



## Research Article

# E-COMMERCE OPTIMIZATION WITH THE IMPLEMENTATION OF SOCIAL MEDIA AND SEO TECHNIQUES TO BOOST SALES IN RETAIL BUSINESS

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## ABSTRACT

E-commerce is said to be the selling and buying of goods and services through an electronic network called the internet. The survival of each of the business in this era is highly dependable on the sales. Further, if the business wants to earn the highest sales then it is important to have a powerful SEO (Search Engine Optimization) strategy. The research is aiming at e-commerce optimization with the implementation of social media and the SEO techniques for boosting sales in the retail business. It is helping in increasing the sales of the retail online businesses. E-commerce optimization with the implementation of SEO techniques and social media in the retail businesses are helping in boosting sales. Primary and secondary research methods were used in this research process. The secondary research will be executed by reviewing different kinds of literature. For the primary research, the survey technique will be used for conducting quantitative research. The results illustrate that the implementation of social media and the SEO techniques are helping in boosting the sales of the retail business. Social media can attain maximum customers and could influence their purchases. It is important for the e-commerce business to increase traffic with the help of social media strategy. From the analyzed results, it can be said that social media implementation with SEO techniques is essential for boosting sales in the retail e-commerce businesses. E-commerce optimization is also essential for improving sales along with these elements.

## INTRODUCTION

Online business has created an entire possibility for the people especially those who are looking for developing their business. E-commerce is the buying and selling of products and services through the network called the internet [9]. The business in this era is highly dependable on the online, sales and the market profit matters [2]. To earn profit means is to earn maximum customers, traffics and other associated things. E-commerce could be best utilized with the adoption of SEO techniques and social media. It will boost up the sales of the retail business.

## SCOPE OF THE STUDY

### Article History

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### Keywords:

E-Commerce, Social Media, SEO Techniques, Retail Business

Abbreviations: NIL



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The main purpose of this research is to understand whether adopting SEO and social media techniques in e-commerce business could boost up the profit and sales of retail business.

### RESEARCH QUESTIONS

The questions that are taken into considerations for this study are listed below:

- With the implementation of social media and SEO techniques, will e-commerce business prosper?

### RESEARCH OBJECTIVES

The main objective of this research is illustrated below:

- To determine whether the implementation of SEO techniques and social media boost up sales of retail business.

### PROBLEM STATEMENT

The problem statement is representing that adopting of SEO technique and social media stimulates the sales of the retail business.

### SIGNIFICANCE OF THE STUDY

The significance of the study represents the identification of whether adopting or establishing social media and SEO in e-commerce business boosts up sales especially in the retail business.

### LITERATURE REVIEW

#### SEO

SEO (Search Engine Optimization) can be said as the process which is optimizing the website for better search results from the search engine page. This type of process helps E-Commerce businesses to maintain their web-page properly [3].

#### SOCIAL MEDIA

Social media helps the E-Commerce Industry to attract the attention of the customers or general people. The popularity of social media is constantly increasing among the people [10]. Through the effective use of social media, the e-commerce business can create a positive impact on the customers [7].

#### E-COMMERCE

E-commerce is said to be a dependent variable. The main reason behind it is that the success and efficiency of an e-commerce website are mainly based upon its presence on social platforms. The e-commerce business is triggered when the brand has an increased number of the customer base. This is only possible when the e-commerce has adopted promotional techniques such as search engine optimization and social media platforms [5].

E-Commerce can be said as a medium through which people can buy and sell different types of products or services with the help of the internet. E-Commerce organizations can also enhance the sales of the retail business [12]. The retail industry is selling its products and services through online and offline services. But, the customers of E-

Commerce businesses are rapidly growing. Due to this reason, the retail industry is proving most of the products through E-Commerce business sites [8].

### **UNDERPINNING THEORIES**

Strategic networking is a unique organizational form that is different from traditional forms such as hierarchy, clan, and market. These networks were studied as an organization, social system, groups and individual, social communities and entire industries. Strategic networking enables proper interaction with suppliers and customers in order to add value to the business [11]. Electronic networking implies the utilization of electronic bulletin boards, listserv, transaction capability, direct electronic inquiries and interactive websites.

### **ECOMMERCE SUCCESS THEORY**

The success of e-commerce could be measured through the capability of the website towards generating higher revenue during the upcoming time. Many researchers have also observed success as a multidimensional concept that could be evaluated at various levels like technical, group, economic, behavioral, perceptual and individual [4].

### **LITERATURE GAP**

The research is limited to merely social media and search engines. But other kinds of online visibility are not illustrated. The e-commerce success theory and the strategic networking theory are undertaken. Other than these theories, the literature is lacking the transaction cost theory, marketing, and the information retrieval theories. These are seen to be the specific gaps identified in the literature review section.

## **RESEARCH METHODS**

### **RESEARCH DESIGN:**

The research design that is being undertaken for this particular research is qualitative [1]. This is accomplished by the eminent setup of the focus groups, then questionnaires and some of the secondary data gathering processes. The quantitative research design is also being seen in this topic regarding surveys and observations in the e-Commerce business through SEO establishments.

### **RESEARCH GAP:**

The research gap that is being observed in this research is on proper execution of the interviews with the individual business personnel who have held up e-commerce.

### **PLANNING:**

The planning is the setup that is being done to carry out every aspect of an eminent kind of research. The gathering of secondary data is one of the main planning attributes. The primary inclusion and exclusion are some of the criteria that impact the planning aspect for research in regards to boosting retail business through e-commerce.

### **IDENTIFICATION:**

The gathering of the secondary data is mainly dependent on the IJCIET (International Journal of Civil Engineering and Technology) and IEEE (Institute of Electrical and Electronics Engineering). This helps in accommodating information regarding any kind of research topic.

### SCREENING

The screening mainly displays information concerning research and exporting the outcomes of results.

### ELIGIBILITY

Eligibility mainly portrays the full-text version considerations which were applicable in this paper.

### SAMPLE AND POPULATION

Samples of over 50 individuals were taken into consideration. These individuals illustrated their perception through the process of interview and questionnaire. Through this sampling method, the detailed information could be gained for carrying out the research. The selected sample size will be enabling the researcher to extract the appropriate information for this research. The researcher will be easily able to remove the margin of errors with considering 50 individuals.

### CONCLUSION

The optimization of several search engines can be a challenging aspect at times for online retailers. The paper has solemnly discussed the impact of social media and the SEO techniques in enhancing the sales of the retailing business in Malaysia [6]. On the present-day e-commerce business is an eminent aspect that all business is seeking for uplifting the profit margin. The analysis is being done in the paper-based on some underpinning theories and also by discussing the independent and dependent variables in this regard. Few recommendations are also provided accordingly for enhancing the valuation of social media and SEO in retail as well as other businesses in Malaysia.

### FUTURE RECOMMENDATION

The recommendations for more enhancement of business through e-commerce optimization are-

- The companies can use the videos for the promotion of the products so that the customers will get more attracted towards the product.
- Reduction in the e-commerce load time along with quality link building will help the business to grow in Malaysia.
- The business should write a unique and organic kind of content for the advertisement of the product and services so that it can boost the profitability ratio through online mode.

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