

**THE IMPACT OF SOCIAL MEDIA AFFILIATE MARKETING AND SUSTAINABILITY PRACTICES ON INCOME GENERATION**

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**ABSTRACT**

This study explores the intersection of social media affiliate marketing and sustainability practices, examining the impact of environmentally conscious marketing strategies on income generation. This research attempts to offer insights for influencers, marketers, and companies looking to use social media for both financial gain and environmental stewardship by examining the relationship between sustainability-focused affiliate marketing and earnings. In the current digital business environment, this subject is becoming more and more pertinent. Businesses need to change their marketing tactics to emphasize sustainability as consumers grow more socially and environmentally conscious. Despite the growing importance of sustainability in affiliate marketing, there is a lack of research exploring the impact of sustainability practices on income generation in social media affiliate marketing. In order to fill this research gap, this study will offer insights to affiliate marketers and companies looking to use sustainability for both environmental stewardship and financial gain. This is to look into how social media affiliate marketing affects revenue generation. Analyze how social media affiliate marketing is impacted by sustainability practices. Examine how social media affiliate marketing's sustainability practices and revenue production are related. Finally, suggest ways to improve social media affiliate marketing's sustainability and revenue-generating techniques. This study adopts a descriptive-correlation study exploring the impact of social media affiliate marketing and sustainability practices on income generation, the survey questionnaire should include sections addressing each key variable: social media affiliate marketing and sustainability practices.

**Keywords:** Social Media Affiliate Marketing, Sustainability Prac.