Top 5 ways to influence user behaviour on your Magento store

What you need to know about E-commerce-

eCommerce, in today's era, is an important tool for any kind of business throughout the world. This rapidly emerging platform is used not only to sell products online but also to engage people and create a long-lasting consumer base. You don't need a physical area to sell the products, and it gives way to globalize your market.

As the eCommerce industry is growing rapidly, so is the cut-throat competition between various eCommerce stores. There are new niche eCommerce sites built every single day, and the need for simplifying user experience is also increasing. There are hundreds of eCommerce development platforms who are working towards this motive.

The e-commerce platform that we love -

Magento, an Adobe company, is one of the rapidly growing simple-to-use open source eCommerce platforms which is accepted by many business owners globally. The reason for its popularity is the flexibility and customizability of the user interface. Also, it helps user in boosting their sales and maximising the gross margins. Having such a big user base, there is a need for business owners to influence user behaviour in order to grow their client base and survive the competition.

The Matter- How can you influence your clients?

There are various factors that affect user behavior. Today's consumers and their buying patterns are changing every minute. It can be a matter of demographics, age, community, culture or just a mood swing. Knowing your own customer helps a lot. Yet There are many generalized ways in which user behaviour can be influenced, and could work for all.
 We have curated the top 5 ways by which you can influence user behaviour on your Magento store -

1. Let the eyes relax- First things first, internet users are subjected to a massive information throughout their screen and nobody wants to spend their time looking at unnecessary things. Here's an example to make it clear.
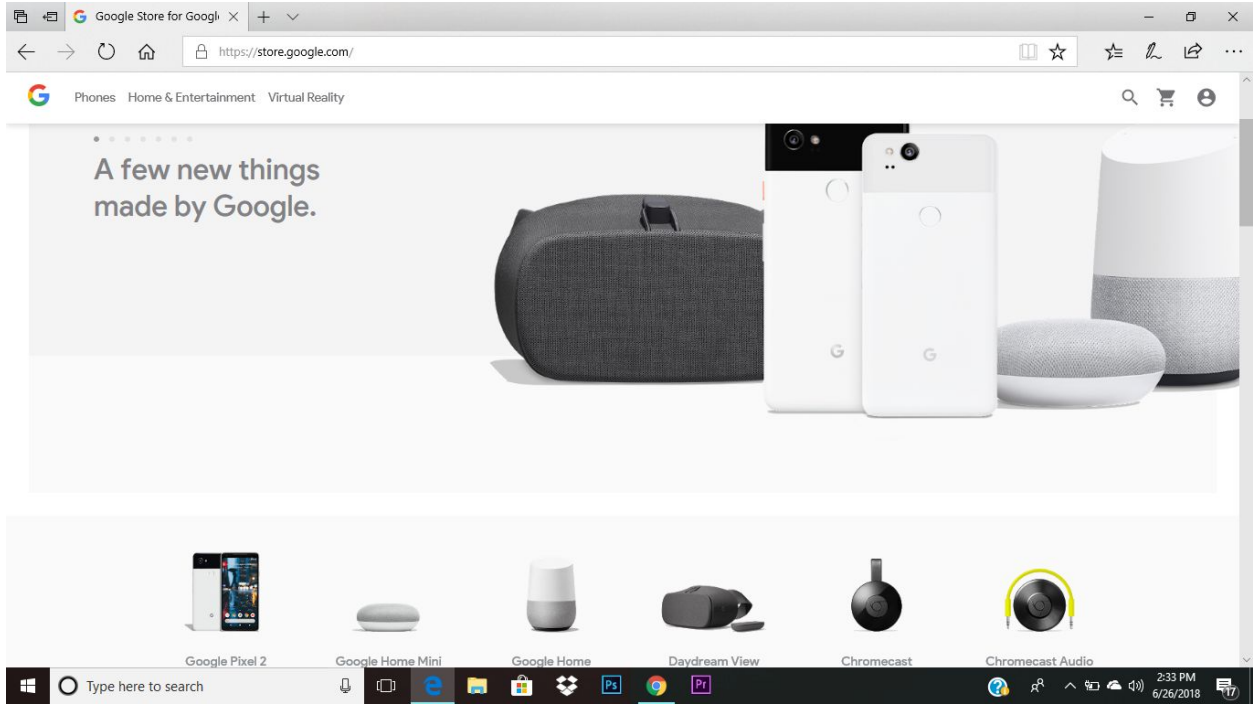
Any e-commerce store looks beautiful when it has only relevant information. The user feels relaxed and would love to explore the space. Magento stores are highly customizable and makes it easier for user to build a minimalistic online store. This also helps in building an everlasting trust between a business and a user, because they psychologically believe that you don't want to misguide anybody.

*2. The urgency factor* - Amazon explains this in an accurate way.

Simple. The deal is to make your client order a product within the suggested time so that a client can avail a deal. This also creates an urgency in the mind of users to take a quick decision. On your Magento store, when you offer a competitive price on a product to be availed within a given deadline, conversion rates are more likely to increase. Bring them a bonus! Faster delivery along with the offer! Nobody wants to wait. Faster the service, happier is the customer.

3. *Categorization* - There are two situations. One in which you are supposed to find your required product from a box with thousand other products, Second in which you have different boxes seperated for every category of products. It is obvious that finding the product in the second situation is time-saving. The client wants to save his time.
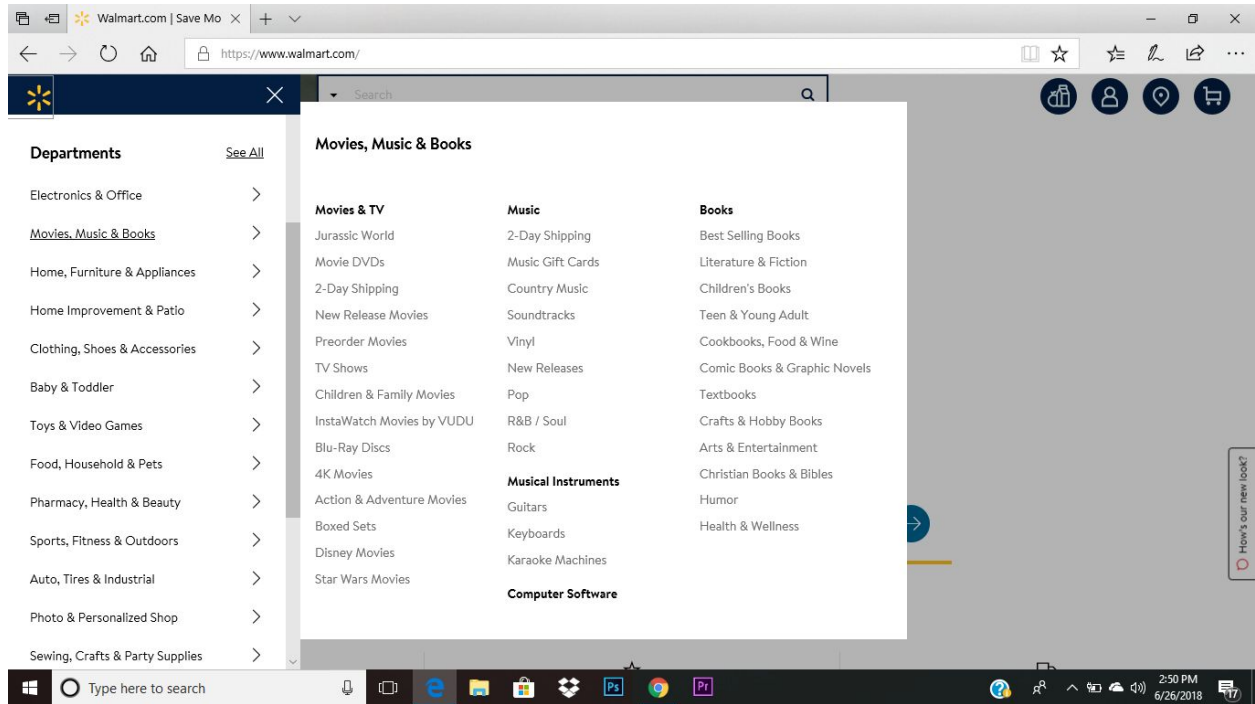
Here is a screenshot of Walmart explaining the point. The categories are divided into very small modules and you'll reach to your required product in considerably less time. As said previously, Magento's customizability and flexibility makes it easier for you to build an e-commerce store just as mentioned.

4. Beware of hidden Charges - Many eCommerce sites make this mistake of delighting the user with competitive prices in starting, and end up charging greater prices by adding taxes or other charges during checkout. This makes the user bounce from the store and never return back again. It is, therefore, recommended to make sure that you keep your products priced competitively and keep it rigid throughout the time when a user is exploring, and the time when a user is checking out at your Magento store.

5. Feedback Mechanism - This plays an important role in any eCommerce business. Keeping up with customer feedbacks makes any business a winner. The customer needs to be empowered to tell what they want. Businesses are meant to fulfill market's need and it is the customer who is going to bring that need. Your e-commerce store will not be perfect at once, it will grow when you empower the users to improve your performance.

Wrapping up -

On an ending note, It is recommended that there is a frequent analysis of your user base on your Magento store, because, in this global market, user behaviour varies widely, and knowing the exact behaviour of your customer will help you influence them more. Also, keep in mind,

users deserve to be treated well, and when they are, they'll act as your sales boosters. Happy selling!