

A Study On Web Merchandising Trends In Online Retailing

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Abstract :

Web merchandising plays a vital role in shaping merchandising in the online retail. It has evolved significantly as an essential strategy for online retailers to attract and retain customers in the competitive digital marketplace. To examine current practices and emerging trends in web merchandising, emphasizing the pivotal role of effective presentation, content strategy, and user experience design is important. The implementation of data-driven insights to personalize product offerings, the integration of multimedia elements to enhance engagement, and the optimization of mobile responsiveness for seamless browsing across devices plays a crucial role in web merchandising. The growing influence of social commerce has explored many critical components shaping the future of web merchandising strategies. By understanding and leveraging these trends, online retailers can effectively optimize their digital stores to meet evolving consumer expectations, drive conversions, and sustain long-term growth in the dynamic e-commerce landscape. This study provides a focus on online customer attitude about web merchandising and the strategies adopted by online retailers to improve customer engagement.

Keywords: Web Merchandising, Website, E-Commerce, Competition, Consumer Behaviour, Trends 1.

Introduction :

Web merchandising is classic retail merchandising on a digital platform, tailored to the particularities of the online environment. It includes a wide range of strategies, such as creating eye-catching product descriptions and images and improving user experience and website navigation. Essentially, it involves organizing the online purchasing experience to lead customers smoothly from discovery to acquisition. The technical aspects of web merchandising are critical to the success of online businesses in the broad digital marketplace where consumers have access to countless options at their fingertips. The strategic presentation, marketing, and sales of goods and services on digital platforms are all included in web merchandising, which aims to captivate consumers, increase revenue, and build brand loyalty. Retailers looking to prosper in the digital era must stay on top of the newest trends and best practices, from the emergence of mobile commerce to the expanding impact of social media on consumer decision-making these days, with a new digital frontier just around the corner, the forces influencing change are more dynamic and interwoven than ever. A few of the trends changing the online retail scene are the development of artificial intelligence, the spread of mobile devices, the growing power of social media, and the growing desire for ethical and sustainable purchase.

As the online retailing is getting more popular due to the social media boom, identifying the effectiveness, customer perception and behaviour of customer towards web merchandising is essential. This study is

proposed to analyse the web merchandising strategies adopted by online retailers and the trends in web merchandising field.

Objectives of the study :

1. To identify the trends in web merchandising and understand the discrepancies between customer expectations and the current merchandising model.
2. To analyse the impact of web merchandising on company growth and customer engagement.
3. To Asses the efficiency of web merchandising through the analysis of customer generated data.

Literature Review :

Amy Wong and Mehruba Haque (2022) this study examines the factor leading to online loyalty, including brand Innovativeness, brand love, visual appeal, perceived enjoyment and trust the finding highlight good impacts of visual brand love and trust, as well as good effects of brand innovativeness, were discovered to influence

Arun Thamizhvanan and M S Xavier (2013) They conclude that tp determine the elements that influence young people's intention to make online purchases in the Indian environment are impulse purchase Orientation, brand orientation and prior online purchase experience, and online trust Daniel Baier and Eva Stuber (2010) makes a point that the acceptance of personalized recommendations in online retailing and their impact on customer satisfaction and the retailers share of wallet.

Nizar Souiden and Riadh Ladhari (2019) explores in online retailing, in-store mobile advertising, mobile application, social media platform use and psychophysiological application in both online and offline retailing improves the online shopping among youths.

Research Model

Product Impression

Web graphics

Micro conversion rate

Web navigation

Web page hit count

Low task relevant

Web Merchandising

Outcome

Customer satisfaction

Increased sales

Increased profit

Customer retention

Future growth plans

Methodology :

Judgement sampling technique from Non-probability sampling method is used in this study because online buyers are everywhere. The collected sample is selected on the basis of the researcher judgment. Data for the study was collected using both primary and secondary methods. Primary data was gathered from customers those purchase often in online. The questionnaire consisted of closed- ended questions, which were formatted using a Likert scale. Reliability testing was conducted among 25 respondents. There are 29 questions prepared for customers to check the reliability of the questionnaire. Using SPSS reliability test was done and Cronbach's alpha is 0.89 which means highly reliable. Archiving through the formulation of literary contents and research findings from many experts and academics is content validity. As a result, the scale might

sufficiently address the research theme's requirements. The population for this study is infinite and by using Cochran's formula, the sample size is determined as 384. Due to time constraints, data was collected only from 284 samples. Specific Demographic results are: male (41%), female (59%), age between 20-30(56%), Graduate (37%), one or more times a month (44%), Below Rs.1000 (37%) and monthly income Below 2.5 Lakhs (41%).

Result and Discussion

Factor analysis

Table -1 -KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	1548.053
	Df	231
	Sig.	<.001

Table -2 Communalities

	Initial	Extraction
Product branding play vital role in shaping product impressions.	1.000	.698
Product placement in media (movies, TV shows, Social media, etc.) influence Product Impression.	1.000	.543
Influencers or celebrities promoted product create customer impression	1.000	.599
Product with better or much elaborated written description stimulates a customer to purchase.	1.000	.625
Product images and graphics attract me and create desire.	1.000	.618
" Web graphics creates impacts based on various screen sizes	1.000	.610
Web graphics affect user engagement metrics such as time spent on page, bounce rate, and conversion rates.	1.000	.585
High-resolution pictures and videos are estimating the true quality of the products.	1.000	.588
A website is more engaging and easier to navigate when it includes fonts, photos, banners, videos, and other elements.	1.000	.679
Website design and Website Features attracts me more.	1.000	.598
Reviews, Feedback creates trust about the website.	1.000	.664
Website Navigation, Exact Information, User Friendly Elements helps me to revisit the website.	1.000	.476

Website map is helps me to understand the structure of the website.	1.000	.761
Search bars and filters can help me to find the desired product and saves my valuable time.	1.000	.683
Social media platforms optimize navigation to enhance engagement and satisfaction.	1.000	.61
Design elements in website increase user attention and click-through rates."	1.000	.500
The placement of content on a web page (e.g., above the fold, below the fold) impact the number of hits counts	1.000	.597
User experience of a website affect web page hit counts user retention.	1.000	.634
Text colours and background colour influence consumer purchasing behaviour in online shopping	1.000	.474
Modern and historical trends can change customer spending habits.	1.000	.471
Layout, colour scheme, and visual aesthetic are influence engagement and browsing behaviour.	1.000	.466
Psychological factors influence online shopping behaviour.	1.000	.622

Component	Initial Eigen values			Extraction Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.567	25.305	25.305	5.567	25.305	25.305
2	1.516	6.892	32.198	1.516	6.892	32.198
3	1.448	6.584	38.781	1.448	6.584	38.781
4	1.247	5.669	44.451	1.247	5.669	44.451
5	1.152	5.235	49.685	1.152	5.235	49.685
6	1.114	5.063	54.748	1.114	5.063	54.748
7	1.057	4.804	59.552	1.057	4.804	59.552
8	.981	4.461	64.013			
9	.809	3.679	67.692			
10	.792	3.602	71.294			
11	.779	3.539	74.833			
12	.698	3.174	78.007			

13	.668	3.037	81.044			
14	.623	2.833	83.876			
15	.574	2.607	86.844			
16	.555	2.521	89.005			
17	.516	2.344	91.349			
18	.482	2.190	93.538			
19	.441	2.004	95.543			
20	.342	1.557	97.099			
21	.321	1.457	98.556			
22	.318	1.444	100.000			

Tanle – 4 Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
High-resolution pictures and videos are estimating the true quality of the products.	.702						
Web graphics creates impacts based on various screen sizes	.642						
Product with better or much elaborated written description stimulates a customer to purchase.	.610						
Web graphics affect user engagement metrics such as time spent on page, bounce rate, and conversion rates.		.667					
Modern and historical trends can change customer spending habits.		.616					
User experience of a website affect web page hit counts and user retention.		.585					
Website Navigation, Exact Information, User Friendly Elements helps me to revisit the website.		.415					
Website map is helps me to understand the structure of the website.			.771				
A website is more engaging and easier to navigate when it includes fonts, photos, banners, videos, and other elements.			.583				
The placement of content on a web page (eg,	.451		.570				

above the fold, below the fold) impact the number of hits counts							
Psychological factors influence online shopping behaviour.			.726				
Search bars and filters can help me to find the desired product and saves my valuable time.	.500		.522				
Reviews, Feedback creates trust about the website.			.475	.424			
Text colours and background colour influence consumer purchasing behaviour in online shopping,				.634			
Social media platforms optimize navigation to enhance engagement and satisfaction.				.598			
Product images and graphics attract me and create desire.			.499	.501			
Influencers or celebrities promoted product create customer impression					.713		
Product branding play vital role in shaping product impressions.					.657		
Layout, colour scheme, and visual aesthetic are influence engagement and browsing behaviour.					.480		
Website design and Website Features attracts me more.						.658	
Product placement in media (movies, TV shows, Social media, etc.) influence Product Impression						.630	
Design elements in website increase user attention and click-through rates.				.425			

Implications and Recommendations :

1. The online retailers may investigate the integration of high-resolution images and movies with powerful online graphics to improve user experience, which helps in increasing their shopping engagement. Furthermore, concentrating on improving product descriptions to provide comprehensive and interesting stories may be more useful. They may also apply the best practices for placing product on websites, giving user accessibility and aesthetic appeal as top priority. Adding user-friendly search bars and filters can improve overall user satisfaction by streamlining navigation and enabling smooth exploration. The start-ups in online retailing may create an effective website to retain customers and increase sales and profit.

2. Investigation of the impact of web visuals on user engagement, identification of current and past trends and their patterns is important for web merchandising is must. The online retailers may examine how various graphic components create the customer engagement and how a website feels to use, paying special attention to things like how easy it is to navigate, how accurate the content is, and how user-friendly the websites. These variables can provide important insights into the websites and the general usability and engagement of website.

3. It is suggested to focus on identifying the relationship between user engagement and website maps. priority. Developing a perfect content placement helps the retailers to improve user experience on websites, and by paying specific attention to how product (Product image) is placed increases user engagement, accessibility, and comprehension.

4. The interactions between psychological variables and website components including search bars, filters, reviews, feedback, product photos, and visual is vital. Web designers may create more innovative and creative designs and user-friendly web experiences that connect with their audience more deeply by understanding the psychological processes at work.

Conclusion :

Web merchandising is one of the powerful tool for the Start-ups who are all aiming to boost customer attraction for their business. They may achieve their goal by enhancing their website design and refining product descriptions to offer detailed and captivating narratives in this digital environment. Studying how web visuals affect user engagement is a key for any business in the digital platform. By looking at both current and past trends, they can understand what works best, and can find ways to improve their website's design and make it more engaging for users. A user-friendly website is crucial for staying competitive in the market. Understanding the connection between user engagement and website maps and content layout techniques usually enhance the customer satisfaction and website usability. A website with good content and user-friendly simplicity can drive customer engagement always. Website elements like search bars, reviews, and product photos are essential. By understanding how psychology influences user behaviour and perceptions, helps to design websites that build trust and desire. The finding from this study reveals that websites with current trends with attractive graphics and product design create interest among customers and that is going to be the perfect strategy all-time in this digital environment.

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