

Home Decor E-Commerce Website: Strategies for Success in the Digital Retail Landscape

Himanshu Chavhan, Kajol Sharma, Harsh Udar
Bachelor of Computer Application in Cyber Forensic Information Security
School of Engineering, Ajeenkya D Y Patil University, Pune

Abstract:

The e-commerce revolution has dramatically reshaped how consumers approach home decor shopping. This paper investigates how home decor e-commerce websites influence purchasing decisions through design, user experience, personalization, and technology integration. This project aims to bridge the gap between artisanal aromatic products and consumers through a user-friendly, visually appealing, and strategically optimized online platform. It explores the essential features of successful platforms, analyzes consumer expectations, and highlights the future of online home decor retailing. The study combines market data analysis with UI/UX trends and discusses challenges faced by both consumers and retailers in the digital space.

Keywords: Home Décor, Online Shopping, UI/UX Design, Digital Retail, Shopping Experience, Return Policy, User Interface.

1. Introduction

The home decor industry has witnessed a significant transition from traditional in-store shopping to digital-first experiences. E-commerce websites have become central to how consumers discover, explore, and purchase decor items. The objective of this study is to analyze how these websites are designed and optimized to enhance consumer engagement and conversions in the home decor sector. This research paper explores the architecture and effectiveness of home decor e-commerce websites. It examines how these platforms influence buying behavior, the technological features that contribute to user engagement and satisfaction, and the challenges associated with shopping for decor online.

2. Literature Review

User experience (UX) and website design play a crucial role in retaining customers in the online home decor space. According to Rose, Clark, Samouel, and Hair (2012), intuitive navigation, fast

load times, mobile responsiveness, and aesthetically pleasing layouts are key factors that contribute to user satisfaction and repeat purchases. Websites that simulate real-world shopping experiences using 360-degree views, zoom features, and interactive room planner's end.

3. Methodology

The home decor e-commerce website was developed using HTML, CSS, JavaScript, and Bootstrap for the front end to ensure a responsive and user-friendly interface. PHP was used for the back end to handle server-side operations such as user authentication, product management, cart functionality, and order processing, while MySQL was used to design and manage the database with tables for users, products, orders, and transactions. Razor pay's payment gateway was integrated in test mode to simulate secure payment transactions and store payment details. The site includes features like dynamic product listings, cart updates, admin control panel, and order tracking. All

modules were tested for functionality and accuracy using browser tools, phpMyAdmin for database queries, and Razor pay's test dashboard to validate the payment flow.

4. Objectives

- * To analyse the demand for aroma home décor products in the e-commerce space.
- * To understand consumer preferences and buying behaviour.
- * To explore the technological and design requirements for a user-friendly e-commerce website.
- * To evaluate marketing and brand-building strategies.
- * To assess operational and logistical frameworks for product delivery.
- * To explore sustainable practices in packaging, sourcing, and operations that align with customer values.

Emphasizing eco-friendliness and ethical production as competitive advantages.

- * To analyse pricing strategies and their impact on customer perception and purchase behaviour. Studying the psychology behind luxury vs. affordable aroma décor pricing.

5. Marketing Strategy

- Social media: Instagram and Pinterest as primary channels; use of aesthetic visuals, reels, and influencer partnerships.
- SEO & Content: Keyword-optimized blogs, gift guides, and aroma therapy tips.
- Email Marketing: Abandoned cart recovery, personalized offers, and storytelling emails.
- Influencer Collaborations: Wellness bloggers and home décor influencers for product reviews.

6. Logistics and Operations

- * Packaging focusing on sustainability and scent preservation

- * Nationwide delivery partnerships with tracking systems
- * Return and refund policies clearly outlined

7. Market Analysis

- * Target Audience: Age 25–45, urban professionals, wellness-conscious individuals, and interior design enthusiasts.
- * Top Products in Demand: Scented candles, reed diffusers, soy wax melts, Himalayan salt lamps, and natural incense.
- * Trends: Eco-friendly products, minimalist packaging, personalized gift sets, and subscription boxes.
- * Competitors: Brands with strong digital presence and unique branding, often leaning into storytelling and sensory appeal.

8. Market Impact and Trends

- Changing Consumer Behavior:
 - The rise of online shopping and its impact on traditional brick-and-mortar stores.
 - How the pandemic accelerated the shift towards online home décor shopping.
- Eco-Friendly and Sustainable Décor Trends:
 - The growing demand for sustainable products and how home décor websites cater to this trend.
 - Eco-friendly materials, ethical sourcing, and green certifications.
- Globalization and Diverse Styles:
 - The influence of global trends and how websites cater to diverse cultural aesthetics.

9. Future Scope

- Integration of AR/VR for scent-inspired room simulations.
- AI-based personalization for scent profiles.
- Global expansion focusing on wellness-centric markets.

10. Data Analysis

Key Findings from Surveys

- 85% prefer buying décor online due to variety and convenience
- 76% said high-quality images and AR/3D views influenced their decision
- 58% considered return policies important
- 67% favoured eco-friendly materials and brands with ethical sourcing
- 42% showed interest in AI-powered interior design tools.

11. Challenges and Opportunities for Home Décor Websites

- Competition and Differentiation:
 - The challenge of standing out in a saturated market.
 - Innovative business models (e.g., subscription services, curated collections).
- Logistics and Delivery:
 - Shipping costs, delivery times, and return policies as challenges.
- Digital Marketing and Social Media Influence:
 - How influencers, Pinterest, Instagram, and YouTube shape home décor trends.
 - Impact of targeted digital marketing strategies.

12. Conclusion and Future Work

The home decor e-commerce website was successfully developed, with a responsive front-end using Bootstrap and a functional back-end powered by PHP and MySQL. Users could easily register, browse products, add items to the cart, and process simulated payments through Razor pay's test mode. The system efficiently stored and displayed transaction details. Feedback from test users highlighted the simple navigation and product layout but suggested improvements such as adding reviews and advanced filters. The project met its core objectives, showcasing a reliable e-commerce platform with potential for future enhancements

like AR and personalized recommendations. User feedback collected from a small test group highlighted the simplicity of navigation and clarity of product layout as strong points. However, users suggested improvements such as adding product reviews, Wishlist's, and advanced filters. Overall, the website met the core objectives: offering an easy-to-use platform for browsing and purchasing home decor items online, with a functional checkout and simulated payment system. The project demonstrates how web technologies can be effectively combined to create a basic yet scalable e-commerce solution.

13. References

- Choi, H., & Taylor, S. A. (2014). The influence of product presentation formats on consumer behaviour in online retailing. *Journal of Retailing and Consumer Services*, 21(3), 402-412. <https://doi.org/10.1016/j.jretconser.2013.10.005>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90. <https://doi.org/10.2307/30036519>
- Huang, Z., & Benyoucef, M. (2013). User preferences of e-commerce web sites: A cross-cultural study of American and Chinese online shoppers. *Computers in Human Behaviour*, 29(1), 234-241. <https://doi.org/10.1016/j.chb.2012.08.022>
- Penina, I., Lou, C., & Hasty, R. (2011). Online consumers' attitudes toward interactivity with e-commerce websites. *Journal of Interactive Marketing*, 25(3), 143-157. <https://doi.org/10.1016/j.intmar.2011.01.002>
- Pantano, E., Pizzi, G., & Scarpa, D. (2020). The role of augmented reality in retailing. *Journal of Retailing and Consumer Services*, 55, 102105. <https://doi.org/10.1016/j.jretconser.2020.102105>
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online purchase behaviour. *Information & Management*, 48(8), 122-134. <https://doi.org/10.1016/j.im.2011.06.003>