

# The Impact of Seo on Consumer Buying Behaviour in Online Shopping

THARUN PANDIYAN. G., B.COM, MBA.,

MBA (Marketing & Operations) student., Reg No: 43410372 School of Management Studies, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India.

Dr. M. RAJA

Assistant Professor, School of Management Studies,  
Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India

## INTRODUCTION

Online shopping has seen exponential growth in India, changing the way consumers search, evaluate, and purchase products. Search Engine Optimization (SEO) has emerged as a crucial element in this transformation. SEO improves a brand's visibility in search results and builds trust—two key factors in influencing purchasing behaviour. This study explores how SEO strategies affect consumer decisions in online shopping environments.

## OBJECTIVES OF THE STUDY

- To understand how SEO impacts consumer buying behaviour in e-commerce.
- To identify the SEO elements (ranking, keywords, reviews) influencing purchase decisions.
- To explore demographic factors affecting SEO-driven behaviours.
- To evaluate consumer awareness and trust in organic vs. paid results.

## SCOPE OF THE STUDY

- The study focuses only on online shopping behaviour.
- Covers urban, semi-urban, and rural consumers across Tamil Nadu.
- Includes key demographics: age, gender, income, education, and location.
- Examines SEO awareness, behaviour patterns, and purchase tendencies through data analysis.

## NEED FOR THE STUDY

As more businesses shift to digital platforms, understanding SEO's impact becomes vital. With competition intensifying, SEO offers a cost-effective, long-term solution for visibility and trust-building. However, businesses often lack insights into how SEO directly shapes consumer decisions. This study addresses that need, offering evidence-based guidance for marketers and entrepreneurs.

## REVIEW OF LITERATURE

### 1. Sharma and Gupta (2021)

Studied how SEO significantly improves web traffic and online sales for Indian e-commerce platforms through better search engine visibility.

**2. Patel et al. (2020)**

Found that consumers perceive products ranked higher on search engines as more credible, directly affecting buying behaviour.

**3. Rao and Iyer (2019)**

Analysed SEO adoption in Indian SMEs and concluded it's a cost-effective digital marketing strategy for small business growth.

**4. Mehta and Rani (2022)**

Demonstrated that Indian online shoppers tend to trust organic search results over paid advertisements, especially in high-involvement purchases.

**5. Verma and Nair (2023)**

Highlighted that mobile and local SEO strategies are crucial for attracting regional customers and encouraging spontaneous buying.

**RESEARCH DESIGN**

This study follows a descriptive research design, aiming to capture, analyse, and interpret current consumer behaviour toward SEO. It uses structured questionnaires to quantify responses, providing statistical insights into behavioural patterns. This design is appropriate for understanding the relationships between variables like demographics and SEO influence.

**Justification:**

- Suitable for measuring awareness, preferences, and behavioural trends.
- Allows for quantitative analysis using percentage, chi-square, and regression.

**SOURCES OF DATA**

- **Primary Data:** Collected from 100 online shoppers using a questionnaire.
- **Secondary Data:** Journals, reports from Moz, HubSpot, Google SEO guidelines, and previous academic research.

**CHI-SQUARE ANALYSIS****Hypothesis**

H<sub>0</sub>: No significant relationship between consumer location and SEO influence.

H<sub>1</sub>: There is a significant relationship.

**Objective:**

To examine whether a consumer's geographic location has a significant influence on how they perceive SEO during their online shopping journey.

**Table: Influence of SEO Based on Location**

Test Type	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.520	4	0.033
Likelihood Ratio	14.778	4	0.005
Linear-by-Linear Association	2.629	1	0.105
N of Valid Cases	100		

### Interpretation

The p-value of 0.033 is below 0.05, indicating a significant relationship between location and SEO influence.

### Inference

Consumer perception of SEO varies across regions. Urban consumers rely more on SEO rankings, so businesses should tailor their strategies based on geographic audience behaviour.

## REGRESSION ANALYSIS

### Objective

To test whether trust in first-page Google results affects perceived SEO influence.

### Table

Coefficient	Value	p-value
Intercept ( $\beta_0$ )	1.2	0.01
Trust ( $\beta_1$ )	-0.4	0.03

### Interpretation

A p-value of 0.03 ( $<0.05$ ) means the result is statistically significant. The negative coefficient suggests that as trust increases, SEO has a stronger influence on purchase decisions.

### Inference

Businesses appearing on the first page of Google enjoy higher consumer trust, which directly drives purchase behaviour.

## FINDINGS

- 72% of respondents are aged 18–25.
- 82% are male and 18% female.
- 62% are postgraduates; 37% are undergraduates.
- 70% are employed; 25% are students.
- 46% earn ₹25,000–₹50,000/month.
- 58% live in urban areas, 30% semi-urban.
- 67% shop online rarely; 27% monthly
- 61% buy clothing and electronics online

- 90% use mobile phones to shop.
- Myntra (60%) is the most used e-commerce platform, followed by Flipkart (51%) and Amazon (40%).
- 43% visit e-commerce sites directly; 38% use Google.
- 97% click top 3 search results always, frequently, or sometimes.
- 60% trust first-page Google results.
- 54% click based on reviews; 46% based on meta titles.
- 71% have bought because of top search rankings.
- 57% recognize the difference between paid and organic results
- 48% trust websites due to reviews; 45% due to high rankings.
- 51% say reviews are very important in buying decisions.
- 27% always research products on Google before buying.
- 50% say SEO ranking is the most influential factor.
- 96% abandoned purchases due to lack of trust.
- 59% prefer brands that appear frequently in search results.
- 59% say SEO strongly influences their buying behaviour.

## SUGGESTIONS

- Invest in mobile-friendly SEO and responsive websites
- Display customer reviews and ratings prominently.
- Prioritize high Google rankings for visibility and credibility.
- Educate consumers on organic vs. paid results to build transparency.
- Ensure your site is secure (HTTPS) and displays trust badges.
- Use local SEO to attract consumers based on geography.
- Regularly update content to maintain relevance and search ranking.

## CONCLUSION

This study confirms that SEO significantly influences online consumer behaviour. Younger, mobile-first shoppers trust top search results and make buying decisions based on rankings, reviews, and credibility. Businesses must embrace SEO not just for visibility but also to build trust, increase engagement, and drive conversions in the digital marketplace.

## REFERENCES

1. Sharma, A., & Gupta, R. (2021). Impact of SEO on E-Commerce Sites in India. IJMR.
2. Patel, S. et al. (2020). Consumer Behaviour and SEO. Journal of Digital Marketing.
3. Rao, V., & Iyer, S. (2019). Digital Marketing in Indian SMEs. Economic Review.
4. Mehta, N., & Rani, P. (2022). Effect of Organic Search Results. Indian Journal of Marketing.
5. Verma, M., & Nair, T. (2023). SEO Trends and Online Shopping. IJSER.