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Study Shows New Ecommerce Market by Rhen Sambal

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For anyone who has ever aspired to start an online store, a new study reveals some information that could be vital to their storeâ€™s success. The study, by BabyCenter, reveals a whole new niche in the e-commerce and online shopping market: moms.

According to the survey, mothers are big fans of online shopping and the e-commerce industry. So if youâ€™re considering the idea to start an online store, consider how your idea could be tailored to target this very specialized niche and you could see more success.

Shopping is usually a fun and stress-relieving experience for women. They do it with friends, in their spare time and often, just to window shop. When a woman becomes a mother, however, their free time completely disappears. Shopping becomes a trial â€“ no longer a form of enjoyment. Itâ€™s a rushed experience fill with crying, long lines and not enough money.

Online shopping offers mom an alternative. Done from the comfort of the home â€“ possibly during babyâ€™s nap time â€“ momâ€™s can sit down, take their time and do some shopping. But the changes i lives make them different shoppers before. Theyâ€™re more savvy. They penny pinch more. They want the best deal.

Another thing to note if you plant to start an online store for moms is they love to compare. They like reading product reviews, writing them, and comparing prices on different sites and shopping engines. This is the â€œfunâ€• part of shopping for them now.

The survey reveals that a large percentage of moms thinking finding the best deal is a â€œwinâ€• for them Shopping is now a full-fledged sport for them: how much money and time can they save?

A huge 76 percent of moms uses review sites and 56 percent look for coupon codes before purchasing anything. Keep that in mind if you start an online store. Offer coupon and discount codes, visibly display reviews and price comparisons. Show they WHY your site is the best option.

Remember, mothers have very little time to spare, so make your site worth their time. Make purchasing easy. Make it fun. Make it an experience. Give them great customer service. And make them want to come back.

Think youâ€™re ready to start an online store? Learn how to create, launch and run a successful e-commerce store from Online Store Confidential. Youâ€™ll be seeing success in no time!

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Rhen Sambal - About Author:
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