

Impact of Search Engine Optimization and Social Media Marketing on Retail Sector Customers

Abhishek¹, Dr. Vinay Kumar Yadav², Ms. Anumita Agarwal³

¹MBA, Department of Humanities and Management Science,
Madan Mohan Malaviya University Of Technology, Gorakhpur,
Uttar Pradesh ,India

abhishkek1997yadav@gmail.com

²Assistant Professor, Department of Humanities and Management
Science, Madan Mohan Malaviya University Of Technology,
Gorakhpur, Uttar Pradesh ,India
vinayrajkumar1989@gmail.com

³Assistant Professor, Department of Humanities and Management
Science, Madan Mohan Malaviya University Of Technology,
Gorakhpur, Uttar Pradesh ,India
anumitaagarwalgkp@gmail.com

Abstract- Social media and search engines have provided new opportunities to consumers such as retrieving desirable information on the Internet to engage in social interaction on the internet. This study focused on retail sector customer which shows how the customer's buying behavior changes after Social media marketing and search engine optimization. This research showcases a result of the impact of the review on retail sector customers and changes in customers after reading reviews. This study shows how a Search engine is used by more than 94% of retail sector customers in order to retrieve desirable information and effect of that information which change their perception, help them to make a purchase and satisfy their need. In this research 119 retail sector customer's overview is recorded through a questionnaire designed to record their view over social media marketing and search engine optimization.

Keywords- Retail sector customer, Social media marketing, Search engine optimization, Buying behavior, Perception.

I. INTRODUCTION

It has been nearly a period of 25 years since the commercial use of the Internet and the World Wide Web. The Internet provides communications services. The Internet is accessible from anywhere in the world by any person or an organization with a valid Internet address and connection.

Social Media life has given new chances for customers to take part in social communication on the internet. Consumers use social media, for, online networks, to create content, and to interact with others on the social media platform. The study of social media can recognize the points of interest to be picked up by business and make a profit out of it by satisfying customers.

Another is Search Engine Optimization, Search engines are those steps which led to obtaining quality and quantity of information on the Internet.

“According to Alexa Traffic Rank, Google.com is the most popular web site in India as well as in the world”. [4] According to research “Most of the users globally today use mobile phones for communication. As per a report 4.77 billion mobile phone users globally, which will increase to 5.07 billion by 2019. Today’s majority of mobile phones are smartphones with internet access, which allows to customers to connect with businesses anytime & anywhere”. [7]

Indian Retail Sector

“The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017”. [6]

Market Size

“Retail market in India is projected to grow from an estimated US\$ 672 billion in 2017 to US\$ 1,200 billion in 2021F. Online retail sales are forecasted to grow at a rate of 31 percent year-on-year to reach US\$ 32.70 billion in 2018”. [6]

Retail Sector and Digital Marketing

Technology keeps on changing the retail sector, as customers move online for shopping. In this era of digitalization if the retailer does not have any digital marketing strategies they should put the shut sign-on business. A retail business can utilize digital marketing strategies in many ways to get maximum profit out of it.

II. LITERATURE REVIEW

Usha Ramanathan, Nachiappan Subramanian, Guy Parrott, (2017): The technology development compels retail systems to introduce one of a kind plan of action for business models to withhold customers and to gain an advantage over competitors. Customer reviews accessible through social media should be considered by retail systems to structure a model with unique service operations and marketing approaches that will improve loyalty by adding value to customers. Besides, the relationship between customer satisfaction and customer spending behavior is exceptionally feeble and needs further examination. Hence this research shows how retail networks influence the capability of social media reviews along with novel help tasks to fulfill customer's needs. This analyses the nexus of a brand, promotional offers, service operations, and their cooperation through social media reviews on the customer satisfaction stage.

M. Nick Hajli (2014): The examination in this research uncovered Social media reviews significantly impact upon consumer loyalty and satisfaction. Correspondingly, the exact examination distinguishes the huge and positive role played by service operations in customer satisfaction levels.

When promotions interact well with service operations, the degree of consumer loyalty and satisfaction is altogether influenced. Similarly, after reading the reviews, some potential purchasers make a visit to the store before settling on ultimate conclusions, and shockingly, limited time impacts don't change their attitude.

Berman and Katona, 2013: This Study uncovered that Many individuals use search engines as a beginning stage for exploring the Web, making them a significant connection in interfacing content providers and visitors. This has prodded sizable writing on search marketing that reviews clicking behavior at search engines. Until this point, a large portion of this writing has focused on the sponsored links that are regularly shown close by organic links when customers search on the web. Albeit the greater part of the financial matters and promoting writing on web search tools have concentrated on paid clicks, the majority of the traffic retailers get through web crawlers is in reality through unpaid clicks on organic links.

III. MOTIVATION OF STUDY

These days, the internet has become a great platform for the companies to display their products and offerings as the service is being used by everyone across the globe and is accessible day and night, 24*7. Sometimes, giant organizations take place at the beginning of the search engine due to which the companies dealing at a small level remain unseen. Therefore, it becomes important for small organizations to analyze the ways through which they can be found at the highest point of the search engine result page.

Social media have provided new opportunities to consumers to take part in social connection on the web. Social media reviews dramatically impact customer satisfaction, In the wake of perusing the surveys, some potential customers make a visit to the store before settling on ultimate conclusions and shockingly, limited time impacts don't alter their perspective about products and services. Therefore, it becomes important for the retail store owner to analyze the ways through which their business can create a positive image of their products and services for customers.

IV. RESEARCH OBJECTIVE

To procure information ultimately we must do some practical application in notwithstanding theoretical knowledge. Objectives of the study are summed up in the following way-

- To know the impact of Search Engine Optimization and Social Media Marketing on customer buying behavior.
- To analyze the customer perception after Search Engine Optimization and Social Media Marketing Optimization.

V. RESEARCH METHOD

SOURCE OF DATA:

This study is mainly based on primary data as well as secondary data available from the various retail sector customers, notwithstanding those other important data has been gathered from the yearly reports Search Engines and Social Media platforms.

Research Design: Descriptive

Primary sources of data: Structured Questionnaire with survey method

Secondary sources of data: Annual user reports of Search Engines and annual user reports of Social Media Platforms

Sample size: The research was conducted on 119 retail sector customers from Uttar Pradesh, India

Sampling techniques: Convenience Sampling

VI. DATA ANALYSIS

Data was accumulated through the administration of a structured questionnaire with a sample of 119 retail sector customer and tested via step wise analysis. The aftereffects of the research shows that retail sector customers are positively affected by Social media marketing as 74% of retail sector customer choose Social media marketing as effective promotional tool whereas Search engine Optimization is effective for rest 26% of Customers.

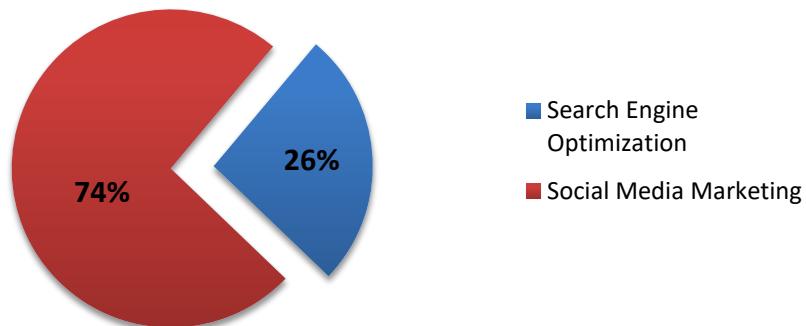


Fig. 1 Effective media of promotion

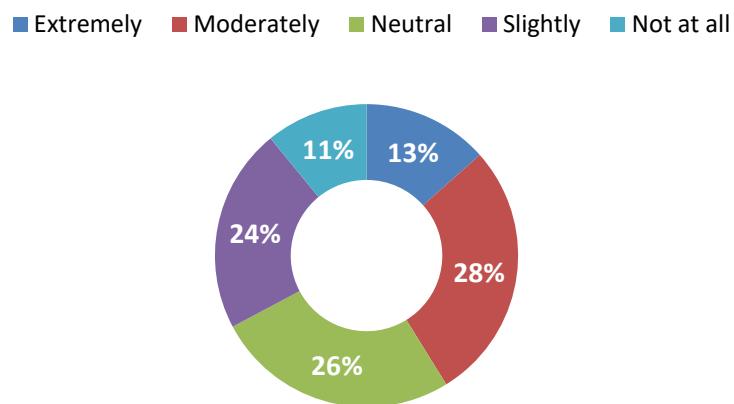
1. SEARCH ENGINE OPTIMIZATION

Samples were mostly collected from Uttar Pradesh, India and Alexa Traffic rank report “According to Alexa Traffic Rank, Google.com is the most popular web site in the India as well as in the world”. [4]

Table 1- ALEXA traffic rank in India

Rank	Site	Daily Pageviews per Visitor
1	Google.com	15.30
2	Youtube.com	7.68
3	Google.co.in	11.56
4	Facebook.com	8.10
5	Amazon.in	8.14

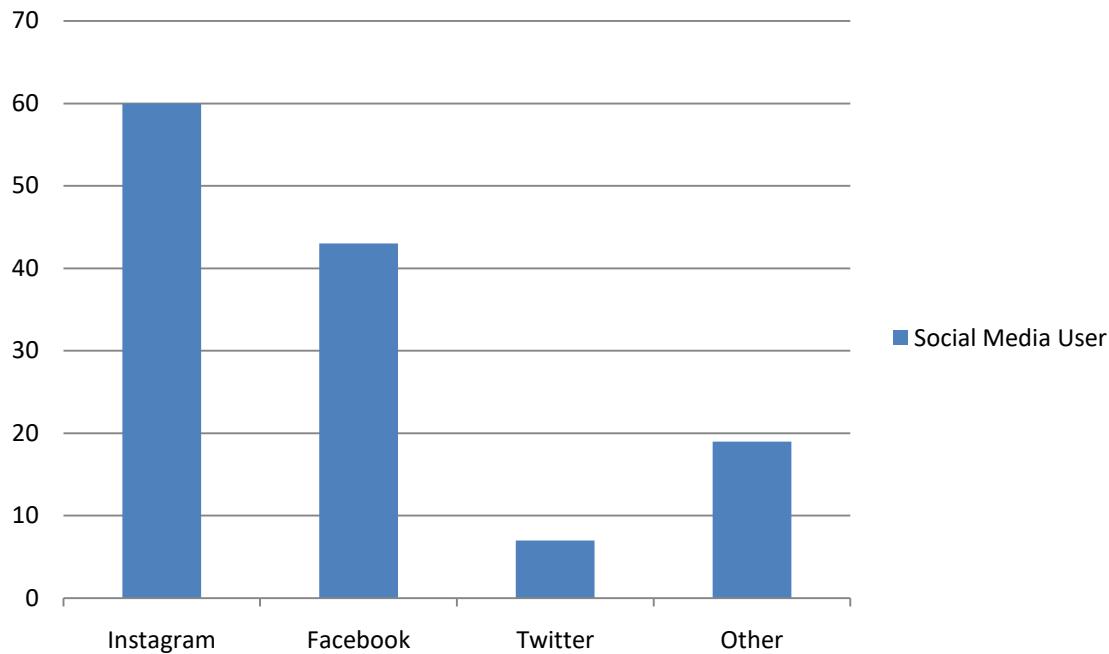
According to the survey conducted 96% of retail sector customer use search engine to search about product and services, After search result 89% of retail sector customer's buying behavior is affected by the search engine result page.

**Fig 2 Change in Buying Behaviour of retail sector customer**

Interpretation: 74% people use Google as their search engine. Search engine optimizes result create more trust, as it promotes those websites which are relevant to keyword. Retail sector customer search about product and services and influenced by the result, which results in change in their buying behavior.

2. SOCIAL MEDIA MARKETING

The data collected from Uttar Pradesh, India and Questionnaire is used to collect data from 119 respondents which are retail sector customer.

**Fig 3 Social Media User on Different platform**

According to survey based on 119 retail sector customer, Instagram and Facebook are two most used social media platform with 84% user combine, where 94% user experience advertisement and those advertisement create interest about product and services and impact retail sector customer.

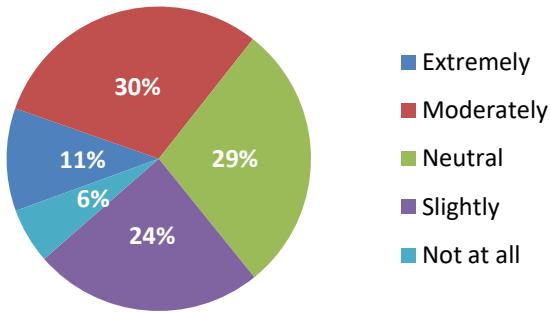


Fig 4: Customer experience advertisement on Social Media Platform

As collected data show that there is a huge impact of social media marketing due to reviews about products and services.

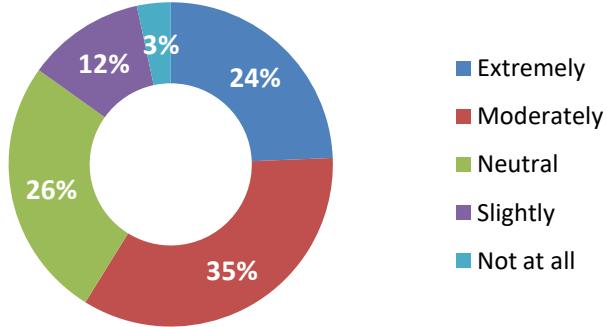


Figure 5: Reviews effect on perception of customer about product or services

As above chart shows that 97% customer's perception is effected by reviews and from that 97% customer only 12% is slightly affected.

Table 2- Customer review about generating interest, making purchase and satisfaction from product and services

Customer Review	Generating Interest	Make Purchase	Satisfaction
Extremely	33	12	14
Moderately	32	50	21
Neutral	22	29	54
Slightly	23	26	10
Not at all	9	2	1

Table 2 shows that social media marketing generates interest of maximum number of retail sector customer to make purchase and satisfy them with their products and services

Interpretation: This shows that retail sector customers are affected by social media marketing and this will succeed in generating interest to make purchase and also changing the perception about product and services with reviews and satisfy the customer which is most important for any product and services.

VII. FINDING & RESULTS

- Google has been on a consistent ascent since the time its foundation and appears to give no indication of easing back down at its fast pace.
- There is no not so distant in which search engines won't play a vital role in our everyday lives, so we can safely assume that Google isn't going anywhere, at any point in the near future.
- 96% of retail sector customer uses Google as a search engine.
- Instagram and Facebook are alone cover 90% of the retail sector customer.
- Reviews have a great impact on customer perception about any products or services.

VIII. CONCLUSION

Data was accumulated through the administration of a structured questionnaire with a sample of 119 Retail sector customers and tested via stepwise analysis. The results of the study revealed that 96 % of retail sector customer use Google.com as a search engine to search about product and services and search result influence their buying behavior as Google's search result gain trust of customer by showing the relevant and useful results for the desired keyword. Social media sites are turning into the client assistance arm of the organizations. Rather than reaching the store through calling or email, the customer can guide their interests and inputs to these profiles such as feedbacks and concerns. Successful SMM can make brand awareness, yet additionally the apparent and genuine estimation of the products and services that companies offer. Customer heads up to customer review websites once they chose what they need and are searching for a business to fill that need. By perusing a review, consumers settle on a close to choice about service or product is worth buying. While a negative review may kill the customer's interest, most of the customers read at any rate four reviews before they feel sufficiently certain to confide in an organization.

REFERENCES

- [1] Baye, M. R., Santos, B. D. L., & Wildenbeest, M. R. (2013). Search Engine Optimization: What Drives Organic Traffic to Retail Sites? SSRN Electronic Journal. doi: 10.2139/ssrn.2277077
- [2] Hajli, M. N. (2014). A study of the impact of social media on consumers. International Journal of Market Research, 56(3), 387–404. doi: 10.2501/ijmr-2014-025
- [3] Ramanathan, U., Subramanian, N., & Parrott, G. (2017). Role of social media in retail network operations and marketing to enhance customer satisfaction. International Journal of Operations & Production Management, 37(1), 105–123. doi: 10.1108/ijopm-03-2015-0153
- [4] Top Sites in India The sites in the top sites lists are ordered by their 1 month Alexa traffic rank.The 1 month rank is calculated using a combination of average daily visitors and pageviews over the past month. The site with the highest combination of visitors and pageviews is ranked #1. (n.d.). Retrieved from <https://www.alexa.com/topsites/countries/IN>
- [5] India Brand Equity Foundation. (2017, November 1). About Indian Retail Industry, Market Size, Export & Investment Opportunity. Retrieved from <https://www.ibef.org/industry/retail-india.aspx>
- [6] Training, U. D. M. (2018, August 23). What is Future of Digital Marketing in India ? - Blog: Digital Marketing Course In Pune. Retrieved from <https://digitalmediatraining.in/blog/what-is-future-of-digital-marketing-in-india.html>