**ABSTRACT**

Affiliate marketing is one of the oldest forms of marketing in which one refers someone

to any online product. When the consumer buys this product on

the basis of the given recommendation, then the person who has referred him receives

a commission. This commission could vary from $1 to $10000, on the basis of the

type of product which has been referred (Open Topic, n.d.). The rapid development

of the term “Affiliate marketing” which is a performance based internet marketing

practice, has made the online selling market even more competitive. Many companies

are now venturing into the forming or improving their affiliate programs and giving

higher incentives to keep the affiliates loyal. This study is a qualitative study about

the Affiliate program presently run by Amazon Company.