A Study On Role Of Search Engine Optimization In Shaping Customer Demand And Customer Retention In E-Commerce Domian

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ABSTRACT

In today's digital age, the internet has become an essential tool for various activities, including business promotion along with which you can access anything, anytime and anywhere through internet.Google is where most people will find it. There are more than 35 trillion Web Pages on Google, thus search engine plays as a crucial tool and serves as a technique for improving a webpage's probability of showing up on the first page of search results. As a result, you drive more qualified traffic to your site.SEO can help you expand your market reach and build your audience and thereby gives you an edge over your competitors. Search engine optimization can also be a powerful retention tool when it is often associated with greater reliability which can keep customers engaged and returning to a specific website. This study will highly consider the impact of search engine optimization in sculpting customer demand and retaining them in e-commerce websites. This study is quantitative in nature and population under this study are the customers and the variables being studied are demand and retention. The research is descriptive in nature and the study has used both primary data and secondary data from research papers, thesis, popular articles, and newspapers. The purpose of this paper is to investigate the factors that contribute to the success of SEO in growing customer demand and retention one-commerce in general and a survey was conducted through questionnaire to find out customer behaviour which provided deeper insights on customer retention and demand which as a result indicates that it is crucial to optimize a website to improve rankings, visibility, credibility and to keep target audience engaged.

Keywords: Customer relationship management, business opportunities, High ranking website/ SERPs, repeat purchase rate.

1 INTRODUCTION

As the internet has grown in popularity, internet marketing has become crucial for boosting the competitiveness of online businesses. SEO (search engine optimization) strategies have grown in importance as a means of raising a website's rating in recent years.Search engine optimization, or SEO, is the development of subsequent search engine principles like webpage language, site structure, and diplomatic interaction strategies for balanced planning to improve site search performance in search engines and increase customer discovery and website access. SEO is a scientific development approach and theory that advances with search engine development and simultaneously fosters search engine development.

Most users rely on search engines like Google, Bing, or Yahoo to find information, products, and services they need. Therefore, optimizing a website for search engines is crucial to ensure it ranks higher in search results, attracting more clicks, and generating more leads.Search engine optimization is important for maintaining customer demand because it can help a website in increasing **visibility, credibility, customer experience and drive web traffic.**This indicates that website optimization plays a vital role in influencing customer demand in online shopping is rising as they are placing exceptional and unpredictable demand. As a result, it is expecting to see a significant growth in e-commerce.

The e-commerce industry has grown significantly in the modern world in terms of both business volume and customer acceptability. Given that many of them have connected with or transitioned to e-commerce, it has truly raised questions about the traditional commerce module. Customers' purchasing habits have truly been changed by e-commerce, thanks to a number of variables like simple accessibility and a wider range of goods and services available. Nowadays, keeping customers has become a true challenge for any business, as the fierce competition has led to a neck-and-neck struggle that frequently results in Brand Swingers.

The repeat purchase of same product in same website is becoming a competitive factor today a company's ability to keep existing customers engaged and paying for its products over time. It's a crucial metric that indicates how loyal a business's customers are and how successful the business is performing. It plays a crucial role in the entire customer journey, from awareness to purchase and even beyond. By optimizing content relevant to existing customers, such ensure that customers stay engaged and return to your website this in turn improves **accessibility, building trust, loyal relationships and personalization.**

2.REVIEW OF LITERATURE

Rizwan Qaiser Danish et., al (2015) The purpose of this study is to analyse different factors which affect the customer retention, such as satisfaction, trust, corporate image, commitment level, loyalty and switching behaviour of customers. This work concludes that service provider customer loyalty has a positive influence on customer retention and service provider customer loyalty has a positive influence on customer retention.

Nausherwan Raunaqueet., al (2016) the purpose of the paper is to study the factors affecting e-commerce marketing in creating and promoting a healthy e- market and customer relationship.**Ranveet singh bhandhariet., al (2018)**This study focuses on the impact of search engine optimization as a marketing tool and its influence on various marketing variables like market share, brand equity and othersand highlights many

marketing variables getting affected by search engine optimization. This study identified that SEO has a prominent impact on variables like brand equity and awareness to improve purchase decisions.**Cai Chunjiang (2021)**This paper starts from the concept of search engine optimization and summarizes its working principle. At the same time, a vertical search engine based on nutch is designed and implemented.Finally, the study concludes that website highest ranking is possible to achieve through use of search engine optimization the **Tri Yulistyawati Evelina(2022)**The purpose of this paper is to examine the effect of perceived benefits on customer satisfaction and customer retention on Indonesian e-commerce sites and also to guide e-commerce vendors in noticing the elements associated with perceived benefits to create customer satisfaction and customer retention on e-commerce products.**OlogunebiJohn (2023)**The study examines various customer retention strategies and factors influencing customer loyalty and the impact of these strategies on the company's overall performance and satisfaction level. These strategies build and maintain customer loyalty which leads to repeat purchase and ensuring sustained growth to e- commerce business.**Muhammad Arif (2023)**This study has diagnosed the demand into basic perspective named them demand forecast demand plan and demand management. this research work found out that AI plays a vital role in demand management and suggest the e-commerce industry to use AI applications to manage their demand better**Tanjot Kaur Kakkar1et., al (2024)**This study considers the importance of search engine optimization in marketing to get high web ranking and gaining web traffic to the website via free, organic, and natural search results. this study concludes that SEO is very effective and brings huge earnings on returns on investment.**Paul Usmany et., al (2024)** This study aims to examine the effectiveness of the use of Search Engine Optimization (SEO) in digital marketing strategies through a comprehensive meta-analysis study. The result of this study indicates that SEOstrategies can be optimized to achieve maximum results in an increasingly competitive digital environment.**Michael Ofori (2024)**the study adopted a desk methodology analyse the effect of fashion e-commerce user experience on customer retention in Ghana and it concludes that a well-designed, user-friendly website significantly enhance customer satisfaction which in turn fosters higher retention rates.

3.PURPOSE OF RESEARCH

The purpose of conducting this research on search engine optimization in shaping customer demand and retention in e-commerce domain is to is to analyse and evaluate the effectiveness of different strategies implemented by various business   to retain its customers and fulfil their needs and requirements in the e-commerce industry. The research aims to provide valuable insights into the key factors influencing customer demand and retention in different sectors the challenges faced by their business to attract and retain customers and the best practicesused bybusiness to overcome these challenges. Additionally, the research intends to identifypotential areas of improvement for growth and offer recommendations for enhancing customer retention and strategies in this competitive industry.

4.STATEMENT OF PROBLEM

When we venture into the world of internet business, we encounter millions of websites to search the products and services. For a business, the optimization of search engines has several advantages in many ways. The SEO aims to transform searchers' traffic to prospective customers and is therefore considered the best way to improve the business. After the optimization process, the visibility element of the company's website and high ranking will begin. This study will uncover the factors influencing the growth of customer demand and retention in e-commerce and also to examine the challenges faced by business to implement the SEO optimization strategies to improve overall performance, to rank the highest and especially how the business can implement them most efficiently to their business website.

5.OBJECTIVE OF THE STUDY

1. To find out the benefits of SEO optimization for website ranking
2. To identify the influence and technical adoption of SEO optimization in E-commerce domain.
3. To assess the impact of search engine optimization in customer retention and demand to improve business opportunities.

6.SCOPE OF THE STUDY

The main scope of this research on role of search engine optimization in shaping customer demand and retention in E-commerce domain is to drive the factors influencing to retain the customers and to fulfil their requirements in online shopping.

7.RESEARCH METHODOLOGY

The study is descriptive and analytical. The study both primary and secondary data. This study is carried out with the observation and survey questionnaire methods which are attributes of descriptive research. The data for the study was collected through structured questions.

Sample: The sample size is 200. A convenience sampling method was used for the study. The secondary data were also collected from the journals, textbooks, and the internet, which constituted supportive literature to make analysis and suggestions.

Statistical tools: The data were analysed and SPSS was used to analyse and interpret and required data. The analysis was used for percentage analysis, Ranking method and Chi-square test

8.DATA ANALYSIS AND INTERPRETATION

The researcher has been made to analyse the demographic factors of the respondents such as age, educational education, monthly income and size of the family and research instrument of the qualities of the measure effectiveness.

Table.1

Demographical profile of the respondent in E- commerce domain

S.No	Characteristic	Distribution	Frequency	Percentage
1.	Age	Below 20	23	11.5%
		21-30	83	41.5%
		31-40	61	30.5%
		Above 40	33	16.5%
		Total	**200**	**100%**
2.	Educational qualification	Up to 10th	26	13%
		12th Std	64	32%
		UG	43	21.5%
		PG	57	28%
		Other	10	5.5%
3.	Monthly Income	Less than Rs.20000	11	5.5%
		20001-40000	65	32.5%
		40001-60000	59	29.5%
		Above 60001	65	32.5%
		Total	**200**	**100%**
4.	Family Type	Joint Family	120	60%
		Nuclear	80	40%
		Total	**200**	**100%**
5.	Marital Status	Married	120	60%
		Unmarried	80	40%
		Total	**200**	**100%**

Source: *Primary Data*

From the table 1, it is inferred that Age of the respondents furnishes that 41.5% respondents are falls 21-30 years. Educational qualification of the respondents shows that majority (32%) are 12th std. Monthly income of the respondents has been checked, it evidences 32.5% respondent's earnings falls under 20001-40001 and family type of the respondents in joint family (60%) respondents, Finally Marital status of the respondents (60%) married people

Table .2

The variables considered before making purchasing decisions

S.No	Reasons	Mean Rank	Rank
1.	Product details	6.85	I
2.	Reviews	6.67	II
3.	Brand Reputation	6.10	VIII
4.	Features and Specifications	6.17	VI
5.	Price	6.59	III
6.	Customer Service	6.45	V
7.	Return and refund Policy	6.48	IV
8.	Shipping and delivery	6.15	VII

Source: *Primary Data*

From the table 2 shows that out of 200 respondents, explain the made a switch to e- commerce platforms. They give topmost rank and preference to product details available to the online customers and last rank is given to brand reputation.

Chi-Square Test

The Chi-square test is an important statistic used for testing the statistical significance of the cross-tabulation table. Chi-square tests determine whether the two variables are independent. If the variables are independent (have no relationship), then the results of the statistical test will be "non-significant" and are not able to reject the Null hypothesis, conclude that there is no relationship between the variables. If the variables are related, then the results of the statistical test will be "statistically significant" and are able to reject the null hypothesis, and conclude that the researcher can state that there is some relationship between the variables.

Chi Square Test = $(O - E)^2 / E$

Whereas,

O - Observed variable

E - Expected variable

Table .3

Age of the respondents and preferred to buy the most in E- commerce platforms

Particulars	F-value	Df	Significance
Pearson Chi-Square	18.856 a	4	**.001**
Likelihood Ratio	18.499	4	.034
No of Valid Cases	200		

Source: *Primary Data*

From the table.3 reported tests were applied to find whether there is no significant relationship between the age and preferred to buy the most in E- commerce platforms.The $p<0.05$, the Null hypotheses have been rejected that there is a significant relationship between the age and preferred to buy the most in E- commerce platforms.

Table .4

Educational Qualification of the respondents and Factors prompting to purchase online

Particulars	F-value	Df	Significance
Pearson Chi-Square	77.969 a	16	**.000**
Likelihood Ratio	70.465	16	.025
No of Valid Cases	200		

Source: *Primary Data*

From the table 4 reported tests were applied to find relationship between the educational qualification andFactors prompting to purchase online. The $p<0.05$, the Null hypotheses have been rejected that there is a significant relationship between the educational qualification and Factors prompting to purchase online

9.CONCLUSION

In the modern corporate world, visibility, credibility and user experience is crucial if you want to succeed.The retail industry has undergone a change due to the rise of e-commerce in recent times.Since there are many competitors—that is, people who choose to be positioned for the same keywords—people should be able to find you, as this is not an easy task. Search engine optimization is an essential tool for building and maintaining customer demand and retention. By creating a competitive advantage search engine optimization can help to retain your customers and by optimizing your website and online

presence for local search, you can increase your visibility, drive more foot traffic to your store, ultimately boost sales and to attract and create demand for your product and services. SEO help business to reach potential customers making them an indispensable tool for effective online marketing strategies. The study concludes that SEO optimization adoption and implementation is vital to create business opportunities in e-commerce domain, customers with the elements like keywords, local SEO, off page SEO, content etc.. switch to e-commerce websites. Finally, as the internet has become such an expansive and competitive virtual environment to get the best out of the potential a search engine offers. In conclusion is not just a guideline for modern business ,but if you want to be successful in online business, it has become a must.Since a significant part of people use the internet—more than 3 billion users globally—customizing your website to increase the possibility that people will find you is one of the simplest methods to meet them.

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