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DIGITAL MARKETING
in a digital age

BRAIN DRAIN

A Point of View in Malaysia

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HEALTH**

Bagaimanakah Penularan

**PLANKTON
MERBAHAYA**

*Memberi Kesan kepada
Usahawan Pesisiran Pantai*

**BULUT
LUNING**



**PERANAN
MAJIKAN
DALAM
MENANGANI
TEKANAN KERJA
PEKERJA**

BUBU NAGA

Sekat Rezeki Nelayan Tradisional

**MOTIVATING
MINDS**

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Reinforcement to Boost*

HUTANG
Kawan atau Lawan?

Unik tapi Benar
KANTUNG MADU KELULUT BERBEZA

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Punca, Risiko dan Hubungannya dengan Diabetes

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Similarly, Shopee and Lazada, two of Southeast Asia's largest e-commerce platforms, have developed sophisticated affiliate systems that empower individuals to promote products through blogs, websites, or social media. These platforms provide affiliate marketers with the opportunity to earn commissions on sales generated through unique referral links, which can be tracked to ensure accurate compensation. Lazada's Affiliate Programme (2023) has proven successful, offering competitive commission rates and incentives that attract a large pool of affiliates, including influencers, bloggers, and everyday users seeking to earn passive income. Several factors contribute to the success of affiliate marketing. First and foremost, the ease of entry for affiliates is a significant factor. Unlike traditional businesses, which often require substantial capital investment, affiliate marketing enables anyone with an Internet connection and a social-media presence to get started. Moreover, the platforms offer user-friendly interfaces that allow affiliates to track their performance, access marketing materials, and manage their earnings.

Furthermore, TikTok's algorithm enables affiliates to reach users who are most likely to be interested in products being promoted, increasing the likelihood of conversion. On e-commerce platforms like Shopee and Lazada, affiliates can tap into a vast pool of potential buyers actively searching for products, making it easier to drive sales. Additionally, the growing trust in influencer marketing has also played a significant role in the success of affiliate marketing. Research by Influencer Marketing Hub (2024) has found that 68% of consumers trust influencers' product recommendations, which boosts the effectiveness of affiliate-marketing campaigns on social-media platforms.

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While affiliate marketing offers significant potential for online income, it is not without its challenges. One of the primary concerns is the intense competition, especially on high-traffic platforms like TikTok. With thousands of creators vying for the attention of similar audiences, standing out can be difficult. Moreover, algorithms may favour content that generates more engagement rather than content that directly promotes affiliate links, making it harder for affiliates to achieve consistent success. Besides, platforms like Shopee and Lazada have specific guidelines for affiliates that can restrict the way products are marketed. For example, some affiliates may face limitations on the types of content they can create, such as bans on misleading product descriptions or explicit calls to action. Hence, affiliates must carefully navigate these rules to avoid penalties or disqualification from the programme.

Looking ahead, affiliate marketing is poised to continue growing as both an online income model and a powerful marketing tool for businesses. The integration of affiliate marketing within social-media platforms is expected to become even more seamless, with features like in-app shopping and live-streamed product promotions enhancing user experiences. Furthermore, advancements in artificial intelligence (AI) tools could help affiliates to better understand audience behaviour, refine targeting strategies, and optimise their campaigns for higher conversions. As e-commerce continues to thrive, affiliate marketing will remain a valuable strategy for monetising digital spaces.

Success in affiliate marketing requires careful navigation of competition, platform rules, and content strategies. As the industry continues to evolve, affiliate marketing will undoubtedly remain a prominent force in online income generation, driven by new technological advancements and the increasing influence of social media and e-commerce.



Understanding Environmental Knowledge and Actions on Cigarette Butt Littering

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Littering cigarette butts is still a major environmental problem that has a negative impact on wildlife, ecosystems, and public health. Because they leak a lot of pollutants, they are one of the most

common types of litter in the environment and a threat to many kinds of organisms (Ahmad Yousefi Nasab, et al. 2022). By examining public awareness, behaviour, and the environmental effects of cigarette butt littering, this article explores the depths of this issue. Since cigarette butts are widely disposed of and have a toxic composition, they pose serious environmental hazards. When it comes to litter cleanups, cigarette butts are the most frequently gathered items, which is expensive for local economies (Jessica M. Rath et al.2012). These tiny but abundant remnants are home to a variety of dangerous substances, such as heavy metals, nicotine, and arsenic, which can seep into soil and water sources, ruining ecosystems and endangering wildlife. Cigarette butts can cause pollution, clog drainage systems, and pose a risk to animals' health or even death when they are discarded carelessly, either on land or in water. Cigarette filters are composed of cellulose acetate, which decomposes slowly, allowing them to remain in the environment for years and worsen their effects. In general, cigarette butt littering endangers biodiversity, water quality, and the general health of the environment in addition to destroying aesthetics. Discarded cigarette butts are not biodegradable. Cigarette filters are the items that are most frequently collected during annual international beach cleanups. They are carried by runoff from streets into drains, rivers, and finally the ocean and its beaches (Thomas E. Novotny et al.2009).

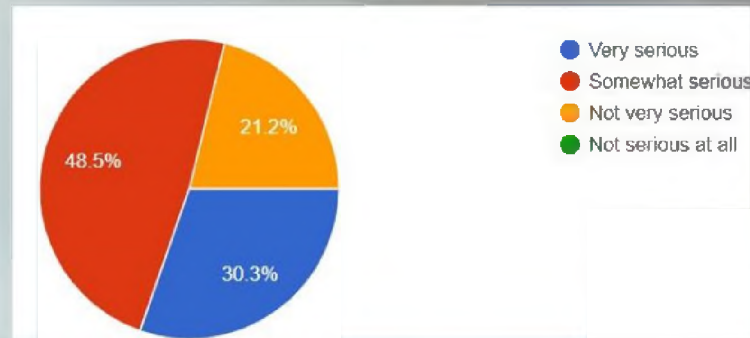


Figure 1: Respondents' sense of urgency on Cigarette Butts Littering

From 33 participants displayed, 48.5% of respondents believe that cigarette butt littering is "Somewhat serious." This suggests that although some participants may not consider it a severe problem, almost half of them are aware of the negative effects that cigarette butt littering has on the environment. Furthermore, 30.3% of participants think that butt littering from cigarettes is a "Very serious" environmental problem. This group is made up of people who are very worried about the effects of cigarette butt littering and who understand how urgent it is to solve this issue. However, 21.2% of respondents believe that littering cigarette butts is "Not very serious." This implies that a sizeable portion of participants do not consider butt littering from cigarettes to be a serious environmental issue. Remarkably, 0% of respondents chose "Not serious at all," suggesting that all participants acknowledge the seriousness of the effects that cigarette butt littering has on the environment. These results show that participants' concerns regarding cigarette butt littering varied.

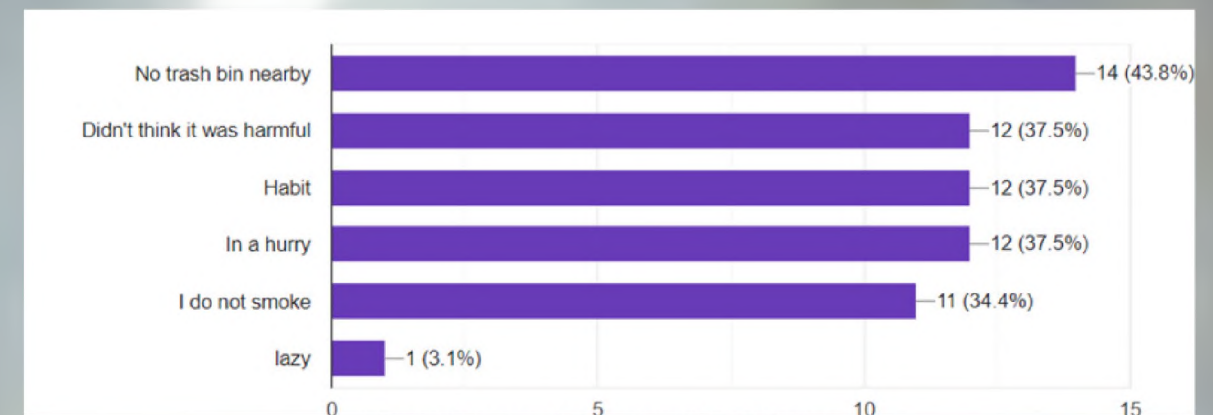


Figure 2: Reasons for Cigarette Butts Littering

A considerable proportion of participants, with 43.8% stated that they littered cigarette butts because there was no nearby trash bin. This sheds light on a significant environmental concern, even among people who would otherwise dispose of their waste properly, there can be an increase in littering due to inadequate disposal infrastructure. In a similar vein, a sizable portion of 37.5% said they did not believe that butt littering from cigarettes was harmful. This view is alarming because it implies a lack of knowledge or comprehension of the harm that cigarette butt litter causes to the environment. Cigarette butt litter is a significant source of pollution, particularly in urban areas. Habit was mentioned by 37.5% of respondents as another frequent cause. This result implies that some people have made it a habit to litter their cigarette butts, maybe because of ignorance of the repercussions or a disregard for the environment. The survey also showed 37.5% left cigarette butts lying around because they were in a hurry. This result emphasises how crucial accessibility and convenience are to the infrastructure supporting waste disposal. Lastly, only 3.1% of respondents stated that they littered cigarette butts due to laziness. Even though this response was less frequent, it nevertheless highlights general human attitudes and behaviours that contribute to littering habits. The results highlight the necessity of all-encompassing approaches to stop cigarette butt littering, such as raising public awareness of the issue's negative effects on the environment, enhancing the infrastructure for disposing of waste, and encouraging responsible behaviour in both smokers and non-smokers.

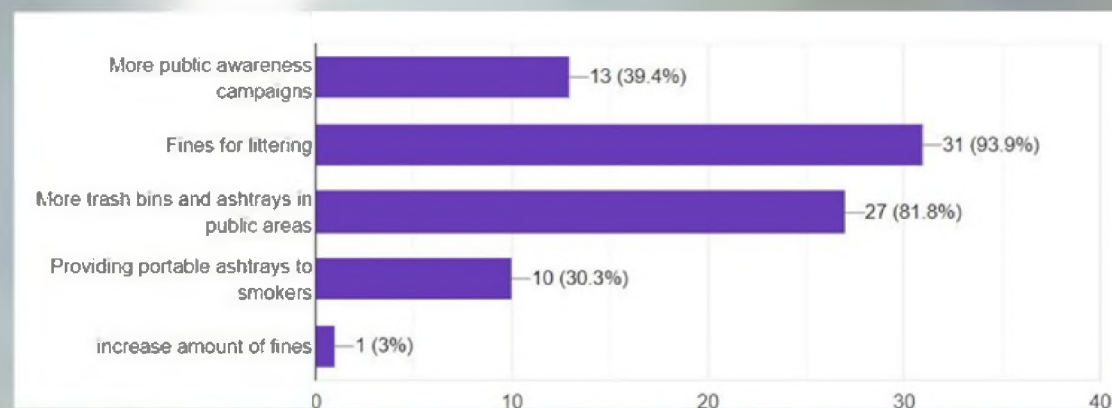


Figure 3: Strategies on Reducing Cigarette Butts Littering

39.4% of the respondents were in favour of increasing public awareness campaigns to discourage the leaving of cigarette butts lying around. This implies that stepping up outreach and education initiatives regarding the negative effects of cigarette butt littering on the environment might be a wise move. The results of the survey showed that there was broad agreement on the usefulness of fines for littering, 93.9% supporting this policy. This suggests that tougher laws and punishments for individuals found to be leaving cigarette butts behind could function as a repellent. An additional widely favoured measure, endorsed by 1.8%, was the addition of more ashtrays and trash bins to public spaces. Smokers may find it easier to properly dispose of their cigarette butts with this infrastructure upgrade. Littering may be reduced by offering easily accessible disposal options, such as ashtrays and special bins for used cigarettes. 30% of respondents thought that giving smokers portable ashtrays was a workable solution. This law gives smokers the freedom to carry a portable ashtray with them so they can properly extinguish their cigarette butts even outside. It encourages individual accountability and provides a workable way to deal with smokers' littering tendencies. A further suggestion to further discourage littering was made by 3% to increase the number of fines. This suggestion is in line with the general belief that stiffer penalties and enforcement function as powerful disincentives to littering.

In conclusion, support for initiatives like public awareness campaigns, littering fines, infrastructure upgrades, the availability of portable ashtrays, and possible fine increases highlights the need for a multipronged strategy to effectively combat cigarette butt littering.

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WHY DO WE WRITE?

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