



## A conceptual study on challenges in web merchandising

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### Abstract

Web merchandising presents a countless of challenges for online retailers seeking to establish and maintain a competitive edge in the digital marketplace. This study examines the multifaceted hurdles faced by e-commerce businesses, encompassing factors such as intense competition, consumer behavior, data management complexities, personalization demands, mobile optimization imperatives, SEO, dynamic pricing considerations, security and fraud prevention measures. Retailers need to take a complete approach that combines modern technology, data analytics, and an in-depth understanding of consumer preferences in order to successfully manage these issues. Businesses may improve client interaction, boost online visibility, and promote long-term success in the dynamic field of web retailing by taking on these difficulties directly.

**Keywords:** E-commerce; Web merchandising; Competition; Consumer behavior; Customer experience

### 1. Introduction

In the current changing digital environment, when having an online presence is crucial, web merchandising is an essential skill for success. Web merchandising is the art of blending creativity, technology, and consumer psychology to create engaging virtual storefronts that captivate visitors and engage them in addition to showcasing products. Web merchandising is, at its core, the deliberate arranging of product placement, marketing, and user experience with the goal of increasing sales, improving brand recognition, and cultivating enduring client relationships. It includes everything, from product placement on a website to narrative conveyed through eye-catching imagery and strong content. Understanding the fundamentals of web merchandising is crucial for businesses to stand out from the crowd and win over the hearts and wallets of their target audience in this digital age of limitless options for consumers. It involves more than just making sales; it also involves creating experiences that deeply connect with clients and create an enduring impression that goes beyond the transactional. The complexities of web merchandising: an exploration of the creativity involved in creating captivating online experiences, discovering the keys to increasing conversions, and maintaining a competitive edge in the dynamic realm of e-commerce. Everybody can find something here, regardless of experience level in marketing, desire to start your own business, or just curiosity about the secrets of profitable internet stores.

### 2. Web merchandising

Web merchandising refers to the strategies and techniques used by online retailers to promote and sell their products or services on the internet. It involves various aspects such as product presentation, pricing, promotion, and placement, all aimed at maximizing sales and enhancing the overall shopping experience for customers

### 3. Factors influencing Web merchandising

Several factors influence web merchandising, shaping how products are presented, promoted, and sold online.

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### **3.1. Target Audience**

Understanding the demographics, preferences, and behaviour of your target audience is crucial for effective web merchandising. Tailor your product offerings, messaging, and promotions to resonate with your audience's interests and needs.

### **3.2. Product Selection**

Pick goods that your target market will find valuable, in-demand, and consistent with current market trends. Think about things like the distinctiveness, pricing competition, and product quality.

### **3.3. Content Quality**

The online buying experience is improved by having high-quality product descriptions, photos, videos, and other multimedia components. Compelling and informative content helps customers make informed purchasing decisions and builds trust in your brand.

### **3.4. User Experience**

The key to a good user experience is a well-designed website with mobile responsiveness, quick loading speeds, and easy navigation. Optimize checkout flows, cut down on friction points, and streamline the purchasing experience to lower cart abandonment rates.

### **3.5. Search engine optimization**

SEO is the process of making your website and product pages more visible in search results and generating organic traffic by using relevant keywords. Concentrate on improving the Meta tags, product titles, descriptions, and other on-page content.

### **3.6. Discounts and Promotions**

To encourage purchases and boost sales, provide exclusive discounts, coupons, loyalty points, and promotions. Utilize exclusivity, urgency, and scarcity strategies to instill a sense of value in your offerings and motivate buyers to take prompt action.

### **3.7. Personalization**

To make product recommendations, promotions, and marketing communications more relevant to each individual customer, use behavioural insights and customer data. To improve relevance and engagement for certain customers, use targeted advertising, personalized offers, and dynamic content.

### **3.8. Shipping and Returns**

To increase customer happiness and loyalty, offer clear shipping information, quick delivery options, and a simple return policy. To enhance the overall buying experience, include free shipping thresholds, faster shipment alternatives, and simple return procedures.

### **3.9. Customer service**

Provide receptive and easily reachable customer service via a variety of channels, including social media, live chat, email, and phone. Respond to consumer questions, settle problems, and offer support during the purchasing process to build rapport and promote repeat business.

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## **4. Challenges in Web merchandising**

### **4.1. Competition**

Businesses are in a fierce battle for consumers attention and money as ecommerce platforms proliferate. Using creative merchandising techniques is essential to standing out from the competition.

#### **4.2. Customer Experience**

Keeping customers coming back requires offering a smooth and pleasurable buying experience. Customers may become disinterested in a website due to slow loading times, unclear navigation, or a dearth of tailored suggestions.

#### **4.3. Data Management and Analysis**

Gaining insight into the behavior and preferences of customers requires the efficient management and analysis of enormous volumes of customer data. Merchandising decisions can be informed by this data, but in order to extract meaningful insights, strong analytical tools and knowledge are needed.

#### **4.4. Personalization**

Personalized experiences that are catered to the interests and preferences of the customer are becoming increasingly expected. Using complex algorithms and technologies to provide pertinent content and product recommendations is necessary to achieve effective personalization.

#### **4.5. Mobile Optimization**

With the popularity of mobile shopping, it's critical to make sure the online business is mobile-friendly. The website needs to be adaptable and simple to use on smartphones and tablets because mobile consumers have different expectations and surfing habits.

#### **4.6. SEO and exposure**

Increasing a website's exposure in search engine rankings is crucial for increasing website traffic. To raise rankings and draw in organic visitors, search engine optimization (SEO) tactics like backlink development, content production, and keyword optimization are essential.

#### **4.7. Multichannel Integration**

A lot of merchants run their businesses across a variety of platforms, such as social media, websites, physical stores, and marketplaces. It can be difficult to smoothly integrate different platforms to offer a unified shopping experience, but doing so is becoming more and more crucial to satisfying customers.

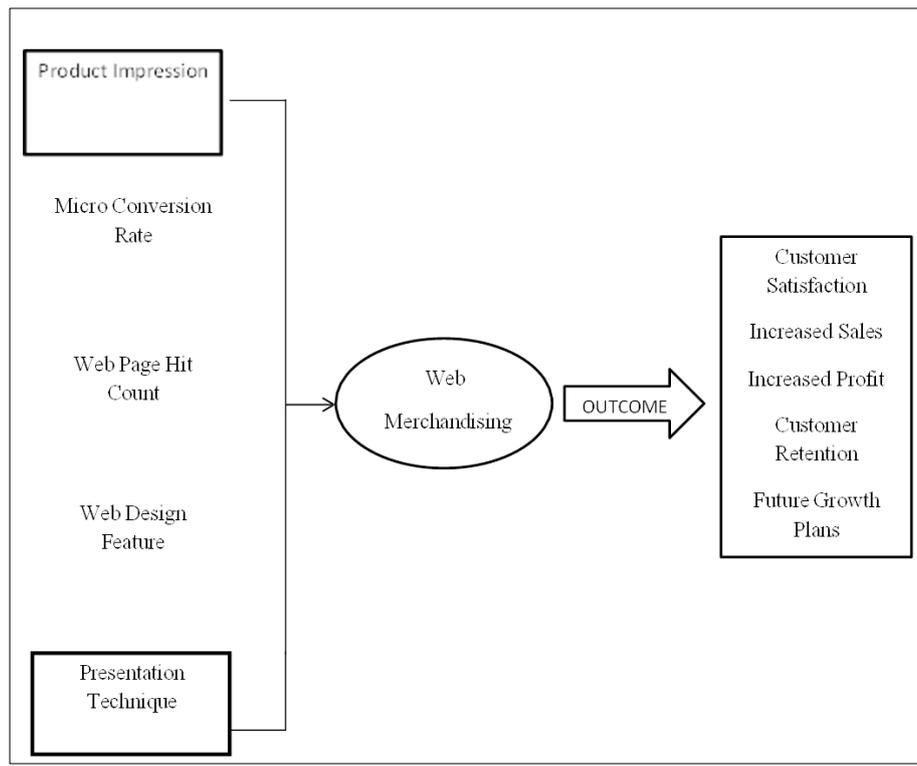
#### **4.8. Dynamic Pricing**

Today's consumers are more price-sensitive than ever because to the instantaneous ability to compare prices across multiple websites. Increasing revenue and competitiveness can be achieved by putting into practice dynamic pricing techniques, which modify prices in real-time in response to variables including inventory levels, rival pricing and demand.

#### **4.9. Security and Fraud Prevention**

Gaining the trust of customers depends critically on protecting customer data and stopping fraudulent transactions. Protecting sensitive data and reducing risks requires the implementation of strong security measures including encryption, secure payment gateways, and fraud detection algorithms.

## 5. Proposed Model for overcome challenges in Web Merchandising



**Figure 1** Proposed Model for overcome challenges in Web Merchandising

## 6. Conclusion

Online retailers face a variety of opportunities and challenges in the dynamic and complex world of web merchandising. In order to be successful in the current competitive digital environment, companies need to put a high priority on delivering an outstanding customer experience, utilizing insights derived from data, and implementing cutting-edge technologies. Businesses can succeed in the dynamic environment of e-commerce and optimize their online sales potential by consistently adjusting to changing market trends and consumer preferences.

## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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