

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

Rona Cordovez
World Citi Colleges
PHILIPPINES
cordovezrona1996@gmail.com

Tee Jay Reyes
World Citi Colleges
PHILIPPINES
tjgreyes1204@gmail.com

Ally Alyssa Claire S. Cortez
World Citi Colleges
PHILIPPINES
cortezally.sihm.wccqc@gmail.com

Jalette Vargas
World Citi Colleges
PHILIPPINES
cjalettetibay@gmail.com

Jarel Marquez
World Citi Colleges
PHILIPPINES
jarelmarquez88@gmail.com

Dr. Lani D. Deada, LPT
World Citi Colleges
PHILIPPINES
ldiaz.wako@yahoo.com.ph

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.

INTRODUCTION

“Social media is not a media. The key is to listen, engage, and build relationships.”

- **David Alston**

Social media affiliate marketing is a powerful tool for businesses and individuals seeking income while promoting sustainable practices. Influencers and bloggers leverage affiliate marketing to advertise products and services, reaching a broader audience than traditional marketing. Studies highlight the effectiveness of influencers in promoting eco-friendly products, emphasizing the role of technology in increasing marketing efficiency. However, challenges such as digital literacy gaps and internet accessibility hinder affiliate marketing's full potential in rural areas. The Philippines' Department of Trade and Industry has introduced e-commerce standards prioritizing sustainability. Affiliate programs from platforms like Lazada and Shopee are integrating eco-friendly product promotions,

reinforcing the relationship between affiliate marketing and sustainability. According to a 2021 study by Deloitte, global influencers are crucial in promoting sustainability awareness. Influencers that use affiliate marketing to promote eco-friendly products urge 58% of consumers to choose companies that deal with social and environmental issues. This indicates that consumers are more inclined to buy goods and services from companies that follow sustainable business, social, and governance policies. Additionally, it is shown that affiliate marketing collaborations between influencers and multinational corporations encourage sustainable consumer behavior by increasing the accessibility and desirability of eco-friendly products (Jones et al., 2022).

The study's gap is the paucity of research on the relationship between sustainability and income generation. Although social media affiliate marketing has been extensively researched, little attention may have been paid to how it affects sustainability and revenue creation at the same time. Additionally, the majority of research on affiliate marketing concentrates on short-term revenue creation benefits, which leaves a knowledge gap about its long-term impacts on social and environmental sustainability. Furthermore, because there might not be any established measurements, measuring sustainability practices in terms of defining and quantifying them in the context of affiliate marketing might be difficult.

The Social Exchange Theory, which has to do with revenue generation, serves as the foundation for this study. According to this idea, social and economic interactions between people or organizations are founded on relationship-building, trust, and the perceived costs and advantages of the trade. Affiliates that participate in affiliate marketing share or advertise goods and services on social media sites in the hope of earning money in the form of commissions. Social networking sites serve as go-betweens, promoting communication between companies and customers. The reasons behind affiliate marketing initiatives and the development of connections and trust between stakeholders—such as affiliates, audiences, and brands—are explained by this theory.

Social exchange theory is an idea grounded in the understanding that a bond between two individuals forms via a cost-benefit evaluation process. (Nickerson, 2023). In other terms, it is a measure intended to assess the level of effort an individual puts into a one-on-one relationship. Evaluating the positives and negatives of a relationship can yield information that indicates if an individual is exerting excessive effort in that relationship.

For **Trust and Relationship-Building**, audiences are more inclined to interact with and make purchases through affiliate links when they have faith in the affiliate. Transparency, genuineness, and regular delivery of worthwhile content are the foundations of trust. While on brand-affiliate trust: Brands depend on affiliates to represent them in an ethical and efficient manner, and affiliates expect fair commissions and prompt payouts from brands. Affiliates assess the benefits of engagement through perceived rewards, both monetary and non-monetary. For affiliates, high commission rates, special product offers, or extra rewards (such bonuses or tiered incentives) encourage them to put in more effort. Relationship value is increased by non-monetary advantages like insider access, free merchandise, or brand awareness.

People (Social Factors), this dimension highlights the social impact of affiliate marketing and how human relationships and values contribute to income generation: Consumer Trust and Relationships: Affiliates who build strong, authentic relationships with their audience are more likely to generate sustainable income. Promoting brands that align with audience values

(e.g., fair trade, diversity, inclusivity) fosters loyalty. Community Engagement: Affiliates contributing to community well-being (e.g., advocating for local products, supporting charities) gain goodwill, increasing audience engagement and purchases. Ethical Marketing Practices: Transparency, such as proper disclosure of affiliate links, enhances credibility and builds a loyal customer base.

Planet (Environmental Factors), this dimension focuses on how affiliate marketing integrates sustainability and environmental consciousness into income-generating activities: Promotion of Sustainable Products: Affiliates who promote eco-friendly, biodegradable, or low-carbon footprint products can attract environmentally conscious consumers. Reduction of Environmental Impact: Utilizing digital marketing strategies instead of print advertisements reduces waste, promoting sustainable practices in advertising.

Statement of the Problem

This study is directed toward its main objective to assess the impact of social media affiliate marketing on income generation and sustainability practices. Specifically, researchers sought answers to the following questions:

1. What factors of social media affiliate marketing impact income generation in terms of:
 - 1.1 Trust and Relationship-Building
 - 1.1.1 Affiliate-Audience Trust
 - 1.1.2 Brand-Affiliate Trust
 - 1.2 Perceived Benefits
 - 1.3 Costs in the exchange
2. What sustainability practices influence social media affiliate marketing in terms of:
 - 2.1 People (Social Factors)
 - 2.1.1 Consumer Trust and Relationship
 - 2.1.2 Community Engagement
 - 2.1.3 Ethical Marketing Practices
 - 2.2 Planet (Environmental Factors)
 - 2.2.1 Promotion of Sustainable Products
 - 2.2.2 Reduction of Environmental Impact
 - 2.2.3 Green Branding
3. Is there a significant relationship between the income generation and sustainability practices of social media affiliate marketing?
4. What output can be proposed to enhance income generation and sustainability practices?

LITERATURE REVIEW

Affiliate Marketing

E-business has transformed business operations, with affiliate marketing emerging as a key strategy. Batu et al. (2019) define affiliate marketing as a collaboration where organizations promote each other's products for monetary compensation. It gained prominence in e-commerce after Amazon's 1996 Associates Program (Nwogu, 2019).

Affiliate marketing enables influencers to monetize their platforms while providing value to audiences. In the Philippines, influencers focus on health and wellness (55%), fashion and beauty (47%), and technology (50%) (Toral, 2024). These programs offer flexibility, low costs, and significant profit potential (Linga, 2024).

Trust and Relationship-Building

Transparency is vital in affiliate marketing. Clear product descriptions and honest disclosures improve trust. Consumers trust reputable affiliates who demonstrate authenticity, maintain high-quality offerings, and align with social influence, urgency (FOMO), and behavioral economics (Piliana et al., 2024). Affiliates should highlight benefits over technical features to enhance engagement.

Despite its benefits, affiliate marketing faces consumer skepticism due to biased recommendations. Lack of trust affects conversion rates, increases perceived risk, and reduces repeat business (Mehta, 2023). Trust-building is crucial, especially for MSMEs leveraging social media to engage users effectively (Paul et al., 2024).

Affiliate-Audience Trust

Trust is essential in social media marketing. Consumers expect authenticity from affiliates, and trust-building strategies improve marketing success (Piliana et al., 2024). Influencer marketing is vital as consumers seek recommendations from credible sources rather than traditional ads. Influencers offer personalized content, credibility, and cost-effective marketing (Rachmad, 2024).

Brand-Affiliate Trust

Social media marketing significantly impacts customer trust and purchase intentions (Anggrenita & Sander, 2022). Product and service quality influence trust and purchasing decisions (Kaharudin et al., 2021; Naini et al., 2022). Service quality fosters consumer loyalty (Utami & Handayani, 2019).

Perceived Benefits

User experience is critical to customer loyalty, retention, and brand perception. Online consumer reviews impact purchasing decisions (Yunus, 2022). Positive experiences enhance brand trust (Barbu et al., 2021). Costs in exchange, including transaction and negotiation costs, influence consumer decisions (Downey, 2024).

Consumer Trust and Relationship

Consumer trust shapes brand reliability, interaction, and conversions. Micro-influencers enhance trust through genuine recommendations (Piliana et al., 2024). Affiliate reputation significantly impacts trust in affiliate links, with studies confirming its effect (Piliana et al., 2024).

Community Engagement

Community engagement strengthens brand relationships and trust. It involves active interaction between brands and consumers (Henry, 2024). Affiliate marketing, when combined with community building, fosters engagement and loyalty (Chakraborty, 2025).

Ethical Marketing Practices

Ethical marketing ensures trust and long-term success. Misleading endorsements damage credibility, while transparency fosters consumer confidence (Weare, 2024). Ethical affiliate marketing supports sustainable relationships and enhances authenticity.

Planet (Environmental Factors)

Green marketing promotes sustainable business practices and environmental responsibility (Ginsberg & Bloom, 2004; Shi et al., 2022). Affiliates can market eco-friendly products and

support sustainability initiatives (LinkedIn Community). Sustainable branding differentiates companies in competitive markets (Peattie & Crane, 2020). However, greenwashing—misleading eco-friendly claims—harms consumer trust, making verification crucial (Arney, 2023).

Promotion of Sustainable Products

Demand for eco-friendly products is increasing. Sustainable products must meet current needs without compromising future resources (Njoku, 2023). Affiliates play a role in encouraging responsible consumption.

Reduction of Environmental Impact

Affiliate marketing aligns with sustainability by promoting green brands, reducing waste, and encouraging eco-conscious choices (Ramakrishnan, 2024). Green branding enhances corporate credibility through sustainability initiatives (Tsen et al., 2022). Affiliate marketing, when ethically practiced and aligned with consumer trust, community engagement, and sustainability, fosters long-term success for businesses and affiliates alike.

METHODOLOGY

This study employs a descriptive-correlation design to analyze how social media affiliate marketing impacts income generation and sustainability practices. A quantitative approach is used, incorporating structured surveys to gather objective, measurable data. Purposive sampling targets active social media affiliate marketers on platforms like Facebook, Instagram, and TikTok.

Respondents must have engaged in affiliate marketing within the past two years and operate on at least one major social media platform. The study sample consists of 66 respondents, ensuring statistical significance while maintaining diversity in experience levels. Data collection relies on a structured survey questionnaire with Likert-scale and single-answer formats to facilitate analysis.

Table A. Four-Point Likert Scale for the Impact of Social Media Affiliate Marketing on Income Generation

NUMERICAL SCALE	MEAN RANGE	CATEGORICAL RESPONSE	VERBAL INTERPRETATION
5	5.00 – 4.20	Strongly Agree	Very High Impact
4	4.19 – 3.40	Agree	High Impact
3	3.29 – 2.60	Neutral	Moderate Impact
2	2.59 – 1.80	Disagree	Less Impact
1	1.79 – 1.00	Strongly Disagree	No Impact

Table B. Four-Point Likert Scale for sustainability practices influence social media affiliate marketing

NUMERICAL SCALE	MEAN RANGE	CATEGORICAL RESPONSE	VERBAL INTERPRETATION
5	5.00 – 4.20	Strongly Agree	Extremely Influential
4	4.19 – 3.40	Agree	Highly Influential

3	3.29 – 2.60	Neutral	Moderate Influence
2	2.59 – 1.80	Disagree	Slightly Influential
1	1.79 – 1.00	Strongly Disagree	Not Influential at all

The questionnaire is distributed electronically via social media and affiliate marketing communities using tools like Google Forms. Data collection spans two to three weeks to ensure sufficient participation.

Survey responses are organized in a spreadsheet, cleaned for inconsistencies, and analyzed using descriptive statistics (frequencies, percentages, mean scores). Pearson Correlation Analysis examines the relationship between income generation and sustainability practices.

Ethical guidelines ensure informed consent, voluntary participation, and confidentiality. Identities remain anonymous, and data is securely stored on password-protected systems, to be deleted after the study.

By adhering to this structured methodology, the study aims to produce reliable and meaningful insights into the factors and sustainability practices of social media affiliate marketing, as well as their impact on income generation.

RESULTS AND DISCUSSION

This section presents the analysis of the impact of social media affiliate marketing on income generation and sustainability practices. The acquired data was then analyzed and presented through the following tables and textual presentations below.

Table 1. The Factors of Social Media Affiliate Marketing Impact Income Generation in terms of Trust and Relationship-Building
1.1.1 Affiliate-Audience Trust

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I consistently engage with my audience to build trust.	4.50	Very High Impact	1
2. My audience trusts my product recommendations.	4.47	Very High Impact	2
3. Transparent communication about affiliate products strengthens audience trust.	4.44	Very High Impact	3
Average Weighted Mean	4.47	Very High Impact	

Legend: 5.00-4.20 – Very High Impact; 4.19-3.40 – High Impact; 3.39-2.60 – Moderate Impact; 2.59-1.80 – Less Impact; 1.79-1.00 – No Impact

Table 1 shows that affiliate-audience trust impact income generation with average weighted mean of 4.47 “Very High Impact”.

In terms of Trust and Relationship Building in Affiliate-Audience Trust, the highest weighted mean of 4.50 was obtained by the statement, “I consistently engage with my audience to build trust”, with a verbal interpretation of “Very High Impact”. It was then followed by the

weighted mean of 4.47 with the verbal interpretation of “Very High Impact” as well in the statement of “My audience trusts my product recommendation”.

While the item that attained the lowest weighted mean was the “Transparent communication about affiliate products strengthens audience trust” with the weighted mean of 4.44 and a verbal interpretation of “Very High Impact”.

It means that a strong trust relationship between affiliates and their audience plays a crucial role in income generation. Regular engagement and honest communication about products significantly impact audience trust, ultimately leading to higher conversion rates.

Trust is crucial in social media marketing, especially for affiliate marketing. Consumers expect authenticity and reliability when clicking on affiliate links, making building trust in social media links essential for successful campaigns. Research on strategies to increase trust is urgently needed for affiliate marketing success. (Piliana et.al, 2024).

Table 2. The Factors of Social Media Affiliate Marketing Impact Income Generation in terms of Trust and Relationship Building
1.1.2 Brand-Affiliate Trust

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I trust the brands I collaborate with to provide quality products/services.	4.47	Very High Impact	1
2. Brands provide me with adequate support and resources for effective promotion.	4.45	Very High Impact	2.5
3. Strong relationships with brands positively impact my earnings.	4.45	Very High Impact	2.5
Average Weighted Mean	4.46	Very High Impact	

Legend: 5.00-4.20 – Very High Impact; 4.19-3.40 – High Impact; 3.39-2.60 – Moderate Impact; 2.59-1.80 – Less Impact; 1.79-1.00 – No Impact

Table 2 appears that brand-affiliate trust is one of the factors of Social Media Affiliate Marketing that impacts Income Generation with an average weighted mean of 4.46 “Very High Impact”.

In corresponding to Trust and Relationship Building in Brand-Affiliate Trust, the highest weighted mean was acquired by the statement, “I trust the brands I collaborate with to provide quality products/ services” with the score of 4.47 and a verbal interpretation of “Very High Impact”. Furthermore, the statements of “Brands provide me with adequate support and resources for effective promotion” and “Strong relationships with brands positively impact my earnings” were both evaluated with the weighted mean of 4.45 with the verbal interpretation of “Very High Impact”.

It interprets that the relationship between affiliates and brands also plays a crucial role in income generation. Affiliates who trust the brands they promote and receive support from them are more likely to generate higher earnings.

Piliana et.al. (2024) highlight the importance of consumer trust in business interactions, affecting brand reliability, interaction, and conversion rates. Trust is crucial for micro-

influencers, who offer genuine brand recommendations, fostering trust and enhancing brand strategy, similar to referral marketing programs.

Table 3. Factors of Social Media Affiliate Marketing Impact Income Generation in terms Perceived Benefits

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. The potential income generation from affiliate marketing motivates my participation.	4.36	Very High Impact	2
2. Offering valuable benefits to my audience increases my earning potential.	4.58	Very High Impact	1
Average Weighted Mean	4.47	Very High Impact	

Legend: 5.00-4.20 – Very High Impact; 4.19-3.40 – High Impact; 3.39-2.60 – Moderate Impact; 2.59-1.80 – Less Impact; 1.79-1.00 – No Impact

As presented in Table 3, Perceived Benefits as a factor of social media affiliate marketing that impact income generation with an average weighted mean of 4.47 “Very High Impact”.

The highest weighted mean was under the item of “Offering valuable benefits to my audience increases my earning potential” scored 4.58 and a verbal interpretation of “Very High Impact”. Additionally, the statement of “The potential income generation from affiliate marketing motivates my participation”, was ranked secondly with the weighted mean of 4.36 and likewise with a verbal interpretation of “Very High Impact”.

Perceived benefits play a crucial role in an affiliate's success. The strongest factor here is the value provided to the audience, reinforcing the idea that when affiliates focus on delivering real benefits, they achieve higher income.

The demand for sustainable and environmentally friendly products is increasing globally, with affiliate marketers leveraging this trend to attract customers. Eco-friendly products are energy-efficient, made from sustainable materials, and designed to meet current demands without compromising future generations' ability to meet their own needs (Njoku, 2023).

Table 4. Factors of Social Media Affiliate Marketing that Impact Income Generation in terms Costs in the Exchange

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. The financial and time investment required for affiliate marketing is manageable.	4.26	Very High Impact	2
2. Balancing costs with income generation is a challenge.	4.30	Very High Impact	1
Average Weighted Mean	4.28	Very High Impact	

Legend: 5.00-4.20 – Very High Impact; 4.19-3.40 – High Impact; 3.39-2.60 – Moderate Impact; 2.59-1.80 – Less Impact; 1.79-1.00 – No Impact

Table 4 illustrates that Costs in the Exchange is one of the Factors of Social Media Affiliate Marketing Impact Income Generation with an average weighted mean of 4.28 “Very High Impact”.

The highest weighted mean of 4.30 fell into the statement of “Balancing costs with income generation is a challenge” with the verbal interpretation of “Very High Impact”. It was then followed by the statement of “The financial and time investment required for affiliate marketing is manageable” with the weighted mean of 4.26 with the verbal interpretation of “Very High Impact” as well.

Although costs (both financial and time-related) have a very high impact, they are perceived as a challenge. This suggests that affiliates need to carefully balance investments with expected returns to ensure long-term sustainability.

Costs in the exchange in marketing refer to the expenses incurred by both buyers and sellers when exchanging goods or services, including search, negotiation, and transaction costs, beyond the product price (Downey, 2024). The exchange value concept in marketing helps position goods and services, ensuring a buyer-oriented pricing that aligns with customer value, thereby fostering a more equitable marketplace connection between buyers and sellers (Dodd, 2015).

Table 5. The Sustainability Practices Influence by the social media affiliate marketing in terms of People (Social Factors)
2.1.1 Consumer Trust and Relationship

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. Building trust with my audience is essential for promoting sustainable products.	4.50	Extremely Influential	1
2. Transparency in sharing information about product sustainability increases consumer trust.	4.48	Extremely Influential	2
3. My audience values my recommendations when I prioritize ethical and sustainable products.	4.35	Extremely Influential	3
Average Weighted Mean	4.44	Extremely Influential	

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All

As outlined in table 5, the sustainability practices influenced by the social media affiliate marketing in terms of People (Social Factors) in Consumer Trust and Relationship acquired an average weighted mean of 4.44 “Extremely Influential”.

The highest rank with the highest weighted mean of 4.50 was the statement, “Building trust with my audience is essential for promoting sustainable products” with the verbal interpretation of “Extremely Influential”. The statement “Transparency in sharing information about product sustainability increases consumer trust”, then followed with the weighted mean of 4.48, and the lowest weighted mean of 4.35 was under the statement of “My audience values my recommendations when I prioritize ethical and sustainable products” which both had a verbal interpretation of “Extremely Influential”.

It concludes that audience trust plays a crucial role in promoting sustainability. Transparency and prioritizing ethical products strengthen this trust, making consumers more likely to engage with and purchase sustainable products.

The SmartPLS method analysis reveals that affiliate reputation significantly influences consumer trust in shared affiliate links on social media, with a path coefficient of 0.101, t-

value of 2.029, and p-value of 0.042. These findings indicate that affiliate reputation significantly influences consumer trust in affiliate links on social media platforms (Piliana et.al, 2024).

Table 6. The Sustainability Practices Influence by the social media affiliate marketing in terms of People (Social Factors)

2.1.2 Community Engagement

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. Engaging in conversations about sustainability improves audience loyalty.	4.36	Extremely Influential	2
2. Collaborating with brands that support community initiatives strengthens my reputation.	4.56	Extremely Influential	1
Average Weighted Mean	4.46	Extremely Influential	

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All

Based on the presented table 6, in terms of the People (Social Factors) in Community Engagement, it obtained an average weighted mean of 4.46 verbally interpreted as “Extremely Influential”.

The highest weighted mean was the statement, “Collaborating with brands that support community initiatives strengthens my reputation” which scored 4.56 while the second ranked weighted mean scored 4.36 under the passage “Engaging in conversations about sustainability improves audience loyalty”, both with the verbal interpretation of “Extremely Influential”.

Affiliates who actively participate in sustainability discussions and partner with community-focused brands enhance their credibility and audience loyalty. This suggests that meaningful engagement, beyond mere promotion, is key to sustainability success.

Community Engagement. Habibi, M. R., Laroche, M., & Richard, M. states that, community engagement in marketing enhances consumer relationships with brand community elements, moderating their impact on brand trust. It involves creating similar groups with similar beliefs, interests, or objectives, fostering dialogue and active listening with the audience (Henry, 2024).

Table 7. The Sustainability Practices Influence by the social media affiliate marketing in terms of People (Social Factors)

2.1.3 Ethical Marketing Practices

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. Ethical marketing practices, such as avoiding false claims, are important for building credibility.	4.61	Extremely Influential	1
2. Highlighting the ethical practices of brands positively influences my marketing success.	4.47	Extremely Influential	2

Average Weighted Mean **4.54** **Extremely Influential**

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All

Indicted in Table 7, Ethical Marketing Practices as one of the People (Social Factors) gained an average weighted mean of 4.54 with a verbal interpretation of “Extremely Influential”.

The highest weighted mean was the statement, “Ethical marketing practices, such as avoiding false claims, are important for building credibility” with the weighted mean of 4.61 followed by the statement, “Highlighting the ethical practices of brands positively influences my marketing success” with the weighted mean of 4.47, both were verbally interpreted as “Extremely Influential”.

Ethical marketing is the most influential social factor, ranking highest among all. Affiliates who maintain honesty and integrity in their promotions build stronger credibility and long-term audience trust.

Social media marketing has a significant impact on customer trust and purchase intentions (Anggrenita & Sander, 2022). According to (Kaharudin et al., 2021), customer trust, product quality, website quality and service quality have a positive influence on purchasing decisions. (Utami & Handayani, 2019), it was found that service quality and customer trust had a significant effect on customer loyalty. (Naini et al., 2022), said good product quality is very important for purchasing decisions, consumer loyalty repurchase intentions. Product and Service Quality has a positive effect on consumer trust in affiliate links on social media.

Table 8. The Sustainability Practices Influence by the social media affiliate marketing in terms of Planet (Environmental Factors)
2.2.1 Promotion of Sustainable Products

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. Promoting sustainable products increases audience engagement.	4.39	Extremely Influential	2
2. My audience is more likely to purchase products when they align with sustainability values.	4.44	Extremely Influential	1
Average Weighted Mean	4.42	Extremely Influential	

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All

As evidenced in Table 8, the sustainability practices influenced by the social media affiliate marketing in terms of Planet (Environmental Factors) in Promotion of Sustainable Product got an average weighted mean of 4.42 “Extremely Influential”.

The highest weighted mean garnered the weighted mean of 4.44 with the verbal interpretation of “Extremely Influential” under the statement, “My audience is more likely to purchase products when they align with sustainability values”. The second ranked weighted mean scored 4.39 with the verbal interpretation of “Extremely Influential” which indicated, “Promoting sustainable products increases audience engagement”.

Consumers prefer sustainable products, making them a strong selling point for affiliate marketers. Promotions that align with environmental values can drive higher engagement and sales.

Table 9. The Sustainability Practices Influence by the social media affiliate marketing in terms of Planet (Environmental Factors)
2.2.2 Reduction of Environmental Impact

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I consider the environmental impact of the brands I promote.	4.39	Extremely Influential	2
2. Reducing environmental harm in affiliate marketing improves my credibility.	4.44	Extremely Influential	1
Average Weighted Mean	4.42	Extremely Influential	

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All

Table 9 presented Planet (Environmental Factors) in terms of Reduction on Environmental Impact with an average weighted mean of 4.42 “Extremely Influential”.

The highest weighted mean of 4.44, verbally interpreted as “Extremely Influential” which stated, “Reducing environmental harm in affiliate marketing improves my credibility”. Subsequently, the statement “I consider the environmental impact of the brands I promote”, followed with the weighted mean of 4.39 which was verbally interpreted as “Extremely Influential” as well.

Affiliates who select eco-friendly brands and minimize negative environmental impact enhance their reputation. Ethical brand choices matter to consumers.

According to Meletis and Campbell (2007), worried consumers are choosing products and services that are seen as the least damaging to the environment, like eco-friendly holidays, which creates a compelling business argument for emphasizing green credentials in advertisements for products and locations. As a result, there exists a significant and expanding market for affiliates capable of linking these consumers to the products and services they seek.

Table 10. The Sustainability Practices Influence by the social media affiliate marketing in terms of Planet (Environmental Factors)
2.2.3 Green Branding

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. Collaborating with green brands enhances my reputation.	4.44	Extremely Influential	1
2. Green branding leads to better long-term relationships with my audience.	4.17	Extremely Influential	2
Average Weighted Mean	4.30	Extremely Influential	

Legend: 5.00-4.20 – Extremely Influential; 4.19-3.40 – Highly Influential; 3.39-2.60 – Moderate Influence; 2.59-1.80 – Slightly Influential; 1.79-1.00 – Not Influential at All Disagree

Table 10 illustrated that in terms of Planet (Environmental Factors) in Green Branding got a weighted mean of 4.30 “Extremely Influential”.

The highest weighted mean was under the passage, “Collaborating with green brands enhances my reputation”. It scored the weighted mean of 4.44 with the verbal interpretation of “Extremely Influential”. It was after that the statement “Green branding leads to better long-term relationships with my audience” gained the weighted mean of 4.17 with the verbal interpretation of “Extremely Influential”.

Working with sustainability-focused brands benefits affiliates by building long-term trust and reputation. Green branding strategies are important but slightly less influential than other environmental factors.

A green brand, as defined by Insch (2011), is a brand that has environmental values as its core identity. While the targeted marketing and promotion of locations due to their natural features and ecological qualities is not a novel concept, the growing acknowledgment and awareness of environmental challenges have led to a greater emphasis on environmental sustainability in both product and place branding (Insch, 2011).

Table 11. The Correlation Assessment between the Impact of Social Media Affiliate Marketing on Income Generation and Sustainability Practices

Factors of social media affiliate marketing that impact income generation	Sustainability practices influence social media affiliate marketing								
	Consumer Trust and Relationship	Community Engagement	Ethical Marketing Practices	People (Social Factors) Overall	Promotion of Sustainable Products	Reduction of Environmental Impact	Green Branding	Planet (Environmental Factors)	Sustainability practices Overall
Affiliate-Audience Trust	r = 0.566 p = 0.000 moderate positive relationship	r = 0.513 p = 0.000 moderate positive relationship	r = 0.447 p = 0.000 moderate positive relationship	r = 0.611 p = 0.000 moderate positive relationship	r = 0.661 p = 0.000 moderate positive relationship	r = 0.484 p = 0.000 moderate positive relationship	r = 0.452 p = 0.000 moderate positive relationship	r = 0.591 p = 0.000 moderate positive relationship	r = 0.614 p = 0.000 moderate positive relationship
Brand-Affiliate Trust	r = 0.560 p = 0.000 moderate positive relationship	r = 0.518 p = 0.000 moderate positive relationship	r = 0.416 p = 0.001 moderate positive relationship	r = 0.526 p = 0.000 moderate positive relationship	r = 0.504 p = 0.000 moderate positive relationship	r = 0.550 p = 0.000 moderate positive relationship	r = 0.637 p = 0.000 moderate positive relationship	r = 0.659 p = 0.000 moderate positive relationship	r = 0.634 p = 0.000 moderate positive relationship
Trust and Relationship Building Overall	r = 0.673 p = 0.000 moderate positive relationship	r = 0.611 p = 0.000 moderate positive relationship	r = 0.513 p = 0.000 moderate positive relationship	r = 0.676 p = 0.000 moderate positive relationship	r = 0.664 p = 0.000 moderate positive relationship	r = 0.608 p = 0.000 moderate positive relationship	r = 0.647 p = 0.000 moderate positive relationship	r = 0.747 p = 0.000 strong positive relationship	r = 0.742 p = 0.000 strong positive relationship

Perceived Benefits	r = 0.238 p = 0.054 weak positive relationship	r = 0.362 p = 0.03 weak positive relationship	r = 0.522 p = 0.000 moderate positive relationship	r = 0.403 p = 0.001 moderate positive relationship	r = 0.381 p = 0.002 weak positive relationship	r = 0.444 p = 0.000 moderate positive relationship	r = 0.497 p = 0.000 moderate positive relationship	r = 0.511 p = 0.000 moderate positive relationship	r = 0.480 p = 0.000 moderate positive relationship
	r = 0.629 p = 0.000 moderate positive relationship	r = 0.667 p = 0.000 moderate positive relationship	r = 0.606 p = 0.000 moderate positive relationship	r = 0.690 p = 0.000 moderate positive relationship	r = 0.543 p = 0.000 moderate positive relationship	r = 0.474 p = 0.000 moderate positive relationship	r = 0.575 p = 0.000 moderate positive relationship	r = 0.596 p = 0.000 moderate positive relationship	r = 0.713 p = 0.000 strong positive relationship
	r = 0.560 p = 0.000 moderate positive relationship	r = 0.590 p = 0.000 moderate positive relationship	r = 0.631 p = 0.000 moderate positive relationship	r = 0.652 p = 0.000 moderate positive relationship	r = 0.655 p = 0.000 moderate positive relationship	r = 0.601 p = 0.000 moderate positive relationship	r = 0.686 p = 0.000 moderate positive relationship	r = 0.740 p = 0.000 strong positive relationship	r = 0.753 p = 0.000 strong positive relationship

This study finds that social media affiliate marketing significantly impacts income generation, with trust and relationship-building as key factors. Affiliates who establish credibility and transparency gain higher engagement, leading to increased conversions and brand collaborations. Perceived benefits, including financial incentives and reputation enhancement, also drive success, while cost management influences profitability.

Affiliate marketing also affects sustainability practices. Social engagement, ethical marketing, and community-building foster consumer trust and loyalty. Environmentally, affiliates promoting eco-friendly products contribute to green branding and conscious consumerism. A strong correlation exists between ethical marketing and higher income, as sustainability-oriented affiliates attract engaged audiences and long-term financial benefits.

To enhance both income and sustainability, transparency in partnerships, sustainability messaging, and data-driven strategies should be prioritized. Training programs and incentives can further motivate affiliates to adopt ethical and eco-conscious practices. Future research should explore platform-specific trends and evolving consumer behavior in affiliate marketing.

CONCLUSIONS

The study's results have important implications for businesses, affiliate marketers, and social media influencers seeking to leverage sustainability for financial gain and environmental stewardship. By prioritizing sustainability practices, such as transparency, ethical marketing, and environmental responsibility, affiliate marketers can differentiate themselves, attract eco-conscious consumers, and increase their earning potential.

Ultimately, this research contributes to the growing body of knowledge on sustainable marketing practices and provides actionable insights for stakeholders seeking to create a more sustainable and responsible digital marketing ecosystem.

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