millennials. While the topic is relevant and interesting, there are several aspects of the article that raise concerns about potential biases and limitations.

One potential bias in this article is the lack of a balanced perspective. The authors only focus on the benefits and positive impact of affiliate marketing on millennial e-buying behavior. There is no mention or exploration of any potential negative effects or drawbacks associated with this marketing strategy. This one-sided reporting raises questions about the objectivity and credibility of the research.

Furthermore, the article lacks sufficient evidence to support its claims. The authors state that affiliate marketing has a significant impact on millennial attitude towards online shopping but do not provide any empirical data or statistical analysis to back up this claim. Without concrete evidence, it becomes difficult to assess the validity and reliability of their findings.

Additionally, there are missing points of consideration in this article. The authors do not discuss factors such as trustworthiness of affiliates, ethical concerns related to affiliate marketing practices, or potential conflicts of interest between affiliates and consumers. These factors are important considerations when evaluating the impact of affiliate marketing on consumer behavior.

The article also fails to explore counterarguments or alternative perspectives. It would have been valuable to include a discussion on potential criticisms or limitations of affiliate marketing as a strategy for increasing online sales. By ignoring these counterarguments, the authors present an incomplete picture and limit the depth of their analysis.

Another concern is that the article appears to have promotional content rather than being purely academic in nature. The authors mention that their findings will help stakeholders, ecommerce organizations, and entrepreneurs boost their operations by adopting affiliate marketing strategies. This suggests a potential conflict of interest and raises questions about the objectivity of the research.

Overall, this article lacks a balanced perspective, sufficient evidence, and consideration of important factors. It also contains potential biases and promotional content. These limitations undermine the credibility and reliability of the research findings.

# Topics for further research:

* Ethical concerns in affiliate marketing practices
* Negative effects of affiliate marketing on consumer behavior
* Trustworthiness of affiliates in affiliate marketing
* Conflicts of interest in affiliate marketing
* Criticisms of affiliate marketing as a strategy for increasing online sales
* Limitations of affiliate marketing in boosting ecommerce operations

# Report location:

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