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## Essential Elements for Digital Merchandising Portals in Retail: A Review Based Study

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### ABSTRACT

Virtual merchandising is the art of visual displays and the organization of merchandising solutions in a store but nowadays, the market is shifting to the digital platform. Every retailer wants to offer their products and services online. Digital merchandising is “the art and science of displaying products or offers on a website with the goal of increasing sales. To promote a product online, digital marketing encompasses everything from product placement to social media marketing. When discussing digital retailing, E-commerce and online merchandising are sometimes used interchangeably. The purpose of the present paper is to explore the key elements that are required for digital merchandising portals which influence an individual's online buying intention and make their shopping convenient to assist consumers in comprehending the product without the assistance of a salesperson, as in a physical shop. This study will examine the critical role of digital merchandising's major elements in ensuring the long-term sustainability of an online store. These important elements not only influence customer behavior toward online purchases, but also assist consumers in comprehending the product without the assistance of a salesperson, as in a physical shop. These important elements assist consumers in navigating the digital shop and help them making appropriate product selections and their smooth transaction via the online portal. With the assistance of these elements, the customer journey while purchasing online becomes more convenient and secured. This research helps retailers figure out

what makes a good website, so people can enjoy online shopping and their shopping journeys become more efficient as a result of buying from an online portal.

**Keywords:** E-commerce, digital merchandising, store, Product presentation, Online purchase, Shopping experience

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## 1. Introduction

E-commerce companies must develop an ambiance on their ecommerce sites, like brick-and-mortar shops, that encourages shoppers to remain and purchase things. To compensate for the absence of physical contact, e-commerce firms – notably Amazon, Alibaba, eBay, and Rakuten – have implemented visual product display systems that go beyond the use of static product images(Naegelein et al., 2019).To increase knowledge of efficient online product presentation, especially for experiential items, this research will analyze important element ideas and their impact on the customer shopping experience throughout their visit to and usage of an online website. To meet customers' requirements for sensory experience and information online, visual marketing strategies must be improved and developed(Khakimdjanova & Park, 2005). The study's objective is to identify and define the essential components required for digital or e-commerce merchandising portals in retail that are required for an online shopping platform accessible to consumers from any location, domain, or category. In the virtual business world, a website interface acts as a portal for customers to interact with an online shop for the first time. Poorly designed websites upset users and obstruct site navigation, product discovery, and purchasing behavior(Hasan, 2016).At the dawn of the age of online shopping, several researchers observed that, despite the absence of a physical environment (such as buildings, workstations, shelves, or windows), the online environment (or interface) serves as an atmospheric environment (Shih,1998). Eroglu et al. took the initial step in analyzing the atmospherics of

online retailers (2001)(Eroglu et al., 2001).

This would aid in the creation of the optimal purchasing atmosphere comparable to a typical retail location(Khakimdjanova & Park, 2005).Merchandising for ecommerce is both a science and an art. Its objective is to increase sales by matching customers with the appropriate items. E-commerce merchandising's primary job is to lead consumers through their customer journeys. Compared to physical stores, the customer journey is more complex when it comes to e-commerce.

Online customers can explore merchants' offerings considerably more quickly and easily than they can when going from store to store. Additionally, internet customers may explore online stores from across the globe and purchase things from almost anywhere. The decisions in the field of online visual merchandising play a crucial role in the competitive battle for attracting the consumers' attention(Ha et al., 2007).The success of online merchants is highly dependent on their ability to influence consumers' opinions and happiness with both the items and the website(Luan et al., 2016).The term "e-shopping quality" relates to customer views of an e-product tailer's and/or service offering through its virtual store. Thus, both the quality of website features and the functionality of the user interface have an effect on how consumers perceive online purchasing(Algharabat et al., 2017).

Ecommerce merchandising includes branding, product placement, appealing visuals, and creative methods to present things. Finally, a consumer must click the "Add To Cart" button on the retailer's website. Merchandising also includes how and where things are presented, as well as which ones are highlighted and promoted. The significance of technology in customer-supplier interactions requires specific consideration, not only for transactions made through electronic channels, but particularly for in comprehending critical elements that influence customer behaviors to purchase from certain websites(Hwang & Jeong, 2016).Both companies operating online and the consumers who visit their sites have expressed concern about how product information is presented and handled on e-commerce websites(Z. Jiang & Benbasat, 2007b).

## **2. Conceptual Background**

Online apparel shops are good for both the online shopper and the online retailer: the online shopper gets more information and more convenience; the online retailer sees an improvement in their business(Eunyoung Jang, 2007).Online shoppers can look at retailers' products a lot faster and easier when they use the mouse than when they walk from store to store. Online shoppers can also look at online shops from all over the world and order products from almost every country they can think of, as well(Velinov, 2014).Online merchandisers are in charge of product selection and presentation, as well as promotions, cross-selling, and up-selling. In big online retailers, merchandisers update the Web site's content on a regular basis, such as weekly or even daily(Lee et al., 2000).The main elements which are responsible for the effective presentation of product on product website ,ensure customer to give all details about the product in all aspects. Physical and digital both merchandising should include how and where things are presented, as well as which ones are highlighted and promoted. Personalization of the shopping experience is another manner in which internet retailing has progressed(Lee et al., 2000).Product search engines serve as the primary entry points for online buying sites. Typically, people utilize search engines to locate goods of interest. The search results page (SRP) comprises a list of items, each of which includes a picture, a title, and a summary and different data such as price, condition, and seller name. Users peruse the photos and text and then choose which ones to click to access the details page (Goswami et al., 2011).

Providing detailed product information is essential to the success of electronic commerce (e-commerce) (Z. Jiang & Benbasat, 2007a).In both online and offline modes of buying, the merchandiser's responsibility is to reassure the buyer about the brand, its quality, and services offered by the company. When brick-and-mortar retailers started to expand online, it was discovered that they could not simply transfer their conventional marketing, merchandise, and service to establish a similar online environment (Fulford & Rafiq, 2016). Offering a better service, expanding their product lines, delivering better value, and boosting promotional efforts were all conducted in an attempt to reach a new customer market (Fulford & Rafiq, 2016). In the online market, businesses often see service level objectives as limits that must be met in order to remain competitive(Mangiaracina et al., 2019).According to a series of research that created and verified website usability, design, and performance measures, the quantity and diversity of product information are critical elements influencing website success. Given these realities, online

businesses have been seeking and creating improved product presentations in order to increase the quality of product information sent to customers (Z. Jiang & Benbasat, 2007a). Online settings need a deep understanding of consumer behavior in order to establish customer loyalty tactics. Theoretically, a model explaining the consequences of relationship marketing in e-commerce should be developed (Bilgihan & Bujisic, 2015).

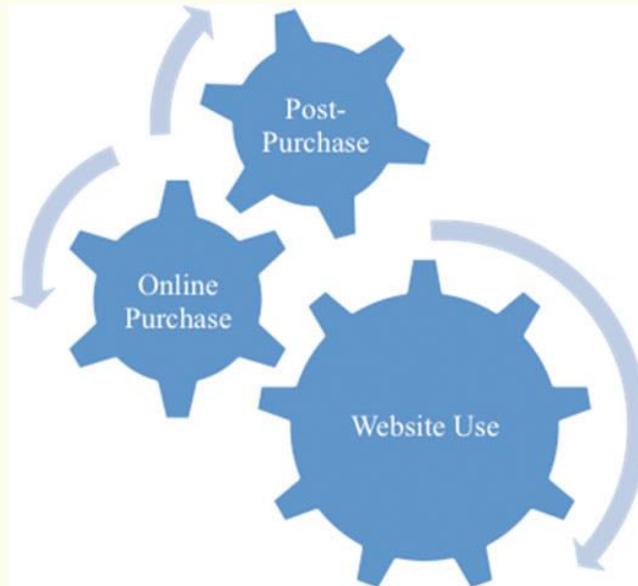
### 3. Literature Review

Shopping websites enable customers to make product selections based on their specific needs and provide businesses with transaction platforms for completing transactions via interactive communications. When customers perceive a higher level of website service quality, such as special treatment benefits, they experience increased e-satisfaction; when customers experience increased e-loyalty with the website, they experience increased e-loyalty; and when the website is responsive, it has a direct impact on the customers' e-loyalty (Lin & Sun, 2009). To meet customers' online sensory experience and information demands, there is a critical need for the enhancement and development of visual merchandising approaches. This would aid in the creation of the optimal purchasing atmosphere similar to a traditional store outlet (Khakimdjanova & Park, 2005).

Visual and verbal product information has an effect on product recognition and knowledge. A schematic representation of textual data enhances perceptions of information quality. When a photograph of the product is shown with textual information, consumers retain more information and believe it is simpler to recall when the information is presented graphically (Blanco et al., 2010).

The online client places a high premium on the web display of a product. When a product is sold online, the idea of product quality becomes inextricably related to both the object and the website's aesthetics (Jiyoung Kim & Lennon, 2013). However, any possibility for actual interaction with the product prior to purchase vanishes in an internet commerce scenario. Consumers have access to technical product descriptions. They may view the products, at times with awe-inspiring degree of detail tremendous detail, yet cannot literally touch or feel them. This lack of physical contact during the buying process is a key inhibitor of electronic commerce applications (Peng et al., 2015). The key contrast between search and experience items is whether customers may assess goods or their

characteristics prior to making a purchase. If a product's qualities can be determined before to purchase, it is classified as a search product; if the product's attributes cannot be determined until or after customers buy and use it, it is classified as an experience product(Luan et al., 2016).



**Figure 1: E-retailing,**(Ha et al., 2013)

Satisfaction is a post-activity metric that indicates the internal condition of a customer's thoughts regarding previous purchases and shopping experiences. Measuring customer satisfaction is crucial since it determines the consumer's choice to continue using the channel(Lin & Sun, 2009).As shown in figure 2 various factor going to be measure in this study. Online shoppers evaluate websites based on their visuals and layout, which impact buyers' overall happiness with e-retailers(Tandon et al., 2016).

The significance of website design has been emphasized in the literature, and businesses utilize rapid presentations, attractive layouts, and simple navigation to encourage online purchasing, requiring customers to exert less cognitive effort and saving time(Tandon et al., 2016).Online Merchandising creates a larger marketplace with greater functionality, which benefits both sellers and consumers. Online businesses are not constrained by physical store space constraints and hence may sell a considerably wider choice of items in a variety of styles and sizes. Simultaneously, clients may browse a broad selection of items at a minimal transaction cost(Chau et al., 2000).

In comparison to a bricks-and-mortar retail setting, the Internet allows customers to browse for and

purchase things from a far broader and more diverse range of businesses, products, and brands that would be unreachable otherwise(Kukar-Kinney et al., 2009).While website quality is important, it represents just a fraction of possible online retail assessment criteria. Additional qualities of online shops may have a significant impact on customer reaction(Jiyoung Kim & Lennon, 2013).

The levels of relationship satisfaction associated with an online service purchase were identical to those associated with an offline purchase. Customer loyalty to the service provider, on the other hand, was greater when the service was selected online rather than offline(Fulford & Rafiq, 2016).E-commerce is a kind of business performed online, with the Internet acting as a centralized platform that links customers and sellers. Trading items with contemporary technology enables a rapid reaction to growing trends in bought products(Bucko et al., 2018).

The online client places a high premium on the web display of a product. When a product is promoted for purchase online, the sense of product quality is tied to both the product and the web aesthetics, which we think may be modified to indicate a better online experience(Peng et al., 2015).The web environment enables content publishers to track user behavior in much greater detail than they can in an offline environment, including user registration information and activity logs of user clicks, page views, searches, website visits, social activities, and interactions with advertisements(Grbovic et al., 2015).The majority of e-commerce platforms allow for user feedback and ratings(Paul, 2017).

### **3.1 Quality of website for better shopping experience -Online shopping**

The quality of a website's design has a significant impact on a customer's propensity to shop. Both online businesses and researchers are concerned with the perceived design quality of websites and its effect on customers (Cebi, 2013) .The quality of a website may be determined by task-related criteria impacting end users, such as appearance and appeal, content and function sufficiency, and navigability(Rababah& Masoud, 2010).The qualities of a website design are determined by four primary criteria: usability, visual appeal, technical sufficiency, security, communication, and prestige. Usability is comprised of three components: ease of use, ease of learning, and memorability(Cebi, 2013). Layout, images, and text all contribute to the visual aspect. Technical sufficiency refers to the system's availability, accessibility, and navigation. Security(Cebi, 2013). As Internet purchasing progresses from exotic to routine, the quality of Internet sites will become

increasingly vital in differentiating them. To attract consumers and influence their purchasing decisions, online shopping sites must be of good quality(Yoo& Donthu, 2001).

Online purchasing on a web portal should be easy enough for customers to utilize. Purchasing websites should be designed in such a way that customer shopping is not a pain. Consumers should feel at ease with website elements such as visuals, filters, and an attractive presentation. The industry has created new programming languages and new design strategies, and new communication and data transfer protocols, in part to enable web sites to communicate with one another expand as required (Rababah & Masoud, 2010).

Online businesses' qualities such as ease of navigation, buying convenience, and product presentation. Customer happiness is positively influenced by selection options and involvement(Velinov, 2014).Along with website quality, online merchant reputation, an external source of information, may be a key predictor of consumer responses and future behaviors(Jiyoung Kim & Lennon, 2013).

The influence of website design on online buying is just as significant to customers as the impacts of excellent service and cheap costs in conventional retail(Hasan, 2016). Website design is even more important than the service offered to consumers in brick-and-mortar establishments when it comes to online shopping. Before making purchases online, users experience and assess the service's quality as shown by the site's interface design (Hasan, 2016).

### **3.2 Accessible website tools - online shopping**

Positive impressions of online commerce constitute another set of factors that could have a beneficial effect on e-satisfaction levels. Merchandising refers to the variables involved in selling products online that are distinct from site design and shopping convenience. This contains product options and information about products available online (Szymanski & Hise, 2000). The aspects of online buying might be either customers' or merchants', practical and utilitarian qualities, such as "ease of use," and "utility," or their assessments of emotional and hedonic characteristics such as "enjoyment" (Perea Y Monsuwé et al., 2004).The significance of technology in customer-supplier interactions requires special consideration, not just when it comes to transactions made through electronic channels, but also when it comes to determining what characteristics motivate customers to purchase from specific websites(Hwang & Jeong, 2016).Websites are, at their core, an

application of information technology. In electronic commerce, service quality metrics have been used to evaluate the quality of search engines and the aspects that contribute to the success of websites(Lin & Sun, 2009).Much of the research on consumer convenience has identified two critical criteria for providing convenient service to customers: time savings and effort reduction efforts. The term "effort-saving" refers to the reduction of cognitive, physical, and emotional activities associated with the purchase of goods and services by consumers(L. (Alice) Jiang et al., 2013).

### **3.3 Effective Product Presentation - Online Shopping**

Some of the products like garments' fit, color, and quality are difficult to judge online, but retailers are working to solve this difficulty by offering a variety of product presentation options to enhance the shopping experience. When it comes to online clothing purchasing, people make decisions based on their preferences. This type of product presentation Product zoom, 3D photos, and catwalk footage are some of the features (Boardman & McCormick, 2019).

The ability to simulate trying the product on one's body using a 3D virtual model may also be an important interactive feature for some of the product's website like apparel because consumers frequently state the inability to try on the product leads to hesitation to purchase apparel online(Jihyun Kim et al., 2007).Before making a purchasing choice, shoppers want to try on garments, feel their materials, and match them with other products. People depend on the product information supplied by these e-retailers in e-retailing, however, since they are unable to personally examine a product. Many e-retailers have implemented different visualization features such as zoom and panning capabilities to increase the efficacy of online product display to solve this problem (J. Yoo & Kim, 2012).

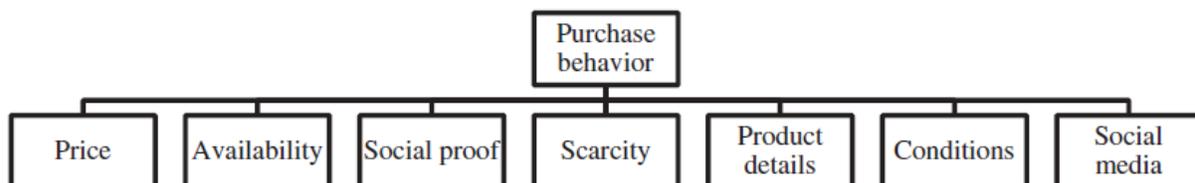
An online store's site visuals are a crucial tool for attracting and maintaining clients. The structure of an online business has an impact on the simplicity and speed with which customers digest information. According to several studies, the aesthetics of a website and attractive presentation of product has an influence on purchase intentions(Velinov, 2014).The increased availability and quality of information accessible online results in more informed purchasing choices and increased consumer satisfaction. The quality of the content and the user interface have an effect on consumers' satisfaction with the information in online retailers(Velinov, 2014). While customers

may believe they have sufficient knowledge about a product (for example, specifics on a garment), they may have difficulty visualizing how the product would appear and fit on them physically (mental intangibility). It is expected that these two similar but distinct structures might impact perceived risk and patronage intentions connected with online garment purchases in response to online product presentations(Song & Kim, 2012).

### 3.4 Relationship between Consumer Purchase Intention & online store - Online Shopping

Purchase Intention is concerned with the likelihood of making an online purchase. To boost consumer acceptability of e-commerce, consumers must intend to use a retailer's website to access and supply information necessary to complete a transaction involving the purchase of a product or service. Purchase intention is the end result of a series of cues presented to the e-commerce buyer(Boudhayan Ganguly, 2009).Many consumers can't fully evaluate sensory attributes when those who shop on the internet, the risk of on-line clothing purchases may keep people from buying. The combination of the direct visual experience and the virtual touch sensitive and behavioral experiences makes people think, feel, and act in the e-commerce environment(J. Park et al., 2005).

Customers who want to make electronic purchases play a big part in this. When a customer says they want to buy something from a seller, this can be seen as a sign that they are ready to make a sale and buy something from them(Halim et al., 2020).Through product and site offers, the Internet shopping environment expresses an image and influences customer happiness. Atmospheric cues such as visuals, colors, and connections should help to our growing understanding of how to please and arouse online store clients, thereby influencing their future buy intention(Koo & Ju, 2010).



**Figure :2Purchase Behavior**

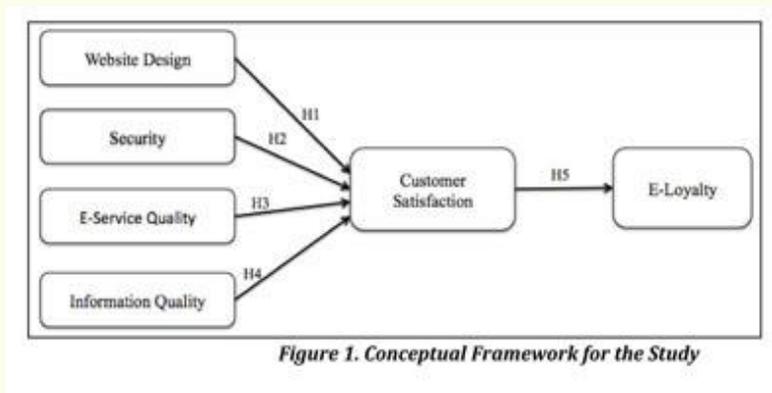
(Bucko et al., 2018)

Several studies have discovered a positive and statistically significant association between product presentation, background colour and lighting effect, high-definition image, and consumer intention to purchase. Detailed information on a product educates the buyer and influences their purchasing intention toward an online retailer(Mondol et al., 2021).

### **3.5 Consumer Shopping attitude & loyalty towards E-store- Online Shopping**

Customer loyalty is a crucial theme in marketing. More study is increasingly being conducted on the concept of loyalty in the context of internet commerce, or e-loyalty(Toufaily et al., 2013). Customer loyalty is the main goal of strategic marketing planning because it can have a lot of good effects on businesses. Loyal customers are more likely to talk about good service experiences than non-loyal customers, which could lead to word-of-mouth advertising at no extra cost to the service provider(Pratminingsih et al., 2013). It keeps the relationship between the customer and the service provider safe. Loyal customers are easier to reach than first-timers because most businesses keep records, which makes targeted indirect marketing easier(Pratminingsih et al., 2013).

Customer loyalty is essential to nurture relationships between customer and brand(Authors, 2017).An e-commerce setting, at its best, allows businesses to use the Internet to deliver goods and services to people. They can build relationships with customers they have never met, talked to, or even seen. The whole relationship can work well in cyberspace. the website design dimension is important because it is directly related to the user interface(KASSIM & ABDULLAH, 2008). An e-commerce setting, at its best, allows businesses to use the Internet to deliver goods and services to people. The whole relationship can work well in cyberspace. Easy to use(KASSIM & ABDULLAH, 2008). Online businesses often look beyond customer satisfaction to build trust in order to make it less risky for people to use their service. Customer loyalty is made up of both attitude and behaviors(KASSIM & ABDULLAH, 2008).



**Figure 3: E-Loyalty**  
(Szymanski & Hise, 2000)

#### 4. Essential elements of Digital merchandising

After studied multiple research paper below mentioned prominent elements (as shown in figure: 4) required for success of any digital portal for online shopping:



**Figure 4: Essential elements of Digital merchandising**  
Author's own compilation

##### 4.1 Search Bar

Typically, the homepage serves as the gateway to your e-commerce site. Given the importance of the initial impression, the homepage should deliver an engaging and dynamic experience that

will reduce bounce rates and direct visitors to a product. The search bar is the area of an Internet browser that enables you to search the Internet for what you're looking for. The search bar on a website is a spot on the page that enables users to conduct site-wide searches. The location of the search box on the site may have an effect on the user's choice to utilize it to conduct product searches. The navigation bar should be consistent across the site, including the site search fields. This is to ensure that visitors can simply navigate the site, regardless of the page they arrive at. Different types of ecommerce websites require different types of search bars; for instance, a grocery shopping website requires a large, easy-to-use search bar, whereas a high-end fashion website may want visitors to browse through numerous product images and thus requires a small, out-of-the-way search bar. The majority of website users will automatically seek for a search box in the top-right corner. The researchers examined the strategies that online buyers might use to locate things in an online environment. For a website where searching is critical, the search bar should be located in the top-center, immediately accessible, and big enough to be clicked.

#### **4.2 Attractive banners**

When clicked, an online banner advertisement is shown on a website accessible through desktop computers, a mobile-enabled website, or in an app. It consists of a mix of images and textual information and typically sends the visitor to the advertiser's landing page. Banner adverts have been demonstrated to be effective methods for promoting items by delivering information and increasing client buy intentions (Peker et al., 2021). Custom banners can also be shown when they land on the product listing page to notify them about the sale or let them know about a new product launch. When clicked, an online banner advertisement is shown on a website accessible through desktop computers, a mobile-enabled website, or in an app. It consists of a mix of images and textual information and typically sends the visitor to the advertiser's landing page. Banner adverts have been demonstrated to be effective methods for promoting items by delivering information and increasing client buy intentions. Additionally, banner advertising increases brand awareness and positively impacts brand attitude (C. Y. Yoo, 2009). These banner designs reassured customers on the brand's identity and look, as well as keeping them informed about new product launches relevant to their purchase.

### **4.3 High Quality Images**

Shopping online accounts for a significant share of e-commerce. While convenience is the primary benefit of internet buying, the inability to touch and feel the goods is a significant disadvantage. As a result, visuals are critical in online buying. High-quality photos improve the user experience by conveying a more accurate depiction of the product's attributes and condition (Goswami et al., 2011). Product search engines serve as the primary entry points for online buying sites. Typically, people utilize search engines to locate goods of interest. The search results page (SRP) comprises a list of items, each of which includes a picture, a title, and a summary and different data such as price, condition, and seller name. Users peruse the photos and text and then choose which ones to click to access the details pages (Goswami et al., 2011). Allowing consumers to engage with all aspects of the product improves their thinking and comprehension of the thing (Hewawalpita & Perera, 2017).

One of the primary benefits of an offline business is the ability to go around the store and physically inspect the products. To provide that experience to an online visitor, we must first provide an accurate representation of the goods. Additionally, you may attach a zoomed-in picture to demonstrate the content up close. Provide your customers with the ability to view any goods from any aspect before making a purchase. An attractive, enjoyable, and engaging visual display, such as three-dimensional photos of objects and virtual models, may assist in the processing of client information (Khakimdjanova & Park, 2005). One strategy for increasing the prominence of particular items within a wide collection is to increase the number of facings or the object's size (Kahn, 2016).

### **4.4 Product Sequencing**

To accomplish conversion, it is critical to capture the customer's attention within the first three page scrolls. It is physically hard to merchandise a shop with a large inventory, which is why online merchandising tools come in helpful. Sequencing items depending on their features (colour, style, etc.) is an effective strategy for increasing conversion rates (Peng et al., 2015). Online merchandising tools allow you to immediately arrange items in a variety of patterns in order to highlight the diversity of your product inventory. On the other hand, complexity is not equally

relevant in all purchasing situations and for all product categories. In certain cases, things are exceedingly standardized, and buyers have gained enough expertise that they no longer need to touch them (Peng et al., 2015). It's a good idea to arrange similar goods together to optimize ecommerce merchandising. This may be accomplished in a variety of ways, including the following: brand, product type, color, size, style, features, and intended usage of the product (Peng et al., 2015). Similarly, in-store, categories might sometimes overlap. When this occurs in a physical shop, workers are ready to direct clients to the appropriate department. Customers depend on the search toolbar to locate the appropriate goods while shopping online.

#### **4.5 Product Recommendation**

Product recommendations have long been a key merchandising element in eCommerce. You may fine-tune your suggestion tactics based on industry standards for each page on your site. Merchandising cues refer to the many methods in which online merchant's exhibit and/or categories their items in order to encourage purchase in their online shops. Cross-sells, up-sells, suggestions, and promotions are all examples of merchandising cues. A recommendation hyperlink indicates product pages that the customer is likely to find interesting based on their prior knowledge (Lee et al., 2000). Recommendations might assist purchasers in narrowing down their alternatives prior to making a purchase. This may assist decrease your bounce rate and hence improve your ranking in Google's search results. These widgets demonstrate versatility in application, such as highlighting a product as a best-seller or top-rated item, highlighting free delivery on any item for special occasions, and so on. The correct digital merchandising features can engage your consumers, direct them to appealing items, increase your sales, and result in high conversion rates - the ultimate goal of every ecommerce company owner.

#### **4.6 Navigation**

A row or column of buttons or pictures that act as a control point for the user to go to certain areas of a website. Additionally, the navigation bar may be a single graphic picture containing many options. A well-designed website navigation system is the skeleton of every website. It is, in many ways, the most critical aspect of a website's design. By and large, navigation comprises of links that direct viewers to different areas of a website. Researchers examined numerous design

characteristics and metrics associated with e-commerce websites and their effect on online customers. In a study (Zhang & Von Dran, 2001) of web site design quality considerations, it was discovered that navigation came in second place to security in e-commerce. While a web navigation route is composed of a series of pages or "clicks," a process model may be used to represent a collection of different click pathways on a website. (Wong, 2016) A process model may be used to forecast a user's "clicks" on a website in order to conduct consumer behavior research. It is generated utilizing process mining methods from the user's prior navigation routes on a website. For online shopping websites, such a process model may assist businesses in anticipating a user's path across the site and providing appropriate suggestions along the route.

#### **4.7 Using Filter/Facet and listing**

The primary necessity for online commerce is the use of filters/facets to refine the search. Filters assist in filtering down based on size, color, style, or occasion, or any combination of those factors, in order to produce customized product listings for customers who do not already know the specific product they're searching for and convert them to purchasers. Online merchandising solutions assist in the efficient management of facets/filters in order to shorten the route to purchase. The design of product listing pages, which group information about many goods together to enable for further study of any of them, has a significant impact on a website's traffic and sales volume. (Hong et al., 2004) Product listing pages are significant to all commercial websites that sell items because, despite the diversity of products offered online, product listing pages often feature the product names, brand names, pricing, and frequently photographs of the products. Prior study has shown that the design of product listing pages, where information about numerous goods is presented alongside one another to enable for further investigation of any of them, has a significant impact on a website's traffic and sales volume (Hong et al., 2004). Product listing pages are applicable to all business websites selling items because, despite the diversity of products offered online, product listing pages are generally simple to develop. consistent, which generally includes product names, brand names, and pricing and, in many cases, photographs of the items (Hong et al., 2004).

#### **4.8 Data Driven Product Sorting**

An online shop will have consumer information and a history of the items' performance. Views,

cart additions, and purchases all contribute to product curation. The first 100 goods presented have an effect on the click-through rate (CTR) and conversion rate. The driving data may be used to rank the most popular goods using online merchandising tools based on their overall performance. These technologies aid in the automated classification of items that are likely to sell. The most popular items will be a mix of top sellers and new arrivals. Additionally, 56% of product discovery occurs on ecommerce Product Listing pages. With that in mind, categorizing goods on a listing page is a critical feature for increasing conversion.

## **5 Research Gap**

A thorough review of the literature reveals that many aspects of digital merchandising and online shopping remain unexplored, one of which is the important features that are responsible for an efficient online product presentation and a better shopping experience for consumers. Most of the studies focus on consumer behavior and purchase intention, but no particular study has been done to illustrate how consumer shopping might be more successful and convenient in online shopping as in offline shopping. Additionally, there are a number of features that might help retailers guarantee that their customers can easily visit an online website without encountering any technical difficulties, but no studies have been conducted in this area so far. These all areas need to be researched.

## **6 Conclusion**

This research will aid in improving the consumer's shopping experience on digital stores by determining how e-stores/online shopping websites should improve their product presentation and incorporate essential online features that make online shopping more convenient and allow consumers to experience the product as they would in physical stores. Also, how retail brands can increase shopper confidence in online purchases while assuring them that shopping on digital stores is more convenient. This research will help retailers in recognizing the importance of excellent product presentation via the use of novel ideas, so that consumers can feel the product and trust the site while buying from an online shopping portal. Retailers should enhance their e-commerce experience and provide consumers with the most authentic purchasing experience possible. Online

retailers should understand consumer requirements in order to maintain customer loyalty towards the brand and to ensure that consumers can browse the site and make purchases without being confused.

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