



A STUDY ON THE EFFECTIVENESS OF SEARCH ENGINE OPTIMIZATION AS A TOOL OF DIGITAL MARKETING ON RICEDAY ,ORBITEN TECHNOLOGIES (P) LTD

Mrs.S.Sumiya* **Mr.Abdur Rahman****

*Assistant Professor, MEASI Institute of Management.

**Second Year MBA Department, MEASI Institute of Management.

Introduction

This study shows the significance of SEO could be a very helpful tool of digital marketing in the promotion the e-commerce websites. It also shows that while link building can be a very good aspect, but content is still the king. As long as Rice Day keeps the customers entertained and satisfied and works on improving the mobile app, it can reach the first rank in Search results and therefore achieve greater visibility and clarity.

Primary Objective

- To study the effectiveness of SEO with special reference to RiceDay.

Secondary objective

- To study the visibility of RiceDay's website before and after SEO.
- To study the satisfaction of RiceDay's website among its customers.
- To study the customers who use the mobile app of RiceDay.
- To provide suggestions to RiceDay for improving the effectiveness of its SEO.

Research Design

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blueprint that is followed in completing a study.

Sampling Methodology

a) Population

The study of various characteristics relating to items individuals belong to a particular group is called population. The population of the study consists of the different target consumers like business, employee, professional and government servant.

b) Sampling frame

The frame describes the population in terms of sampling units. Samples drawn from lists are called sources lists sampling frames. The source list of existing consumer purchasing Apartments from Ayesha foundation private limited.

c) Sampling Unit

It is a set of elements considered for selecting a sample. In this research, we have taken surveys from consumers associated with Ayesha foundation private limited.

d) Sampling Method/ Technique

The sampling technique used as a non-probability sampling method is adopted in this study. It refers to the technique where the probability of each case being selected from the total population is not known. The sampling technique used in this study is convenience sampling.

Convenience Sampling

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.



Data Collection Research Instrument

Questionnaire is used in this study- a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents

Chi Square Test

Null Hypothesis (H₀)

There is no relationship between gender of respondents and the preference of social media websites

Alternative Hypothesis (H₁)

There is a relationship between gender of the respondents and the preference of social websites.

One Way Anova

Null Hypothesis (H₀)

There is no significant difference between the age of respondents and the convenience of ordering online from different platforms

Alternative Hypothesis (H₁)

There is a significant difference between the age of respondents and the convenience of ordering online from different platforms

T Test

Null Hypothesis (H₀)

There is no significant difference between the income of respondents and the type of promotions they usually prefer

Alternative Hypothesis (H₁)

There is significant difference between the income of respondents and the type of promotions they usually prefer.

Analysis

1. The gender of the respondents is slightly in the favour of females with 60% in their favour
2. The highest number of respondents who order from RiceDay are from the age group 26-35 with 40%, and 18-25 making it 30%. So, 70% of people who order are in the age group 18-35.
3. 60% of the respondents are from the income level of 0-20000.
4. 60% of the respondents are first timers and 40% are returning customers.
5. 40% are not familiar with RiceDay and 30% are very familiar.
6. 50% of the respondents rank RiceDay the third among its competitors with 40% claiming it to be second ranked. Only 10% rank it as 1st.
7. RiceDay is highly visible to 40% of the respondents, while no one claimed it to be highly invisible. 20% of the respondents said it to be visible and 20% said it to be invisible, while 20% remained neutral.
8. 40% of the respondents use Facebook, while 30% prefer Instagram. Twitter is the lowest with only 10% while Snapchat made it to 20%
9. 32.80% of the respondents prefer smartphone when ordering online. That is 82 of the respondents out of the 250. Ordering from PC/Laptop is also not out of fashion with 28.80%
10. More than half the respondents, 53.20% to be exact, prefer the website for using Website while only a little above 20% prefer the Mobile App.
11. 50% of the respondents visit RiceDay weekly while daily and monthly visitations are at 20% each.
12. 60% of the respondents perceive that RiceDay has user friendliness and good customer support.
13. 40% of the respondents prefer promo codes as the form of promotion followed by 1+1 offers at 30%



14. RiceDay has a good impression since 60% of the respondents are most likely to recommend it to others.
15. Brands advertised on social media have impact on about 40% of the customers who always prefer them. 20% say that it depends on the social media.
16. Regarding the mobile app, the dissatisfied and highly dissatisfied make up to 40% of the respondents while satisfied are at 30%. 10% chose to remain neutral.
17. 50% of the respondents do not agree that RiceDay has competitive prices which indicates that RiceDay needs to work on making its prices competitive
18. 50% combined agree that RiceDay's billing and shipping information is in fact clear and simple to understand, while 10% remain neutral
19. 40% of the respondents are on either side of the agreement scale that they are happy with RiceDay. RiceDay must work on increasing the numbers in their favour.
20. 40% of the respondents find it easy to navigate the website, while 20% remain neutral. The remaining 40% didn't find it easy to navigate through.
21. 70% of the respondents agree that the product was exactly as advertised on the website which is clearly a good statistic for RiceDay.
22. 39.60% of the people strongly agree and 30.40% agree that they will definitely buy from RiceDay again which gives RiceDay a returning customer.

Insights uncovered

1. RiceDay must improve their mobile app since it contributes to the improvement of SEO rankings.
2. Social media is a great place for link building, therefore RiceDay must advertise their products on Facebook and Instagram.
3. Instagram has more female users on it and there is a relationship between the gender and the preference for social websites. Therefore, RiceDay must look to advertise accordingly on Instagram.
4. 70% of the respondents agree that the product was exactly as advertised on the website which is clearly a good statistic for RiceDay, which should come as no surprise since the website is well furnished and well established. The suggestion would be to maintain such goodness.
5. The speed of the website must be improved
6. 30.40% agree that they will definitely buy from Rice Day again. Rice Day should work on improving these numbers.
7. RiceDay doesn't have an app apple store, which in turn hurts SEO rankings and SMM{Search engine Marketing}. They must work on that.

Conclusion

This study showed that SEO can be a very helpful tool of digital marketing in the promotion the ecommerce website known as RiceDay. It also showed that while link building can be a very good aspect, but content is still the king. As long as RiceDay keeps the customers entertained and satisfied and works on improving the mobile app, it can reach the first rank in search results and therefore achieve greater visibility and clarity.