Chapter 1 : Benefits & Features of Shopping Carts

Ecommerce shopping carts can help you promote special offers like order discounts, coupon codes, free shipping and gift cards. These offers serve a dual purpose -they encourage customers to take advantage of a "good deal" while also helping you compete in today's competitive online marketplace.

By Lauren Drell The first thing you must do is secure a good, catchy URL. This is important both for user experience and for SEO, since Google considers the content and structure of a site when it ranks for search. So, map out and mock up a design for the site â€" what designers call "wireframing" â€" and run it by a few friends to make sure it makes sense and is intuitive. Crucial Business Information "The biggest failure that people have is that they try to build the website they want, not necessarily the website they need," says designer Josh Frankel. Keep text to a minimum when it comes to your mission statement, because you should be writing things so people can skim â€" we all have short attention spans. One helpful tip for conveying your mission is to compare your business to something else, like how MeUndies. Depending on your business, you should have a few things on your website that fall into the realm of "information. If you work in the service industry and have a business that relies heavily on customer service and referrals, put some testimonials on your site. For example, a wedding planner could have one of her recent brides write about her experience with the business. A web designer should include screenshots or link out to previous work. Tailor your site so that it offers the information users are likely to be looking for. Most smartphones these days have the ability to do "click to call" on the web, so make the process as easy as possible for users. Just use an email address, but be sure you answer emails in a timely manner. And please, get an email address for your domain. Clear Navigation A map is useless without a legend and a website is useless without clear navigation. Make sure you use easy-to-understand and logical names for the various pages of your site â€" contact, about, FAQ, etc. Being clever or cryptic will just be a turnoff for users. When developing your navigation strategy, you should consider a call to action. What is it that you want people to do on your site? Email for a quote? Come to your brick-and-mortar store? Call to speak with a customer service rep? Make your goals clear and obvious. Think about the goal of your potential customer. The SSL will encrypt communications between you and your clients i. Social Media Integration Twitter. There are a lot of social platforms out there, and you should promote your presence on them on your website, because social media is critical part of marketing your business. Though not a traditional business, digital savvy Team Coco does a great job promoting its many social channels on the website. Is it worth it to maintain a presence on so many social platforms? A Mobile-Ready Version Smartphones and tablets are driving an increasing amount of web traffic , and the numbers are only going to grow as mobile devices become cheaper and more mainstream. So your website better be readable on handheld devices. So, how can you do it? Layouts are adjustable and images are scalable to make for a better web experience on myriad devices. Here are examples of sites with responsive design, so you can see for yourself. Do you simply want to focus on developing a mobile website? You can use Mobify and other tools to create a mobile version of your website. FAQ People have a lot of questions. As you hear concerns from customers and receive feedback via email, gather up the most frequently asked questions into a list and offer clear, concise answers. Questions often revolve around materials and ingredients used for allergy reasons , shipping information, company history, sizing for apparel brands and cancellation or return policies. Not having good hosting can cost you in many ways. A slow site is frustrating, one that fails to load is obnoxious and both could turn off customers. But beyond annoying your users and increasing your bounce rate, poor hosting can also affect your rank in search engines, since many search engine algorithms detect webpage loading speed, says Malakai Whitston of design blog WebDesignFan. Feel free to forgo these things on your website: What are your website must-haves? Let us know in the comments.

Chapter 2 : Online shopping - Wikipedia

But at the moment, in mid, these are the shopping cart features that I could not live without. Finally, it may be helpful to quickly define "shopping cart." In the context of this article, it is an ecommerce-specific content management system that â€" among other things â€" serves product detail pages to a shoppers' web browsers.

The differences between these carts can be significant, so knowing what features matter is important. In truth, this probably should be a much longer list, since narrowing down shopping cart features to just ten important ones necessarily leaves out a lot of other important capabilities too. This list is also something of a matter of opinion. But at the moment, in mid, these are the shopping cart features that I could not live without. Also, the terms ecommerce platform, shopping cart, and cart will all be used interchangeably. You may also notice that features near the top of the list are relatively more important, in my view, and get a bit more ink, so to speak. Large, Functional Product Images Product images are among the most effective ways to communicate with customers on an ecommerce site. Although product images are essentially a standard feature on all shopping carts or ecommerce platforms, it is important to find a solution that is flexible enough to allow you or your developer to resize the images, since bigger is usually better. It is also helpful if the cart supports product image zooming. As an example of how powerful a big, beautiful product image can be, take a look at the Victorinox site , the makers of Swiss Army knives. Sometime ago I came across a picture of the Victorinox site in an article about product photography. The picture was so compelling that I went directly to the site. Another example comes from clothing retailer Roxy , which uses by pixel product images on its product pages. Shoppers may also see a larger version of the image, which is by pixels. Roxy uses by pixel product images on its site. Uncrate is another example of a retailer using large product images to help it sell. Uncrate often uses product images the full width of the page. With this in mind, it is imperative that a shopping cart either includes support for product reviews right out of the box or has an easy way to implement third-party product reviews. Several very successful online stores make excellent use of product reviews. For example, Newegg , the electronics retailer, frequently has more than 75 reviews for individual products. These reviews can help shoppers make good buying choices. Newegg often has more than 75 individual product reviews on its product detail pages. This kind of navigation divides products into rational sub-categories, and displays those sub-categories as product filters. Using this kind of a system, shoppers may drill down to products based on price, color, features, or attributes. As executed in a shopping cart, this feature should be data driven and programmatic. A site administrator or owner needs only establish the business rules and the shopping cart should do the rest. You will find examples of layered and faceted navigation on many â€" if not most â€" leading online retail sites. Zappos , the footwear retailer, makes extensive use of layers and facets on its pages. In fact, if you look at the URL for a typical Zappos product category page, you will even see references to these facets. Zappos makes extensive use of facets and layers in its site navigation. Single-Page, Fast Checkout Actually paying for a purchase online is the last hurdle a shopper must traverse before completing an order. A shopper interested in buying wants to complete this step as quickly as possible, and a merchant should try to get out of the way. One of the simplest methods to speeding checkout is to limit the checkout form to as few fields as possible and keep the entire form on a single page to avoid loading a new page at each stage of the checkout process. Kalyx uses a single page checkout. Search As surprising as it may seem, some ecommerce platforms do not support site search. So be sure that the one you select does. OMG Jeans has a large search form in the upper-right corner of its site. In this environment, an online merchant must be able to process coupon and discount codes, so that deal crazy shoppers can get their savings fix. A good ecommerce platform will have couponing and discounting built in. For example, when you shop at the U. Olympus, like many retailers, gladly accepts coupon codes. Large effective product images; product reviews; layered and faceted navigation; single-page checkout, site search, and discount and coupons codes combine for a pretty powerful user experience, but a good ecommerce platform should also take care of the merchant. Here are three more features that you must have. Product Import and Export The Internet is always changing and evolving. Likewise, so is ecommerce. A few years ago, it would not have occurred to me that a shopping cart

should have good product import and export capabilities, but now this is a must-have feature. Whether one is exporting product data to a shopping comparison site or a Facebook store or synchronizing inventory from an online store to a physical location, the ability to easily transfer price, inventory, or product updates in to or out of a shopping cart is essential. Look for a cart that makes this extremely simple. Easy Integration with Third Party Solutions There are many ways to go about building an ecommerce shopping cart, including a modular construction that allows site owners to easily add third-party solutions. For example, if you would like to use QuickBooks for accounting, there should be a simple way to connect it to your shopping cart without spending a fortune on development work. Likewise, if you would like to use MailChimp to manage your newsletter, it should be easy to integrate. Analytics and Sales Reporting Finally, a good shopping cart must have built-in sales reporting and analytics capabilities â€" even if the later comes from simple integration with Google Analytics. Be sure that you can track product sales down to a significant level of detail. Sales reports should also be easy to export. Summing Up There are many shopping carts and even more shopping cart features to consider, but the ten listed here are essential.

Chapter 3 : eBay online shopping website: Features, exclusive deals & my personal shopping experience

Real Cart is a robust, flexible shopping cart that will give you the power to drive sales online. Custom Design. Every shopping cart comes with a fully branded design.

Some of the must-have features for a grocery mobile app are listed below. Shares According to a Nielsen report , one-quarter of people use mobile apps for buying grocery online, and more than half are willing to do it in the future. To meet the growing usage of mobile apps, grocery mobile app development has gained huge momentum. With growing sales of online grocery, there is no denying that the usage of mobile apps will continue to rise in the future as well. With mobile apps, customers can buy groceries anytime, anywhere and get them delivered to their doorstep. Thus, they can be used by businesses to reach new markets and audiences. Some of the must-have features for a grocery mobile app are listed below: Through cart sharing feature, customers can share their shopping cart with their friends and family. Additionally, a shopping list feature is one of the most highlighted features in a grocery shopping delivery app. With the shopping list feature, customers can make a list of products they are looking to buy it. Customers can use the same list while doing shopping in the future by adding or deleting a few items. Faceted search Faceted search narrows down the options customers are searching for, without making them guess through the catalogue descriptions. Customers can search the products by typing keywords or phrases into the search box without navigating it through the entire app. Besides impressive auto-suggest features, your website can also have the functionality of adding products to the cart from search listing with just one click Push notifications To provide the customer with latest deals and offers the mobile app must be enabled for push notifications. Through these notifications or mobile alerts, customers get aware of the latest coupons, flash sales and it makes users take an action. Push notifications is a very exciting feature which helps your online store to engage with your current customers. If you have the multi-stores in different locations, then building a geo-enable app will help the customers to locate you easily. Order tracking and status: Nowadays customers want their orders in just a few days and to keep them updated about their order, order tracking and status feature play an important role. Through the real-time tracking feature, you can send push notifications to your customers when their product is going to be delivered and which logistic company is going to deliver the product and the contact details of that logistic company. According to stats shared by Invesprco team, 31 million coupons will be redeemed worldwide in and 62 per cent smartphone users are likely to use digital coupons in the future. Additionally, giving special deals on festivals or running contents are proved strategies to increase sales on your online grocery mobile app. Signup with social media and mobile number Today, customers do not like to fill the long sign-up forms while registration. Giving instant access to customers through social media profiles have been a great way to retain more customers and increase the number of visits to your online grocery mobile app. Furthermore, there are some customers who hesitate to sign up with social media due to security or privacy reasons, for such customers giving them an option of one-click signup form with email or mobile number is a better idea. Reviews and ratings With reviews and rating system, customers can share their feedback to the products they have bought. Product comparisons The price comparison is another feature which is very much required in a grocery shopping app as most of the consumers begin their shopping by researching and comparing products, prices, quality etc. This feature allows customers to find products without making them leave the app. Secure and multiple payment options Usually buying grocery is a routine task, for providing customers an unparalleled convenience grocery mobile must have multiple and secure payment methods. Moreover, in order to create loyalty among your consumers, you can also have a feature like virtual points, which act as rewards points for purchases. All these features play a vital role in every grocery mobile app. Hence, any entrepreneur or business owner thinking of getting a grocery mobile app developed should concentrate on all these features. Growcer is a turnkey solution which has all the aforementioned features. It is the perfect ecommerce software platform to launch a grocery mobile app. So, enter into this growing industry with a right technology solution and become the next BigBasket, Grofers, or Bigoven in the online grocery industry.

Chapter 4 : What are Shopping products? Examples of Shopping products?

Shopping products generally involve more time, cost and efforts from the consumers part as they are considered as a higher risk proposition by the blog.quintoapp.com take a TV for example - Before buying a TV, a customer will have a look at all different brands, products and product features.

A Shopping cart that turns visitors into customers Your 3dcart store optimized for conversions right from the beginning Secure shopping cart Your customer and transaction data is secure with 3dcart. All plans include bit SSL Encryption. You can even offer Free Shipping as needed! Learn more about ecommerce shipping Accept payments Accept payments quickly and easily without having to fill out complicated and technical merchant application forms. Already have a merchant gateway account? With over pre-integrated payment solutions on the 3dcart platform, accepting online payments is a breeze! Your Business, Your Choice. Send compelling, automated emails to abandoned shoppers after a specified number of hours, allowing you to direct customers back to your online store and recover potentially lost sales. VAT support is also available with a few clicks. Use Avalara in your online store to access its full set of advanced features, making charging and collecting sales tax a breeze. Calculation, reporting, filing, address validation; Avalara can do it all. Plus, access real-time tax rates with AvaTax. Optionally include or exclude shipping charges and product discounts in your tax calculation, use Product Tax Codes to apply specific rates to different types of products, set up tax exemption per customer or customer group, and more. Plus hundreds of built-in shopping cart tools Conversion optimized checkout Get more conversions with a checkout that features the latest usability standards for eCommerce, featuring a simple and optimized design for desktop, tablet, and phone. Built in abandoned cart tools Recover sales automatically by sending pre-defined emails to customers that started an order but did not finish it. Reporting tools show you exactly how much was recovered. Wish list Drive a better customer experience by letting your customers easily and conveniently add products to one or more lists that can be shared publicly with friends. Sell in person, at tradeshows, or even to setup your cash register and credit card processing for your retail store. Gift wrap Delight your customers by giving them the ability to gift wrap their purchase. Functionality includes the ability to select multiple choices of paper and specifying price. Gift registry Give your customers the ability to pre-select products from your store catalog for family and friends to purchase at a later date; an absolute must for the big events in life. Saved carts Let your customers save their shopping carts so that they can complete their orders upon their return visit. Optionally craft customized carts for individual customers.

Chapter 5 : 5 Features Women Want in Clothing | HowStuffWorks

Shopping cart software combines standalone applications and embedded commerce services that streamline web buyers' experience, and make it possible to select and reserve items for purchase before moving to check out.

List of largest shopping malls in the world The former Camp Snoopy Amusement park before it was Nickelodeon Universe at the center of the Mall of America in Bloomington, Minnesota , the largest shopping mall in the United States The size of shopping centers and malls continued to increase throughout the twentieth and into the twenty-first centuries. Earl Puckett confidently announced The Outlets at Bergen Town Center as the largest of ten proposed centers, stating that there were 25 cities that could support such centers and that no more than 50 malls of this type would ever be built nationwide. The most visited shopping mall in the world and largest mall in the United States is the Mall of America , located near the Twin Cities in Bloomington, Minnesota. Philippines has the most number of shopping malls in the top largest shopping malls in the world with Types[edit] The International Council of Shopping Centers classifies shopping malls into eight basic types: Strip mall A neighborhood center in the form of a strip mall , in Cornelius, Oregon Neighborhood centers are small-scale malls serving the local neighborhood. They typically have a supermarket or a drugstore as an anchor, and are commonly arranged in a strip mall format. Community mall[edit] Community malls are larger than neighborhood centers, and offer a wider range of goods. They may also follow a strip configuration, or may be L- or U-shaped. A regional mall is, per the International Council of Shopping Centers, in the United States, a shopping mall which is designed to service a larger area than a conventional shopping mall. Given their wider service area, these malls tend to have higher-end stores that need a larger area in order for their services to be profitable but may have discount department stores. Regional malls are also found as tourist attractions in vacation areas. Retail park Power centers are large shopping centers that almost exclusively feature several big-box retailers as their anchors. Theme or festival centers have distinct unifying themes that are followed by their individual shops as well as their architecture. They are usually located in urban areas and cater to tourists. Outlet store An outlet mall or outlet center is a type of shopping mall in which manufacturers sell their products directly to the public through their own stores. Other stores in outlet malls are operated by retailers selling returned goods and discontinued products, often at heavily reduced prices. Outlet stores were found as early as , but the first multi-store outlet mall, Vanity Fair , located in Reading, PA did not open until Belz Enterprises opened the first enclosed factory outlet mall in , in Lakeland, TN , a suburb of Memphis. Food court A common feature of shopping malls is a food court: Department store and Anchor store When the shopping mall format was developed by Victor Gruen in the mids, signing larger department stores was necessary for the financial stability of the projects, and to draw retail traffic that would result in visits to the smaller stores in the mall as well. These larger stores are termed anchor store or draw tenant. In physical configuration, anchor stores are normally located as far from each other as possible to maximize the amount of traffic from one anchor to another. These stores may have their own parking lots, or their lots may interconnect with those of the mall or center. In , a year before the Great Recession , no new malls were built in America, for the first time in 50 years. Some real estate experts say the "fundamental problem" is a glut of malls in many parts of the country creating a market that is "extremely over-retailed". Outdoor outlet malls or big box shopping areas known as power centers are now favored, although the traditional enclosed shopping mall is still in demand by those seeking weather-protected, all-under-one-roof shopping. In large part they were financed by international investors and were popular with shoppers from the emerging middle class. This includes converting malls into apartments, offices and industrial space. Other owners have taken the approach to turning large chunks of malls into parks and playgrounds. In Austin, Texas, Highland Mall was converted into a community college. Much of the , square foot mall will be the home of Austin Community College. The challenge of this type of mall is to overcome the natural tendency of shoppers to move horizontally and encourage shoppers to move upwards and downwards. It contains a hotel, luxury condominiums, and office space and sits atop a block-long base containing an eight-level atrium-style retail mall that fronts on the Magnificent Mile. Times Square in Hong

Kong is a principal example. Online shopping influence[edit] Faced with the exploding popularity of buying online , shopping malls are emptying and are seeking new solutions to generate traffic. In the US, for example, roughly out of 1, malls across the country are going out of business. In Q3 , it comprised 3. Shopping property management firms A shopping property management firm is a company that specializes in owning and managing shopping malls. Most shopping property management firms own at least 20 malls. In the UK, The Mall Fund changes the name of any center it buys to "The Mall location ", using its pink-M logo; when it sells a mall the center reverts to its own name and branding, such as the Ashley Centre in Epsom. Shopping center management and advisory firms are bringing about professional management practices to the largely fragmented shopping center development industry in India. Historically, land ownership in India, has been fragmented and as a byproduct shopping center development, which rendered the single mall developers vulnerable to dubious advice and practices, since standard benchmarks, knowledge resources, and skilled people were scarce. This is changing as new firms promoted by former shopping center managers are stepping in to bridge the gap between ownership and professional management. Mall management is slowly becoming a trend and is much sought after services in Asia and other markets. Legal issues[edit] One controversial aspect of malls has been their effective displacement of traditional main streets or high streets. Some consumers prefer malls, with their parking garages, controlled environments, and private security guards , over CBDs or downtowns , which frequently have limited parking, poor maintenance, outdoor weather, and limited police coverage.

Chapter 6 : 4 latest features of mobile shopping apps

Some of the Many Features That Our Online Shopping Carts Have Our shopping cart software has all of the features that your online business needs to make your web site a user-friendly experience and also a practical solution for your business.

The easiest way to make it done is to integrate unique features into the apps. Thanks to the advantages of mobile apps, there are an increasing number of mobile shopping apps to promote sales. The easiest way to make it done is to integrate exciting and unique features into the apps. Personalized, customized offers Every seller should know the value of letting customers create their own unique products to enhance customer loyalty and engagement. In fact, product customization helps the sellers to boost sales on their own websites. This is still true when applied in mobile devices with shopping applications. This feature of shopping app can help the sellers foster customer engagement. In-Store Pick up The feature In-Store Pick up is becoming more popular with customers who want to pick up their products at a real store. In reality, it lets them buy items in mobile apps and then pick up by themselves. Thanks to this feature, both customers and sellers can reduce expenses, particularly shipping and scheduled delivery charges. It also helps the customers get the order faster. As soon as a customer place an order, the store staff will make sure that the order is ready. It also notifies customers about their online order being ready for pickup. This saves the customer a lot of time and the seller is able to provide a greater experience to the shopper. Product Finder In large stores, where finding a product or a particular aisle can be difficult, this feature will surely be helpful. This means that when entering a store, customers just need to search for the products they want the-the app will show them exactly the location of the items. Thus, the customers will not waste time wandering in the store to find among the aisles. In-Store Navigation This is another great feature to locate various aisles and specific products that customers need. It is much easier for the sellers to enable in-store navigation within the store as it helps accurately locate the position of customers in a store. Make your own shopping app with unique features! There are more and more handy features integrated into mobile shopping apps to serve their customers better. You are a retailer and you want to buy an app to boost your sales with all the trendy features in your own way? The best solutions for you is SimiCart!

Chapter 7 : Characteristics of Online Retailing

There are more and more handy features integrated into mobile shopping apps to serve their customers better. To catch up with the trend, developers and sellers must always keep their apps up-to-date and optimize the customer shopping experiences by adding many unique and creative features in the apps.

Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time e. Product delivery Once a payment has been accepted, the goods or services can be delivered in the following ways. The product is shipped to a customer-designated address. The customer selects a local store using a locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model. For digital items or tickets: Printing out, provision of a code for, or e-mailing of such items as admission tickets and scrip e. The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility e. The patron picks up pre-purchased tickets for an event, such as a play, sporting event, or concert, either just before the event or in advance. With the onset of the Internet and e-commerce sites, which allow customers to buy tickets online, the popularity of this service has increased. Shopping cart systems Simple shopping cart systems allow the off-line administration of products and categories. The shop is then generated as HTML files and graphics that can be uploaded to a webspace. The systems do not use an online database. Other solutions allow the user to register and create an online shop on a portal that hosts multiple shops simultaneously from one back office. Open source shopping cart packages include advanced platforms such as Interchange, and off-the-shelf solutions such as Magento , osCommerce , Shopgate , PrestaShop , and Zen Cart. Commercial systems can also be tailored so the shop does not have to be created from scratch. By using an existing framework, software modules for various functionalities required by a web shop can be adapted and combined. Information load is a product of the spatial and temporal arrangements of stimuli in the web store. Novelty involves the unexpected, suppressed, new, or unfamiliar aspects of the site. The novelty dimension may keep consumers exploring a shopping site, whereas the complexity dimension may induce impulse purchases. It must build relationships with customers to make money. The report also suggests that a website must leave a positive impression on the customers, giving them a reason to come back. Dyn , an Internet performance management company conducted a survey on more than consumers across 11 countries in North America , Europe , Middle-East and Asia and the results of the survey are as follows: Online retailers must improve the website speed Online retailers must ease consumers fear around security These concerns majorly affect the decisions of almost two thirds of the consumers. The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features. Methods for evaluating usability include heuristic evaluation , cognitive walkthrough, and user testing. Each technique has its own characteristics and emphasizes different aspects of the user experience. For example, Best Buy , the largest retailer of electronics in the U. The survey found shopping began at amazon. Advantages Convenience Online stores are usually available 24 hours a day, and many consumers in Western countries have Internet access both at work and at home. Other establishments such as Internet cafes, community centers and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel or commuting and costs such as gas, parking, or bus tickets, and must typically take place during business hours. Delivery was always a problem which affected the convenience of online shopping. However to overcome this many retailers including online retailers in Taiwan brought in a store pick up service. This now meant that customers could purchase goods online and pick them up at a nearby convenience store, making online shopping more advantageous to customers. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. For example, the online shoe retailer Zappos. In the United Kingdom, online shops are prohibited from charging a restocking fee if the consumer cancels their order in accordance with the Consumer Protection Distance Selling Act Some online stores provide or link to supplemental product information, such as

instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy. Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products. Reviews and even some blogs give customers the option of shopping for cheaper purchases from all over the world without having to depend on local retailers. In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mails or phone calls to handle customer questions. Even if an online store is open 24 hours a day, seven days a week, the customer service team may only be available during regular business hours. Price and selection One advantage of shopping online is being able to quickly seek out deals for items or services provided by many different vendors though some local search engines do exist to help consumers locate products for sale in nearby stores. Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or service. Shipping costs if applicable reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this. Shipping a small number of items, especially from another country, is much more expensive than making the larger shipments bricks-and-mortar retailers order. Some retailers especially those selling small, high-value items like electronics offer free shipping on sufficiently large orders. Disadvantages Fraud and security concerns Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud than face-to-face transactions. When ordering merchandise online, the item may not work properly, it may have defects, or it might not be the same item pictured in the online photo. Merchants also risk fraudulent purchases if customers are using stolen credit cards or fraudulent repudiation of the online purchase. However, merchants face less risk from physical theft by using a warehouse instead of a retail storefront. Secure Sockets Layer SSL encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. However, one must still trust the merchant and employees not to use the credit card information subsequently for their own purchases, and not to pass the information to others. Identity theft is still a concern for consumers. A number of high-profile break-ins in the s has prompted some U. Computer security has thus become a major concern for merchants and e-commerce service providers, who deploy countermeasures such as firewalls and anti-virus software to protect their networks. Phishing is another danger, where consumers are fooled into thinking they are dealing with a reputable retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party. Denial of service attacks are a minor risk for merchants, as are server and network outages. Quality seals can be placed on the Shop web page if it has undergone an independent assessment and meets all requirements of the company issuing the seal. The purpose of these seals is to increase the confidence of online shoppers. However, the existence of many different seals, or seals unfamiliar to consumers, may foil this effort to a certain extent. A number of resources offer advice on how consumers can protect themselves when using online retailer services. Sticking with well-known stores, or attempting to find independent consumer reviews of their experiences; also ensuring that there is comprehensive contact information on the website before using the service, and noting if the retailer has enrolled in industry oversight programs such as a trust mark or a trust seal. Before buying from a new company, evaluating the website by considering issues such as: Ensuring that the retailer has an acceptable privacy policy posted. For example, note if the retailer does not explicitly state that it will not share private information with others without consent. Ensuring that the vendor address is protected with SSL see above when entering credit card information. Another option is a "pass phrase," which might be something along the lines: These passwords can be site specific and may be easy to remember. Although the benefits of online shopping are considerable, when the process goes poorly it can create a thorny situation. A few problems that shoppers potentially face include identity theft, faulty products, and the accumulation of spyware. Most large online corporations are inventing new ways to make fraud more difficult. However, criminals are constantly responding to these developments with new ways to manipulate the system. Even though online retailers are making efforts to protect consumer information, it is a constant fight to maintain the lead. It is advisable to be aware of the most current technology and scams to protect consumer identity and finances. Product delivery is also a main

concern of online shopping. Most companies offer shipping insurance in case the product is lost or damaged. Some shipping companies will offer refunds or compensation for the damage, but this is up to their discretion. Lack of full cost disclosure The lack of full cost disclosure may also be problematic. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost up front. Additional fees such as shipping are often not visible until the final step in the checkout process. The problem is especially evident with cross-border purchases, where the cost indicated at the final checkout screen may not include additional fees that must be paid upon delivery such as duties and brokerage. Some services such as the Canadian-based Wishabi attempts to include estimates of these additional cost, [42] but nevertheless, the lack of general full cost disclosure remains a concern. Privacy Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for these purposes, Many websites keep track of consumer shopping habits in order to suggest items and other websites to view. Brick-and-mortar stores also collect consumer information. This information is obviously not accessible to the merchant when paying in cash or through a bank money transfer, in which case there is also proof of payment. Product suitability This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. March Learn how and when to remove this template message Many successful purely virtual companies deal with digital products, including information storage, retrieval, and modification , music, movies, office supplies, education, communication, software, photography, and financial transactions. Other successful marketers use drop shipping or affiliate marketing techniques to facilitate transactions of tangible goods without maintaining real inventory.

Chapter 8 : 10 Essential Shopping Cart Features | Practical Ecommerce

International Village Mall Features. Architectually Designed Community Mall; Units with more than 60 retail shops including a large Language School, Japanese Department Store, Drugstore, Wine Store, Cigar Store, Boutiques, Shoes and Gift Stores, Galleries, Furniture Stores, Antique and Jewellery Stores.

We welcome Pablo Palatnik as our newest contributor. He is director of search marketing and search engine optimization for Fortune3, a shopping cart company. His first piece is below. Internet merchants have many challenges when it comes to turning visitors into customers. One element that is often overlooked is the product page. These pages are what will really drive visitors to make the purchase. Here are the most important and critical features to have on your product pages to improve conversions. Quality of Image When you go shopping at an actual store, you may talk to someone about the product in person â€" although ecommerce sites often have more accurate and in-depth descriptions of a product than someone who works at the store â€" but the visual process of shopping is the most crucial. Image quality is king when it comes to ecommerce. Invest in quality images of your own products. Apple uses careful product photography to present its products, including the iPhone in this image. Alternate Views As important as it is to have quality images on your product pages, it is also important to display the product in as many angles and details as possible. Remember, the sale is in the details. People want to see exactly what they are getting. If you are selling expensive goods, alternate views are a must. Remember that online shoppers are concerned about product authenticity â€" alternate views can help. On the lower right of this product detail page, TigerDirect. TigerDirect is a terrific website to analyze when it comes to product pages. This helps consumers get a better view of the product. Consumer Reviews Shoppers care what others have to say. Not all products have positive reviews. In fact, many have both positive and negative reviews, which,makes the shopping experience that much more authentic and real for the shopper. Product Comparisons Product comparisons can improve a shopping experience â€" and increase sales. Consumers typically shop for similar features. A product comparison feature on product pages can help them view features side-by-side, instead of flipping through many pages. Many shopping carts are starting to incorporate this feature into their platforms. Live Chat Live chat is very important to an ecommerce site. This feature should be site wide, but especially on every product page. Live help can help close the sale. Customer questions can be answered immediately. There are many live help platforms in the marketplace to choose from. Product Demos Product demos are increasingly popular. They inform the consumer and can really help decrease return rates. TigerDirect offers pop-up product demonstration videos. I looked where shoppers were going to get a better feel of user navigation. It helps spread the word in a quick and efficient way. Show Products on Human Models For sunglasses, t-shirts or anything that fits on a human, it can really help consumers to see it on someone. Showing products on models is very effective. It lets the online shopper have a much better understanding of the product. Share Buttons Social buttons are a great marketing tool for your product pages. These buttons allow users to post and share your product with their network of friends and family through Facebook, Twitter and countless social networks. Individual social buttons are easier for shoppers to use, rather than clicking on an aggregate button and then choosing a specific site.

Chapter 9 : Top Shopping Cart Software for Your Online Store

Experience the enormous benefits of managing your shopping centre's content in one place and updating all your digital media channels at once.

Due to the growing use of internet, online shopping has become more popular than other shopping methods. Most of the internet users choose online shopping over other shopping methods because of the associated low taxes, low prices and home delivery facility. Online shopping sites provide more offers than traditional shopping stores. I think online shopping is the best way for purchasing products like mobile phones or tablets. Why I am saying this is based on my shopping experience at eBay. Through this online shopping site, you can easily purchase products like mobile phones, tablets, computers, watches, dresses, television, footwear and many more. If you are looking to buy Apple iPad tablets, I think you will find them here at the lowest prices in market. They offer lot of deals for different products. I am a subscribed customer for the special deals and offers by eBay. If any interesting deal comes, I will definitely purchase through eBay. Payment options at eBay website: I think EMI option is really helpful for purchasing expensive products. Customer care support at eBay website: The website provides good customer care support to users. You can call, email or chat with customer care executives. You can call eBay customer care executives any day of the week but you can chat with them only on working days, i. If you mail to the ebay customer care center, the company makes sure you get a reply within 48 hours. Return policy of eBay website: If you get a damaged piece, return it to eBay. The company will deliver another product within 7 days. If you have any doubts about the seller or the return policy, just comment in the feedback box. My personal online shopping experience at eBay: Anyways, the product got delivered within 4 days of payment. I got 1 year India warranty with VAT paid bill. Will I use eBay service again? I will purchase more products from eBay whenever any interesting deal or offer comes my way.