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INCREASING SALES IN THE ONLINE STORE AT UAB "AUTOMATION SUPPLY"

Graduation Thesis

Degree Programme International Business

This bachelor's thesis has been written in a double degree programme between SeAMK and its double degree partner institution, and it meets the requirements in form of SeAMK double degree partner institution."

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

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Title of thesis: INCREASING SALES IN THE ONLINE STORE AT UAB "AUTOMATION SUPPLY"

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Graduation Thesis analyses literature analysis, during which sales promotion tools are analysed, their characteristics in e-commerce are presented, and a model for increasing sales is proposed. Then, in the second part of the work, quantitative and qualitative research is conducted to determine the sales situation of the e-store of UAB "Automation Supply" and the results are summarized. In the third section, sales promotion offers for the online store are presented based on the research findings.

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[1] Keywords: Sales, sales increase, electronic store, online store.

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INTRODUCTION

Topicality. Companies are compelled to seek ways to maintain and expand their market share due to the fluctuating economy, intensifying competition, and unforeseen events. These competitive market conditions encourage businesses to seek out new ways to strengthen their organization, so they can increase their sales and maintain their leadership position. To successfully compete in the market, it is necessary to invest significant time and resources in introducing new tools, identifying consumer needs, and developing products to meet those needs. It gets harder and harder to imagine modern society without the digital sphere. It serves as entertainment for some, self-improvement for others, a tool for the workplace, and a business development tool for others. While some people use the internet to browse, others discover ways to easily make money from it, and for still others, it provides a means of support. Others become lecturers or authors of live broadcasts, during which they draw tens of thousands of viewers. Still others sell products online. In some way or another, it benefits everyone). We are surrounded by rapidly evolving technologies and their trends. People are accustomed to managing everything in an online environment in the world we live in today. We can understand older generations who were not exposed to the technology of today, but even today, adults of respectable age are fully capable of using digital literacy. It is unlikely that the birth and development of the various consumer generations, which lay the groundwork for consumer purchasing habits and the capacity to adopt or absorb new technologies, have the greatest impact on sales in today's society.

Internet usage can provide an avenue for new relationships, facilitate continuing education, encourage personal growth, create hobbies and innovations, and re-define careers (Cohendet, 2003). The variety of advantages offered by shopping online has contributed to its meteoric rise in popularity. There are certainly external factors that contribute to the increased interest in online shopping, such as rising gas prices, the difficulty in getting to traditional stores, and the hassles that are frequently associated with shopping malls and other traditional stores. Consumers are able to obtain complete information about the product by reading the reviews that have been submitted by previous users. One is no longer restricted to asking their friends and family members for advice before making a purchase due to the proliferation of product reviews available on the internet. These reviews give the perspectives of people who have already purchased and used the item in question. When beginning an analysis of electronic commerce, it is important to stress that the application of electronic commerce in business and development was determined by the growing number of Internet users and the involvement of older age groups in the Internet. This should be emphasized when beginning an analysis of electronic commerce. According to the most recent statistical data, 83 percent of Lithuanians used the Internet in 2020 aged from 16 to 74 years old. In

2019, 82% users of the population were between the ages of 16 and 74 (Digital economy and society in Lithuania, 2020).

Graduation Thesis problem. Lack of initiatives increasing sales in the online store at UAB "Automation Supply".

Graduation Thesis aim. The thesis aims are providing suggestions for increasing sales in the online store at UAB "Automation Supply".

Graduation Thesis objectives:

1. to perform scientific literature analysis in order to create a conceptual framework for increasing sales in an online store;

2. to conduct research in order to perform current situation analysis in an example of UAB "Automation Supply" ;

3. to provide solutions and recommendations for increasing sales in online store at UAB "Automation Supply".

Research methods:

1. Quantitative research by surveying the opinion of consumers about UAB "Automation Supply" store and the importance of e-commerce tools in increasing sales.

2. Qualitative research by interviewing the company's experts about UAB "Automation Supply" electronic store and the importance of e-commerce tools in increasing sales.

The structure of Graduation Thesis. The 67-page work contains 24 figures and 10 tables. E-commerce is one of the most rapidly expanding business sectors, with a vast array of global options, intense competition, and enormous consumer expectations. Businesses in the field of commerce attempting to maintain the lead and attain the highest sales. To achieve this, companies design their e-stores to appear trustworthy and appealing, provide multiple payment options, and employ multiple advertising channels to increase sales. The purpose of this thesis is to present product sales promotion proposals for e-commerce after analysing the features of e-commerce and sales promotion and after conducting the analysis of sales increase in the e-store of UAB "Automation Supply". The thesis has three sections: In the first section, a literature review is conducted, during which the sales promotion tools, their characteristics in e-commerce, and the concepts of traditional and electronic stores are analysed, and a model for increasing sales is proposed. Then, in the second part of the work, quantitative and qualitative research is conducted to determine the sales situation of the e-store of UAB "Automation Supply" and the results are summarized. In the third section, sales promotion offers for the online store are presented based on the research findings.

1. THEORETICAL BACKGROUND FOR INCREASING SALES

1.1. Overview of traditional sale

The rapidly advancing information technologies and the increasing pace of life encourage people to save more time and look for ways to make their day-to-day lives as easy as possible. If shopping centers have well-developed sales promotion strategies and are still in demand and important in today's life, then this suggests that these shopping centers are still important and in demand. A circumstance of this kind led to the development of a novel approach to conducting business, which is the practice of online commerce, which is gaining in popularity on a daily basis. One of the primary benefits of online trade is the opportunity to quickly transform a local company into a global one by discovering new markets and potentials without being constrained by physical boundaries (Liesionis, Kisieliauskas, and Ališauskas, 2016). This is a significant benefit of online trade.

The traditional market is the market in which the sellers and buyers negotiate the price of the good or service directly with one another, resulting in a price agreement between the two parties. Traditional market is a place to sell the products of basic needs generated by economic actors medium and small, such as farmers, fishermen and craftsmen domestic industry so that the traditional markets have an important role in employment on the local community (Toya, 2012). Traditional markets typically are not kept in very good physical condition. However, the traditional market still has its own unique appeal for customers who remain dedicated to it. No attraction to the traditional market is a cheaper price, the price is negotiable, the location of which is usually close to where you live, plenty of food and fresh produce, as well as providing all of the needs, particularly the daily needs of the community. The physical condition of traditional markets is not typically kept in very good condition for the most part. Despite this, the traditional market retains its own special appeal for those customers who are committed to continuing to shop there. A cheaper price is not an attraction of the traditional market; rather, the price is open to negotiation, the location of which is typically close to where you live, plenty of food and fresh produce, and in addition to providing all of the needs, particularly the daily needs of the community, the traditional market fulfills all of these requirements.

At this point in time, the competition that exists between contemporary markets and traditional markets is fierce. The presence of modern markets has put traditional markets in a position where they are currently struggling to compete. Despite this, the continued existence of traditional markets has turned into an essential component of the daily lives of people living in both urban and rural communities. It is become the cultural value which is offering a widespread of

trading activities such as hospitality in transaction to reach an agreement of price (Prastyawan, Suryono, Soeaidy and Muluk, 2015).

When modern markets, their opportunities, the progression of technology, and the application of technology in business are evaluated, it is simple to observe and evaluate the impact that it has on business and the development opportunities it presents. When conducting an analysis of any aspect of a business, one frequently encounters the technological aspect, the information aspect, and, more recently, a great deal of attention has been paid to the knowledge aspect. All of this can be boiled down to a single point, at which traditional business and business conducted over the Internet, also known as "electronic business," stand out as two distinct alternatives in the realm of business. Currently, the term e-business may be used in a number of contexts. First: e-business may constitute an element of an enterprise management strategy consisting in the use of solutions designed to increase an enterprise's competitiveness (Benicewicz-Miazda A., 2003). In this scenario, businesses might move some of their operations online or make better use of technology to improve the flow of information either within or between their organizations. Secondly e-business is a model of an enterprise that operates mainly on the Internet, limiting to a minimum its "physical" presence on the market or traditional customer service (Żurak-Owczarek C. 2013).

A sale is the name given to the business transaction that involves the purchase of goods or services in exchange for a predetermined sum of money. In other words, the term "sale" refers to any transaction in which the ownership of a product or commodity is transferred from the seller to the purchaser in exchange for a monetary price (What is sale? Journal "The Economic Times", 2023).

1.2. Overview of ecommerce and types of ecommerce

As a result, the emergence of the internet and the continued growth of the internet itself became the foundation for the growth of electronic business. To begin analyzing the concepts related to this type of business, it is appropriate to discuss how the concept of the Internet is defined on a scientific level. Considering that e-commerce is conducted with the assistance of the Internet, this is an appropriate place to start. The Internet is the large system of connected computers around the world that allows people to share information and communicate with each other (Definition of Cambridge Academic Content Dictionary, 2023). Therefore, having an understanding of what the internet is and how sellers can incorporate it into e-commerce is a necessary step toward achieving electronic commerce. Transacting or facilitating business on the Internet is called ecommerce (Joshi & Dumbre, 2017). E-commerce, or electronic commerce, is a type of business in which transactions are conducted solely through electronic means rather than face-to-face meetings. Email-based commerce is a catch-all term for commercial exchanges executed over the Internet or other

electronic means of communication. Online business involves establishing, maintaining, and developing connections between businesses. A growing consumer base, fierce international competition, and sky-high standards define this industry. However, the realm of e-commerce also encompasses a variety of other business endeavors. Any form of business transaction conducted electronically is e-commerce. When it comes to e-commerce, it is important to discuss the different types of e-commerce, which total 6 (see Figure 1.1).
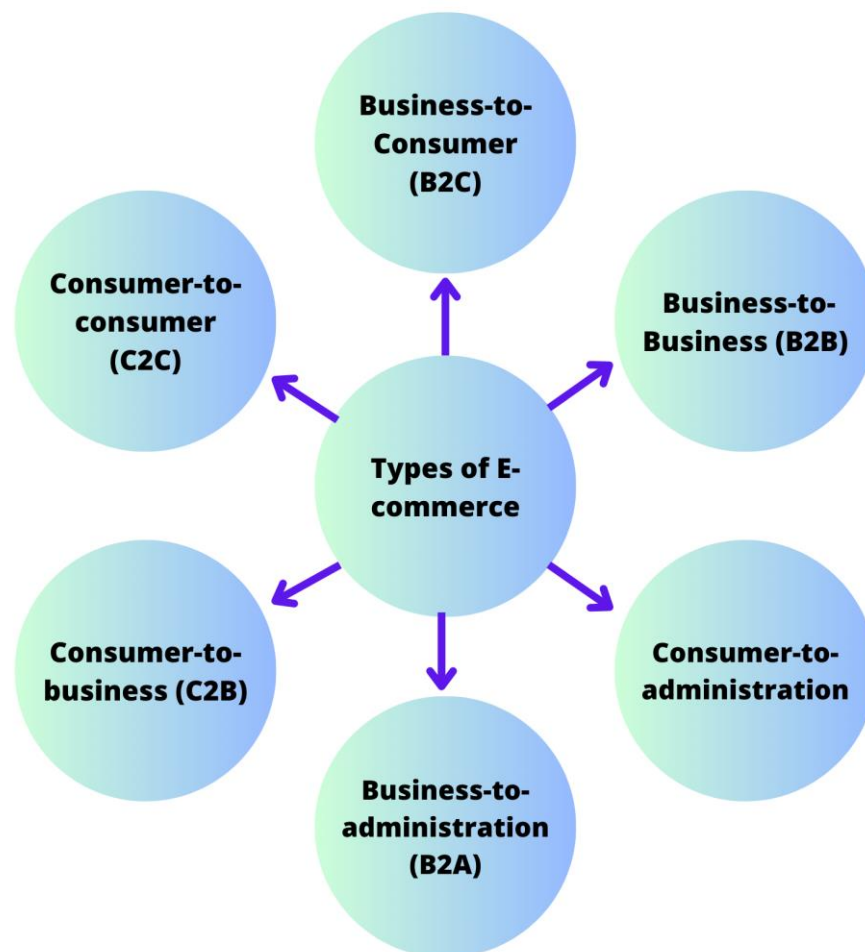

Figure 1.1. Types of the E-commerce

Source: made by author based on Jain et al. (2021).

E-commerce, also known as electronic commerce, refers to the online buying and selling of goods and services. Six distinct forms of e-commerce exist, each with its own characteristics and business models.

Business-to-Consumer (B2C). The most commonly discussed type of e-commerce is business to consumer (B2C) e-commerce, in which online business attempt to reach individual consumers (K. C. Laudon and C. G. Traver, 2021). E-commerce business to consumer partnerships between the company and the final client electronic company. It is the e-commerce shopping section where traditional retail business is typically conducted. These partnership styles can be simple, complex, intermittent, and discontinuous. Because of the Internet, this business type has grown significantly, with a plethora of online shops and centers offering customers products of all kinds such as computers, electronics, books, accessories, cars, food, financial materials, and digital publications. In contrast to traditional retail sales, the buyer typically has more knowledge about insightful content available, and it is widely accepted that you can buy cheaper without jeopardizing a similarly individual customer experience or promising easy processing and distribution. B2C e-commerce is growing in all regions. Overall global growth is 20% and is even higher in Asia-Pacific (eMarketer, 2019).

Business-to-Business (B2B). Business-to-business (B2B) e-commerce, in which business focus on selling to other businesses, is the largest form of e-commerce, with around 6.5 trillion transactions in USD in the United States in 2019 and about 27USD trillion worldwide (U.S. Census Bureau, 2019; UNCTAD, 2019). B2B e-commerce in the United States is about six times the size of B2C e-commerce. In 2023, B2B e-commerce is projected to be reach around 7,6 trillion USD (U.S. Census Bureu, 2019). B2B electronic commerce encompasses all electronic product or service transfers between businesses. In general, producers and traditional industrial wholesalers employ this strategy for electronic trading. Forrester Research estimated that the business-to-business electronic commerce would surpass 1 trillion USD in the United States before the year 2021. This type of ecommerce would report for over 12% business to business sales nationwide (Rose et al., 2019).

Consumer-to-administration (C2A). Electronic transactions between individuals and government agencies are covered under the Consumer-to-Administration (C2A) e-commerce business model (Goyal et al., 2022). The C2A model encompasses all electronic transactions between governments and private parties.

Business-to-administration (B2A). This section includes all business dealings that take place over the internet between companies and the government. Dealings between businesses and government agencies are conducted over the internet in this e-commerce business paradigm the central websites are used by government agencies (administration) to trade and exchange

information with various corporate entities (Goyal et al., 2022). This encompasses a huge range of different applications and programs, particularly in domains like taxation, social care, healthcare, legal documentation, records, and so on. In recent years, expenditures made by the government on e-government have resulted in a significant expansion of these various modes of service.

Consumer-to-business (C2B). This kind of business happens when a consumer sells their own goods or services to a business or organization (Al-Abrrow and Alnoor, 2017). The conventional setting for the trading of goods is turned on its head in C2B. This approach to conducting business online is utilized frequently by businesses that are based on crowdsourcing. Individuals can also sell the goods or services they provide to businesses, particularly those businesses that specialize in a particular category of goods or services. These events include gatherings at which artists are given the opportunity to submit multiple concepts for a logo, of which only one will ultimately be chosen and paid for. Another popular medium in this industry is the markets that sell free photos, photos, media, and design elements. These markets have become increasingly popular in recent years.

Consumer-to-consumer (C2C). Electronic commerce of the business-to-consumer (or C2C) variety refers to any and all transactions that take place online between consumers. In most cases, the transaction is handled by a third party that provides a platform for conducting business online. In C2C e-commerce, the consumer prepares the product for market, places the product for auction or sale, and relies on the market maker to provide catalog, search engine, and transaction-clearing capabilities so that products can be easily displayed, discovered, and paid for (K. C. Laudon and C. G. Traver, 2021).

Purchasing limitless amounts of items online from e trailers has become available to all consumers (Khurana, 2019). Electronic commerce is regarded as remarkable in the modern era due to the profound impact that it's potent ideas and procedures have had on the way people live their lives today. For many, business electronic commerce has become a priority (Nanehkaran, 2013; Abdulaali et al., 2019). The global market is now more accessible to suppliers, but the level of competition has also intensified. Email, on the other hand, allowed for the expansion of commerce, which resulted in an increase in the number of users, the appearance of new channels for attracting new users, the acceleration of the supply chain, and a reduction in costs. The benefits of commerce were also experienced by customers who used email. Consumers now have the ability to receive a prompt response to their wishes, enjoy lower prices, and discover new products and services without having to leave the comfort of their own homes thanks to the advent of email commerce, which has given them the ability to choose goods not just in their immediate area but all over the world. In addition, the quality of the services provided has also increased, and there is the possibility to purchase the required product or service immediately, without wasting a lot of time

searching. The advent of electronic commerce has provided business organizations with new opportunities. It provided them with opportunities to further improve and advance prevailing market position by delivering an inexpensive, more operational distribution sequence for their products and/or services (Abbas et al., 2021).

Taking advantage of the proliferation of the internet across the globe can result in opportunities to cut expenses, generate revenue, engage in advertising and marketing, and even gain access to the market. In addition to this, it affords the opportunity to enhance customer service by facilitating direct contact, thereby reducing the amount of time spent on inquiries and responding to them. Customers have been given the ability to easily access the global market on the cybernetic economy, which is a world that is abundant in a variety of goods from which customers can choose with relative ease. In addition, the development of e-commerce has opened the door for less industrialized countries to expand their economies and elevate their positions in the hierarchy of the global trade system. This is mainly true as electronic commerce assists under industrialized economies maximise their trade profits, giving them more room to grow (Dan, 2014).

Over the past several years, conducting business online has grown to become an increasingly important component of the economy. Its capacity to enable businesses to reach a broader range of customers and its capacity to enable customers to shop at their own convenience have both contributed to its growth and significance. Because of the accessibility of online shopping, this sector of the retail industry is currently experiencing the most rapid growth. Customers are gravitating toward the online market because it is a convenient platform on which to make purchases in light of the growing trend of people eschewing socialization in favour of social distance, isolation, quarantine, or the avoidance of public places or crowded areas. It is anticipated that the COVID-19 pandemic will continue into the foreseeable future; consequently, it is anticipated that the e-commerce market will witness a proportionally increased enhancement. According to the findings of a recent study, given the current state of affairs, consumers are more likely to prioritize convenience and safety. According to the findings of the study, these behaviours and routines are likely to persist into the post-pandemic period, and the researchers estimated that the number of people engaging in online shopping could reach between 300 and 350 million by the end of the fiscal year 2025 (Bain & Company, 2020). In addition, research conducted by UNCTAD (2020) found that the pandemic has led to an increase in the number of sales made through e-commerce websites. This will be a strong reason for the willingness of each trader in these traditional markets to move towards trade via the internet in order to preserve the rest of its shares and maintain its commercial field and market success. The stock shares that have been invested in traditional trade have become vulnerable and are witnessing a decline concurrent with the spread of

COVID-19. Therefore, it is essential to have a solid understanding of the dynamics of e-commerce, which should include both its benefits and drawbacks.

1.3. Main tools increasing sales in an online store

Perhaps the first technical question to address when starting an e-business is whether to build an e-shop on existing e-commerce frameworks or to create your own system. There are numerous criteria that could influence the decision in this case, but the most important thing is that using an existing framework requires less programming work, allowing you to launch a working product faster, but you must be familiar with the framework system being used. Creating your own system, on the other hand, requires more programming but allows you to create non-standard solutions as well as expand the system more easily and freely.

Over the course of the last few centuries and even decades, numerous social processes have undergone significant shifts. The world of business is not an exception. The opportunities that have been significantly expanded as a result of advances in technology have also influenced the ways in which businesses operate. According to Xiao et al. (2019) Electronic commerce or referred to as E-commerce, which is a collection of technologies, applications and businesses that are connected to companies or individuals as consumers who carry out electronic transactions, exchange of goods, information through a computer internet network. To put it another way, electronic commerce is a concept that refers to the management of a variety of business relationships through the use of IT technologies to facilitate electronic transactions. The Internet is the primary medium through which commercial transactions are conducted online.

E-commerce is a tool that enables the development of new business models on a variety of scales. After all, it is possible to make sales in your online store seven days a week, twenty-four hours a day, and it doesn't need any specialized premises, salespeople, or complicated accounting systems. Also don't need stores in every country. Online store can be accessed, seen, and visited anywhere and at any time, and your customer does not even have to leave his home to buy the product he likes; all he has to do is press the "buy" button, and the courier will deliver the product he wants directly to his home. This unconventional shopping allows customers to do shopping everywhere while sitting comfortably in their house (Aonerank, 2019). I also want to mention the different categories of online business, which are as follows:

E-shops. Owing to the emergence of information and communication technology (ICT), a magic word called internet has derived and it plays an important role in our day today lives (Pauzi et al., 2017). The online version of a traditional brick-and-mortar store is known as an e-store. E-shop, short for electronic shop or online shop, is a virtual storefront or digital retail space where businesses or individuals can sell goods or services over the internet (E. Turban, D. King, J. K. Lee,

T.P. Liang, D.C. Turban 2015). Online shopping allows consumers to purchase products or services over the Internet from a seller (Pauzi et al., 2017). Everything can now be purchased online, from basic necessities like groceries and clothing to more extravagant items like luxury goods and home appliances. The catalog can be viewed as a virtual tour of the store, which is the same as perusing the aisles of a physical store, with the exception that shopping on this website is much quicker and more convenient. Online shopping platform requires consumers to transform their traditional ways of shopping since information finding, transaction and purchasing processes as well as the issues in logistics are absolutely different as compared to the existing groceries shopping experience (Pauzi et al., 2017).

Advertisements. In the past, we used various forms of advertising, such as print ads, advertisements on television and radio, notice boards in housing associations and shopping malls, and other similar venues. Some of the advertisements are now being shown on various websites, such as e-portals, social networks, and the internet. Facebook, in particular, is one of the fastest-growing social media, which encompasses enormous spontaneous brainstorming among its network members for developing an opinion (Akar and Topcu, 2011, Kim and Ko, 2012). Not only can advertisements help legal entities make purchases and sales, but they can also assist a regular person who is in need of such a service and who, in all likelihood, is not engaged in online business transactions.

Due to such a large amount of advertising traffic today and it is so abundant, you may be wondering how you can avoid getting lost in the maze that is the advertising market and determine which advertising channel is the most effective for e-business and has the potential to boost sales.

In the e-commerce website, product recommendation can improve the effective conversion rate of the whole website product sales and increase the product sales (Zhou, 2020). The advertising message, which will seek to attract the attention of the buyer, is the first thing you need to think about when considering advertising. It is not only important what is offered, but also how you are more attractive than others and why the buyer should choose you over the competition. Perhaps you will be able to deliver the product in a more timely manner, perhaps you will provide a competitive price, perhaps your product will be of exceptional quality. The major advertisers are trying their best to reduce the cost of advertising, and at the same time, they want to maximize the effect and influence of advertising; and the advertisers are also in the reform of "small alliance becomes big, big alliance becomes strong"(Zhang et al., 2018).

Publishing advertisements on classifieds websites is one of the most common forms of online advertising that businesses use today. This is a fairly straightforward method that won't break the bank, but the question is whether or not it will work for all online electronic retailers. To begin, you need to give careful consideration to both the product you are selling and the location at which

you are selling it. If customers come from other markets, advertising in just one of those markets will not be very beneficial and may even result in financial losses.

The service of billboards is yet another method; it is one of the older methods, is well-known to everyone, and is encountered in the day-to-day life of a great number of people. Brightly colored billboards that move will undoubtedly catch the attention of potential purchasers. When your advertisement is displayed in the manner determined by the website, you are eligible to receive compensation for banner clicks, impressions, or a predetermined amount of time spent broadcasting advertising. When it comes to this type of advertising, the placement of the advertisement as well as the way it is rotated alongside other advertisements are of the utmost significance.

Banking conducted electronically. E-Banking is playing a major role that it's improving the service quality and strengthens the banking sector because of the electronic payment there is increase in customer satisfaction level, increased productivity, reduction in cost of banking operations, settlement faster and in large volumes (Reddy, 2021). Transactions involving money conducted online have become commonplace and no longer raise anyone's eyebrows. The evolution of e-banking started from the use of Automatic Teller Machine (ATM) and Finland is the first country in the world to have taken a lead in e-banking (Reddy, 2021). It is incredibly convenient, and it enables you to pay for purchases or complete other transactions here in Lithuania or anywhere else in the world in a secure and speedy manner. The increasing prevalence of different payment methods is directly correlated to the broadening of opportunities presented by online commerce. We are able to engage in multi-currency trade not only within the country but also within the European Union and with countries outside of it. In simple terms, E-banking means it does not involve any physical exchange of money, but it's all done electronically through the internet (Reddy, 2021).

One of the most important goals in relation to e-commerce is the development and ongoing improvement of commercial activities that make use of a variety of technologies found online. Many different cutting-edge technologies are utilized by business owners so that they can dominate their industry, differentiate themselves from other players, and take the lead. From robust servers capable of hosting an online store to more sophisticated software and consultations with various specialists working in fields such as commerce, marketing, and others of a similar nature, there are a variety of services that can be utilized.

E-commerce activities are essentially related to the sale of goods and services over the Internet, beginning with market research, product production, financial investments, marketing strategy, and ending with sales to the end customer.

It should be justified that it increases after discussing the most important steps and learning a little bit about e-commerce. After all, this is what attracts customers to shop in electrical stores.

Retailers who do business online are aware that boosting the number of customers who shop at their online stores and the amount of money they spend there is one of the most important things they can do. It is not enough to simply have a store; it needs to be constantly improved and popularized in order for the company to grow and for customers to show interest in the products that are being sold or the services that are being offered.

1.3.1. Representation of the electronic store and its products

In e-commerce, product recommendation which aims at surfacing to users the right content at the right time plays an important role in providing a superior shopping experience to customers (Chen et al., 2019). For the electronic store to see an increase in revenue, there must first be a rise in the total number of customers who patronize the establishment. But nobody has the luxury of sitting around and waiting for customers to come in. You have to get their attention in the here and now. Beginning with the presentation of high-quality product information as a foundation, there is more than one tactic that can be utilized to attract the traffic of buyers.

Even though making sales is the primary objective of an online store, the products that are actually offered for purchase are still very important. And it's not just a few photos, a few blog posts, or some videos on YouTube. When developing content for a store, it is essential to take into account the following:

Product description. One of the biggest challenges is to timely understand customers' intentions, help them find what they are looking for, and provide valuable assistance during their entire shopping process (Chen et al., 2019). It is essential that the first sentence of the product description conveys both the value and the distinctiveness of the item being sold. The customer must derive some benefit from the description, it must not be monotonous, and it must be complete. When the customer has finished reading the product description, they should think to themselves, "Oh, I really need this". Different from physical stores where salespeople could have a face-to-face conversation with customers, online stores in e-commerce heavily rely on textual product descriptions to provide crucial product information and, eventually, convince customers to buy the recommended products (Chen et al., 2019). Create content that is distinctive and original rather than simply copying product descriptions from competing online stores.

Photo of the product. In the field of marketing, a lot of research indicates that attention can directly or indirectly affect consumers' shopping behavior (Xia et al., 2020). The photograph of the product must be of a high standard and appealing. While the text and pictures in advertisements can attract consumers' visual attention, pictures can convey much richer content than words, and thus have a positive and prominent impact on consumer's memory and judgment (Xia et al., 2020). Take

photographs of the various components of the product, provide virtual tour of the product that encompasses all 360 degrees.

Customers reviews. Customers' online reviews, as the reflection of the sellers' credibility and product quality, have considerable effects on the sales (Liu et al., 2020). Customers will typically look at reviews of a product before making a purchase. Let your customers leave product reviews on your website and share their experiences, which will become valuable information for your future customers. Reviews can engage your online store visitors and encourage them to make a purchase, so allow your customers to leave product reviews on your website. Customers do not know sellers or reviewers, so it is naturally hard for them to trust someone (Liu et al., 2020). Additionally, reviews produce original content that allows you to raise your page in the results provided by search engines.

Customers attraction. From the firms' side, the decision on a certain combination or intensity of digital marketing techniques and the corresponding investment is driven by the objective of consumer attraction to e-commerce (Ponzoa & Erdmann, 2021). The content of your website and the products that you sell should be appealing to the visitor from the very first moment they land on your page. If firm build an effective and stable online social network among customers and sellers, then the trust will naturally arise (Ponzoa & Erdmann, 2021).

The online shop is open all day, every day of the year, and at any hour that it pleases. Because of this, it is imperative that the electronic store be organized responsibly and with high-quality. Make sure the website has been designed by a professional and is centered on providing the user with the best experience they can have. Make it possible for customers to access the online store using a variety of devices in addition to a computer, such as a tablet or a smartphone.

Originally, web search was the primary source for product discovery, but recent surveys show the growing clout of eCommerce search engines as they become the option of first resort for product search (Tsagkias et al., 2020). When visiting an online store, each customer wants to be able to search for what they are looking for as quickly and easily as possible. Customers need what businesses offer and businesses need customer purchases to survive: this forms the ground for cooperation (Tsagkias et al., 2020).

Coupons and discounts. Ecommerce could be best utilized with the adoption of SEO techniques and social media. Many e-commerce sites present additional item recommendations to their visitors while they navigate the site, and ample evidence exists that such recommendations are valuable for both customers and providers (Jannach et al., 2017). Utilizing discount codes is an approach that is both user-friendly and productive for increasing sales at online stores. They will give you a discount on the items in your e-shop, and you will be able to share them on social networking sites. This will result in an increase in sales as well as an increase in the amount of

traffic to your online store. It is urgent for e-commerce merchants to learn rules about discount information dissemination in social media, so as to formulate reasonable discount strategies and achieve sustainable business (Lv et al., 2020).

Create a blog and ensure that each post is optimized for search engines (SEO). Create your own unique articles about your products and other topics that are related (Mohammad Waliul Hasanat et al., 2020). Include in your blog titles some of the keywords that people type into Google to search for things. Your website address should be optimized for search engines, but you shouldn't change it just for the sake of SEO. SEO (Search Engine Optimization) can be said as the process which is optimizing the website for better search results from the search engine page. This type of process helps E-Commerce businesses to maintain their web-page properly (Searchengineland, 2016). In simple terms, search engine optimization or SEO is a technique used to achieve higher ranking in search results when a certain keyword or phrases are typed in the search field (Natsir et al., 2020). The title of the blog post ought to be reflected in the address of the page.

Utilize the various social networking sites. Price discounts can dramatically increase sales volume in social e-commerce due to the interaction of online consumers (Lv et al., 2020). Blog posts and products will be more successful on social media if they are shared multiple times. It should strongly encourage clients to share their positive experiences with the products they have purchased from online store. In online shopping social groups, users can quickly obtain product information, they pay more attention to the content generated by friends and are more willing to share and forward a friend's information (Lv et al., 2020). A favorable opinion of the product will be formed as a result of favorable product reviews, which will increase the likelihood that site visitors will make a purchase. It should also encourage followers on social media to share posts and newsletters with the friends they already have. By doing so, it will increase the number of people who follow and who purchase items from the online store.

Increase the visibility of your page in search results (Internal SEO). When conducting business over the internet, a sizeable portion of customer foot traffic may consist of people who discovered your online store by using a search engine like Google, Bing, or Yahoo, amongst others. Traffic gained from internet users originating from this traffic source is further converted into goals set by website owners, or transactions if the website is an online store (Strzelecki, 2019). Consumers typically begin their search for a product in the digital space by utilizing search engines as their initial tool. There are a few essential components that must be present in your e-commerce website before the search engine will rank it among the top results.

• Keywords that have been carefully chosen Using applications such as Google's Keyword Planner, it is possible to ascertain which keywords should be included on each individual product page. Select keywords that, rather than being too general, accurately describe the subject matter of

the page. Do not overlook the importance of incorporating the keyword's antonyms, as doing so has the potential to attract an additional 40% of visitors.

• Unique content for each page – that means you should never copy content from other websites, especially those that are in direct competition with you. If you do this, you will not only stay ahead of your rivals, but you also run the risk of receiving a penalty from the administrators of search engines due to the fact that you have plagiarized content. The same guideline is applicable within the confines of your website. If there are multiple pages that not only have the same textual content but also reflect repetitions in the link of the page, the position of the page will be dragged to the bottom of the search engine because of this. Plagiarism and duplicate content are two things that search engines frown upon. Unique content is God.

• The rate at which the page loads affects its position in the search engine's results; the higher the rate, the better.

• Links that work - it is essential to conduct an automated review of the internal pages of the website in order to ascertain whether or not all of the links present on the website are active and do not contain any 404 errors. The search engine robots give a site a higher ranking when there are fewer links that are broken.

• Page Map - The page map organizes all of the e-pages store's into a hierarchical structure and displays it to the user. Users will find it simpler to navigate the site with this map, and search engines will have a better understanding of the content that the site contains.

1.4. Conceptual framework for increasing sales in an online store

In the 21st century, all it takes is one click to learn about the latest news, find the best deals, or make a purchase of a product. It was the development of the Internet that brought about the rise of the internet's significance not only in social life but also in the context of the business world.

The proliferation of personal computers and other individual technologies, the development of Internet technologies, and the globalization of business can all be said to have played a role in the establishment of this particular company. E-commerce makes it possible to access a greater number of customers and markets than ever before. In addition to this benefit, the implementation of e-business assists businesses in cutting costs and improving the efficiency of their business operations. In the past, when the Internet was not a business tool, almost all companies implemented various functions in the conventional manner; however, in order to maintain competitiveness, many functions have been transferred to the virtual space (Paliulis, 2007). Traditional business has to change to electronic business, which has more ways to improve operations and is better for both small businesses and international companies in the battle for customers (Paliulis, Sabaitytė, 2011). A company needs specialized resources — the potential of

electronic business, information technologies — to dominate the digital sphere. The proliferation of such resources promotes the digitalization of traditionally conducted business activities. Integration of information technologies into the business processes of a company enables both internal and external e-business development, as these technologies facilitate the transfer of information and participation in e-business processes. Below are the reasons that compel companies to adopt e-commerce models (see Figure 1.2.).
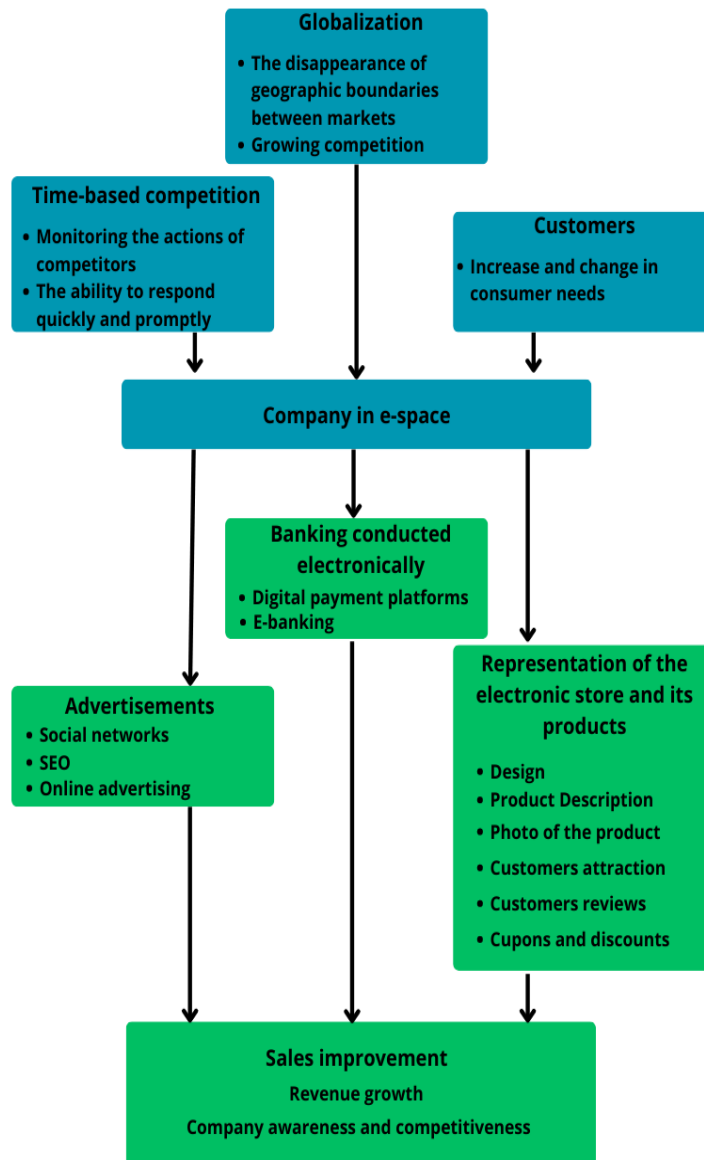

Figure 1.2. suggested theoretical model for increasing sales in electronic business

Source: made by the author

There are three primary factors that influence businesses' decisions to implement e-commerce models and search for new business opportunities in the digital realm:

1. The changed way of life of society and fierce competition force companies to seek out more convenient and faster ways to reach customers, e.g. online.

2. The company, seeking a competitive advantage or wanting to survive in the competitive struggle, is compelled to seek out ways to distinguish itself from competitors in order to better serve the user.

3. Globalization encourages companies to expand not only nationally, but also internationally.

And there are three secondary factors that influence sales in e-commerce:

1. Banking conducted electronically.

2. Advertisements

3. Representation of the electronic store and its products.

It goes without saying that the goals of any business operating for profit are maximization of profit, expansion of sales, differentiation from competitors, and retention of customers. The same rules apply in the service sales industry, so every company races to be the first to react to shifts in consumer behaviour, discover the most alluring service sales channels, or introduce a ground-breaking new product or service. The organization's commitment to innovation is indicative of its long-term viability, efficient operations, and focus on strategic objectives. Because of all of these factors, the competitive advantage is increased, and the organization is differentiated from other organizations of the same type. This results in greater financial success for the business-to-business sector (Alfert & Baaken, 2017).

2. RESEARCH ON INCREASING SALES IN UAB "AUTOMATION SUPPLY" STORE

UAB "Automation Supply" is a global provider of electronic products and integrated services. The company's goal is to become market leader by providing products from well-known manufacturers at the lowest possible cost to customers. Four years after opening for business, the firm now employs eleven people and generates more than $1 million annually in revenue. With its own online store stocking over 600,000 products and active management of sales channels on Amazon and eBay, the company has no shortage of distribution options. UAB "Automation Supply" places a significant emphasis on sales promotion and technology development. The company's sales are boosted by its focus on technology.

Company goal is to focus on providing the best value on the market while serving the highest quality products from a variety of top brands. The company penetrates all markets and exhibits a steady increase in revenue throughout the year. The primary markets for UAB "Automation Supply" are the United States, Spain, Italy, and Germany.

## 2.1. Analysis of company's problematic sales related aspects

The change in sales volume is one of the most important indicators of a company's financial reporting, to which both company managers and external information consumers pay particular attention. This is completely understandable, as without finding buyers for your products or services on the market, you would not be able to sell goods and, consequently, generate income and profit, thereby rendering business as a whole meaningless. To prevent this from occurring, the company's managers must exert great effort to find buyers, and accountants must provide them with the data required to make rational management decisions. The company is interested in receiving payment as soon as possible for the products or services it has provided to the customer, as their use can generate additional revenue. The buyer is also interested in retaining the funds for as long as possible so he can use them for his activities. Therefore, in order to receive payment from the buyer more quickly, the seller must encourage prompt payment.

Promotion of sales and advancement of technology are essential components of UAB "Automation Supply's" strategy. One of the company's niches that drives sales is technology. In order to gain a competitive advantage on the market, the company has sufficient funds for technological updates and implementation. The company invests in the modernization of its online store in order to facilitate the shopping needs of customers and accelerate the online store's operations. It also implements a platform for the processing of direct customer orders with the goal of reducing the sales manager's workload and creating a comfortable environment for each individual customer. In addition, they invest in marketing and research in order to remain visible

and maintain a dominant market position. Marketing research is a particularly important source of obtaining information for managers and specialists, because only through them can one obtain the necessary primary information about local and especially internationally spread markets, the possibilities, conditions and methods of achieving business goals in them (Pranulis, 2007, p. 23).

According to "Rekvizitai.lt"'s statistical information, the company's annual revenue has increased every year since its inception. From 2019 to 2021, the company's annual revenue increased by 6.5 times. This increase in the company's sales indicates that there have been changes, and we will investigate the factors that may have contributed to this increase.

For a bar chart depicting revenue growth from 2019 through 2021 (see Figure 2.1.).
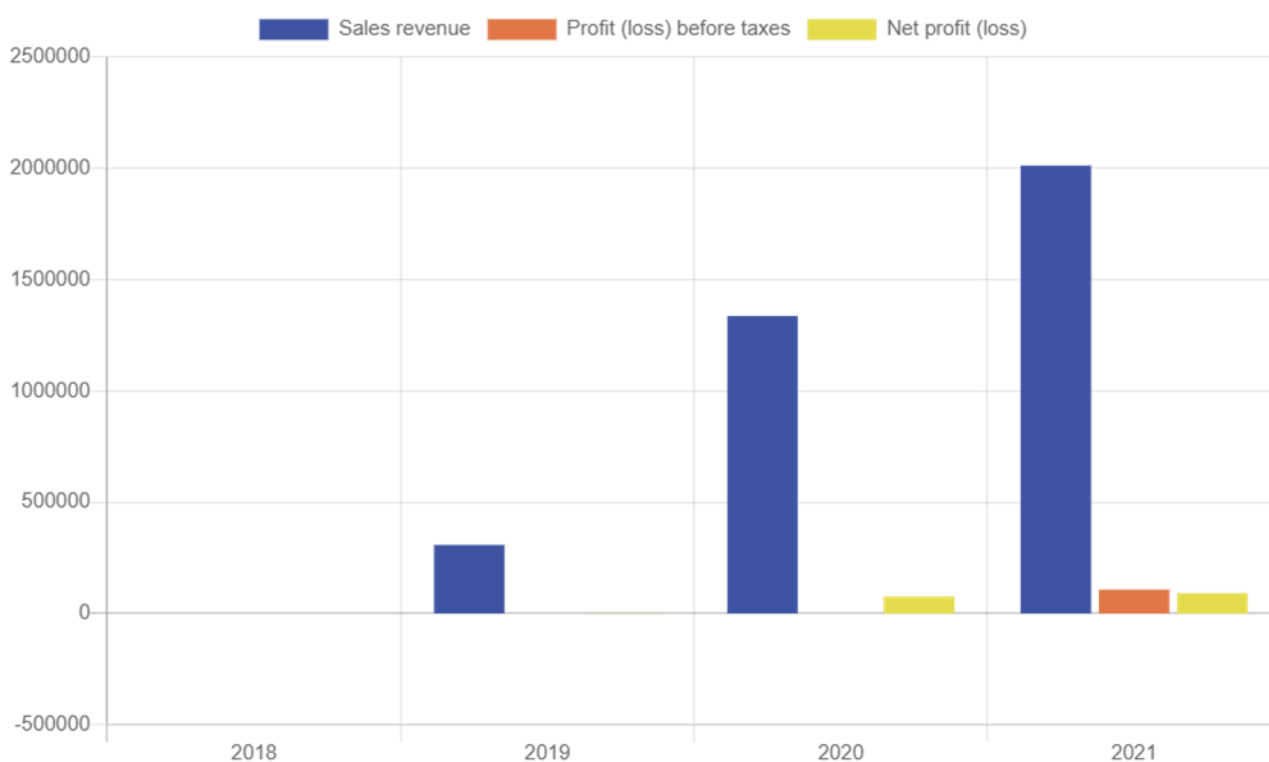
2.1. UAB "Automation Supply" sales revenue, profit and net profit (thsd. EUR) in 2019-2021

There are a number of variables that can affect sales revenue growth. promotion, product selection, distribution methods, and customer retention. During the Covid-19 pandemic, e. store operations also increased.

Electrical and electronic goods are the most prevalent in everyone's lives, but only certain consumers purchase them. A market can be segmented in a variety of ways, so it is essential to be inventive when conducting segmentation research. While working and observing the company's operational processes, it was discovered that the company's primary customers are not individuals but rather construction, project, and supply companies. It was monitored in order to analyze the

characteristics of the users. The observation was based on diverse segmentation characteristics, including geographic variables.

Geographical. Since the company has been conducting this activity for several years, a portion of the consumer analysis has already been conducted, and it has been determined that the majority of sales occur in United States, with a sizeable portion also traveling to the Europe. The majority of users are Americans, Germans, Italians, and Spanish, as determined by an analysis of purchasers conducted by the business in an effort to increase sales. Considering the geographical location, UAB "Automation Supply" established separate analog stores for these nations.

SWOT. A SWOT analysis can be performed to summarize and combine the external environment and resources of the company. A strengths, weaknesses, opportunities, and threats (SWOT) analysis has become a fundamental tool for organizations to evaluate their position in the market and is widely used to analyse the internal and external environments of organizations during times of indecision (Rozmi et al., 2018; Wu, 2020). Strengths and weaknesses include the main factors in the development of an organization's strategy, which emerge as a result of resource analysis. Opportunities and threats include the main factors of strategy development, which emerge as a result of the analysis of the organization's external environment. The SWOT analysis is presented in the table 2.1.

Table 2.1. UAB "Automation Supply" SWOT analysis

Strengths	Weakness
- Strong positions on the domestic and international markets. - Rapid transport of goods. - The relationship between cost and quality. - The company is able to deliver and provide a wide variety of electrical components. - UAB "Automation Supply" has been on the market for over four years.	- Advertising and sponsorship receive insufficient resources and attention. - Tools for sales promotion are underutilized. - Many manual tasks that could be automated. - The large information flow and its renewal are difficult to manage. - Little innovation. - Little payment options.
Opportunities	**Threats**
- Integration of new technologies and their implementation. - Increase focus on sponsorship and sales growth. - Strengthen international relationships. - Increase advertising. - Expand payment options - Implementation of management systems	- The emergence of new rivals. - Non-original merchandise with lower prices - Online store hacking - Risk of goods not being delivered on time due to the supplier's fault, in which case the customer may request late fees or cancel the order. - Lack of materials for the production of goods and rising production costs, which can reduce purchases. - Long lead times influencing purchasing.

The negotiating power of customers. The "Automation Supply" division of UAB does not sleep during customer negotiations. Customers seek price reductions in a variety of ways. Frequently, the customer negotiates by claiming he could purchase the same product at a lower price elsewhere, but ultimately chooses UAB "Automation Supply" out of loyalty. This is a common occurrence at the company, and a separate budget is allocated for it in order to retain customers. Negotiations, like research, aid in gaining a better understanding of the market and its segments, in selecting solutions and coordinating with the client, and in matching their goods and services, setting appropriate prices, and selecting distribution channels, taking their characteristics into account.

The negotiating leverage of suppliers. Suppliers exert a substantial influence on sellers, who are therefore dependent on them. Contracts are negotiated between the selling company and the supplier in such a way as to avoid unpleasant surprises, such as price changes or reductions in supply quantities.

Threat of new competitors. UAB "Automation Supply" competes with rivals in conventional ways, including discounts, guarantees, advertising, and special offers. The greater market competition, the lower the profit. Low profits and intense competition discourage new players from entering the market, which can result in monopolies.

UAB "Automation Supply" have yet to encounter companies in Lithuania that sell only electrical goods and represent more than five brands. The majority of UAB Automation Supply's rivals are multi-product retailers. We could include well-known retailers such as UAB "Senukai prekybos centras" from the "Senukai" business association among our competitors. Additionally UAB "Makveža" and other retailers with electrical goods departments. This creates a competitive advantage for the company, but the primary buyer at retailers remains a natural person, which has little effect on UAB "Automation Supply." "Elektrobalt" UAB is one of the largest competitors in Lithuania, as it offers a particularly extensive selection of electrical installation and electrical engineering products. This company is both a competitor and a business partner of Automation Supply UAB, as they sell and purchase from one another. After discussing the leading competitors, it is clear that UAB "Automation Supply" holds a very prominent market position as a specialized provider of electrical goods.

As with every other company, UAB Automation Supply positionates its products. Positioning strategy is the most effective method for determining the optimal product development path. Positioning is how you influence the mind of a potential buyer (Ries A., Trout J. 2005). The dominant positioning strategy for UAB Automation Supply would be a multi-brand strategy. This is due to the fact that the company represents numerous brands, allowing it to dominate the market in

terms of multiple options, price ranges, and required functions. In order to dominate the market, the company invests in the buyers of that market by creating a non-international e-store for that market.

After becoming familiar with the activities of UAB "Automation Supply", it is possible attempt to evaluate the sales management of the company. This cannot be accomplished in depth without specialized research. It is necessary to prepare a research plan in order to conduct research successfully and to gain a better understanding of the potential for increasing sales, the behavior of buyers when deciding to purchase the company's products, and the factors, motives, and reasons that influence their decisions.

In conclusion, I would like to mention that UAB "Automation Supply" occupies a high position in the market, and by applying positioning strategies and understanding the threats, it is ready to grow and lead the market. Also offering discounts and loyalty programs to retain customers and increase their traffic.

2.2. Empirical research background

Research investigates the process of increasing sales in the business-to-business sector and its implications for the enhancement of service sales channels.

Aim of the research - to perform an empirical analysis of the the process of improving sales of UAB "Automation Supply" and to identify solutions on how to improve them.

Problematic question - What factors affect consumers' shopping behavior at UAB "Automation Supply"?

Research methods- qualitative and quantitative data analysis methods based on interview and survey.

Research tasks:
- to determine impact factors on customer purchases at e-store;
- to determine motives and circumstances impacting purchase decisions online;
- to identify factors increasing Internet users' trust in e-commerce operations;
- to determine importance of users' previous shopping experiences for attracting them to e-store;
- to identify the approach that is in use to increase sales at UAB "Automation Supply";
- to identify main sales promotion tools that are in use at UAB "Automation Supply".

2.3. Methodology and methods

It is typical for each branch of science to have distinct research methods based on general research methodology, including mathematical statistics, experiments, literature analysis, theoretical analysis, conclusions, generalizations, etc. (Kardelis, 2004). The appropriate selection of research

methods determines the success and continuity of subsequent work and ensures the applicability of results to practice or additional research methods.

The first section of this work conducted an analysis of the scientific literature, which makes it easier to identify the means of e-commerce sales promotion, in order to carry out the research as accurately as possible and summarize the results obtained during it. The research section includes an analysis of the consumer's attitude toward e-commerce and buying motivation.

Methods used in the study:

Survey. A quantitative method chosen to determine how the company's primary customers evaluate the state of e-commerce and its development trends, as well as the shopping satisfaction of themselves. Survey research is defined as "the collection of information from a sample of individuals through their responses to questions (Check & Schutt, 2012, p. 160). In conclusion, the Internet is an ideal location for researching sales promotion tools because the entire target audience is accessible online.

Interview. It was decided to conduct qualitative research in order to interview company experts and determine as precisely as possible how hat is used to achieve higher sales. Modern society has been called the 'interview', or even the 'confessional' society, the latter calling up a particular type of interview where intimate matters may be revealed (Atkinson Silverman, 1997). The interview is probably the most widely used method employed in qualitative research, a central resource for social science (Holland & Edwards, 2013). The common use of qualitative interviews is also undoubtedly due to their potential to provide in-depth information related to 'participants' experiences and viewpoints of a particular topic (Turner, 2010). In conclusion, the interview method is time-consuming because it requires significant funds and time to interview more respondents and process the gathered data. However, the obtained results can lead to very precise conclusions because the interviewee answers the questions thoughtfully and from their own perspective. Therefore, interviewing e-commerce experts is a great way to discover sales-growth opportunities.

2.4. Establishment of the interview and survey

To obtain the most accurate results, it was determined that all sales managers would be interviewed. UAB "Automation Supply" employs eleven insured individuals. 4 warehouse workers, the chief executive officer, one customer service representative, one purchasing manager, one sales leader, and three sales managers, of which I am one. This interview will consist of interviews with three respondents. A sales leader Evaldas Masonas Masonas charged with overseeing the performance of all other sales managers. A sales manager Greta Švagždytė who works for the "JUNG" brand and supervises this brand's electronic store. Artūras Bulvako, a sales manager who

works with direct customers. These manager's clients will also take part in the quantitative research. 28 To simplify the process of collecting quantitative research data, it was decided to conduct the study by interviewing only legal entities that shopped in April, 2023. It was decided to conduct the survey by taking one months shopping results. 30 distinct customers shopped during the April (see Figure 2.2.).

Figure 2.2. Customers shopped on April 2023

In order to provide statistically significant conclusions, it is necessary to determine the minimum number of subjects, i.e., the research sample. This is because, in order to obtain accurate data, it is necessary to evaluate the reliability and accuracy of the research data using mathematical statistics (Kardelis, 2005). Since the research general set N (Customers who shopped during the specified period) is known, Paniotto's formula was utilized to determine the research sample (Kardelis, 2005):

$$n = \frac{1}{\Delta^2 + \frac{1}{N}}$$

where, n - sample size;

Δ - the size of the allowed sample error

N - general set.

The representativeness of the sample is one of the most important requirements for sample selection. According to Paniotto's formula, when the representativeness error of the sample Δ = 0.05, which is standard error i.e. the maximum allowed in social research (Žydžiūnaitė, 2007), the sample size is determined:

n=1/(0,05^2+1/30) ≈ 28 respondents. In order for the survey results to be representative of the population, responses must come from at least 28 consumers who shopped during the specified period. A questionnaire was developed online for this purpose. The questionnaire was distributed by

29 e-mail to customers who shopped during the specified period. The electronic survey system ensures that each computer can only complete the questionnaire once. Each computer connected to a network has a unique Internet Protocol (IP) address that identifies it. This made it possible to prevent the same person from filling out the questionnaire several times.

2.5. Survey analysis

Research process. The survey was carried out from the first of April 2023 all the way through to the last day of April 2023. The questionnaire for the survey was delivered once to each respondent who made a purchase in March. To obtain the required sample of respondents, the questionnaire was sent to all respondents and then resent with a reminder to those who did not respond. The questionnaire was set to be anonymous, and it was possible to respond only once, without the option to change previous responses. These settings allowed to collect precise data from a particular user. Survey was created in internet and activated by link: https://forms.gle/GRU3GcX7yctp3mDM7. After transmitting the survey the first time, 22 responses were received; however, this number was insufficient to draw conclusions; therefore, the survey was resent a week later to respondents who did not respond, and 5 more responses were collected. But the number of responses was insufficient, so the survey was resent to those who did not respond, and two dishonest individuals responded. Within 3 weeks, 29 respondents responded to the survey. Thirty respondents are loyal consumers who account for the vast majority of all purchases. There are no first-time purchasers among the 30 customers surveyed. It was determined that the data will be analyzed based on the core customers, so the sample size of customers who shopped in a given month is 30. 29 responses satisfy the sample size.

Survey analysis. The questionnaire for quantitative research consists of 24 questions, of which 5 are designed to identify the client. The questions of the demographic block allowed for the identification of the respondent's country of residence, number of employees, annual revenue, field of activity, and length of time working with "Automation supply." These are significant demographic indicators of the study, which made it simpler to group questionnaire data and analyse the distribution of responses within each group. It is possible to conclude that the majority of respondents were from Germany and Italy. It was also discovered that the majority of them maintain working relationships with UAB "Automation supply" for up to a year, and that the respondents are traders of small businesses with up to 50 employees and up to 10 million euros in annual revenue.

3 questions to identify impact factors, 3 to identify trust in e-commerce operations, 11 to identify what attracts customers to e-store, 1 To determine importance of users' previous shopping experiences for attracting them to e-store.

According to the results, the majority of respondents selected a high frequency of shopping, and ten respondents selected a 9 on the scale. 1 respondent selected 1 on the scale, indicating that he does not shop frequently (see Figure 2.3).
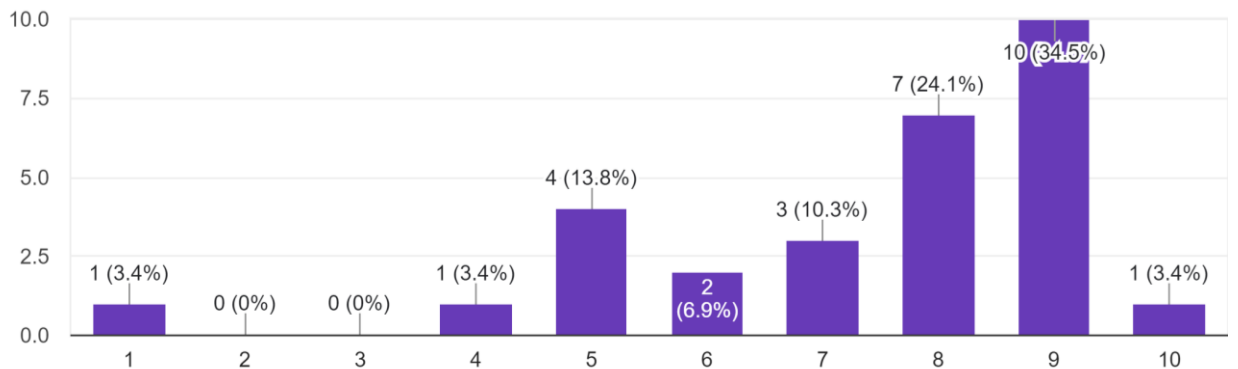

Figure 2.3. Respondents purchasing frequency in UAB "Automation Supply"

In addition, the majority of respondents are satisfied with the UAB "Automation Supply" online store, and the majority of respondents chose a 9 on a scale of 1 to 10 (see Figure 2.4).
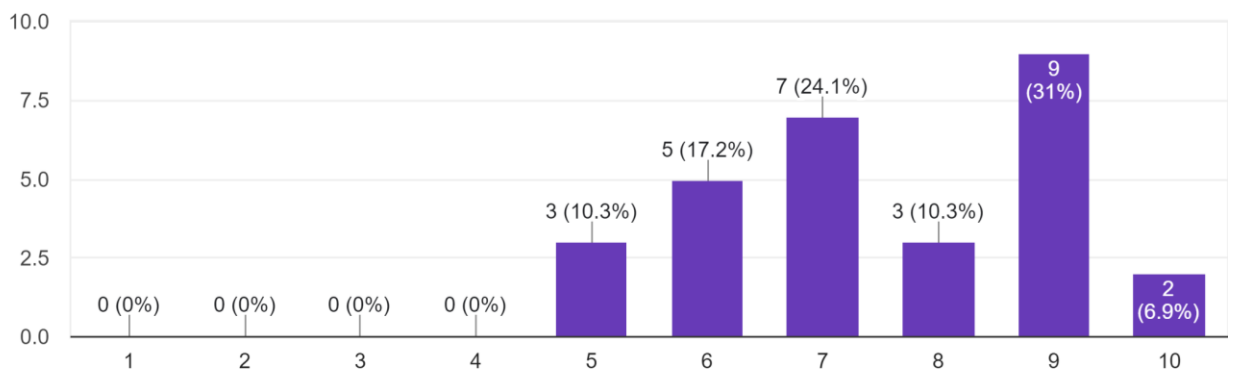

Figure 2.4. Respondent satisfaction on shopping experience

Even 96.6% of respondents chose price as the most influential shopping factor, while 31% chose recommendations as the least influential factor and no one chose "other" factors (see Figure 2.5).
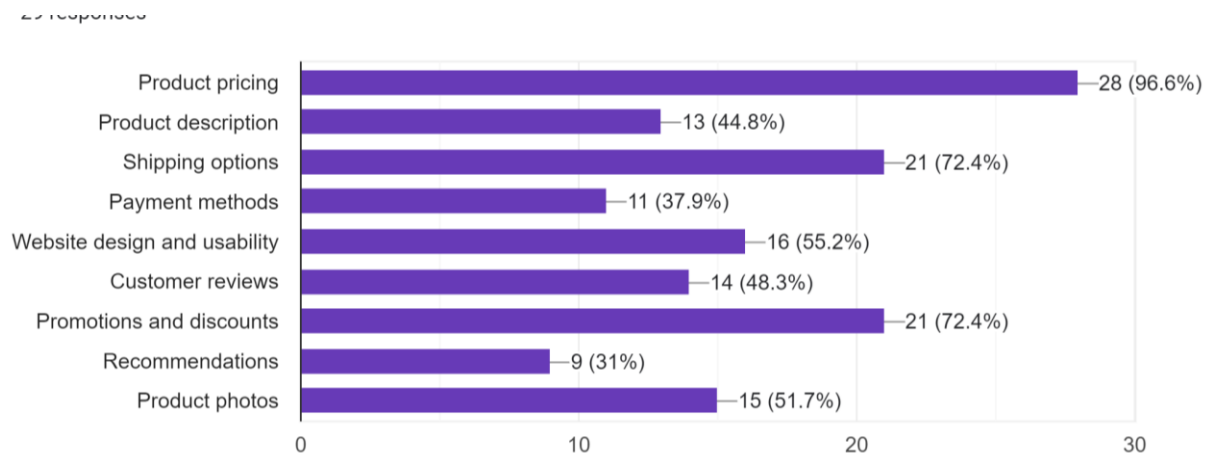
Figure 2.5. Factors influencing purchase decisions by respondents

These questions made it possible to determine impact factors on customer purchases at e-store as well as to comprehend and ascertain how frequently customers typically shop as well as whether or not they are pleased with their overall shopping experience. In addition, it made it possible to determine the factors and circumstances that influenced decisions regarding online purchases.

One out of 29 respondents one encountered difficulties while shopping, while the remaining 28 reported no issues (see Figure 2.6).

Figure 2.6. Respondent's answers on encountered challenges or issues

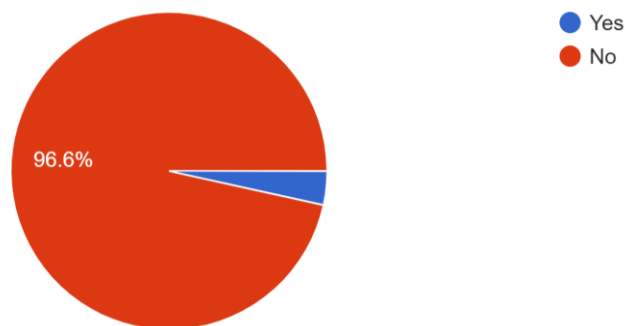To determine the reasons, it was determined that 72.4% of respondents would stop shopping due to high prices and complicated payment, and according to the respondents, payment methods have the least influence on abandoning shopping cart (see Figure 2.7).
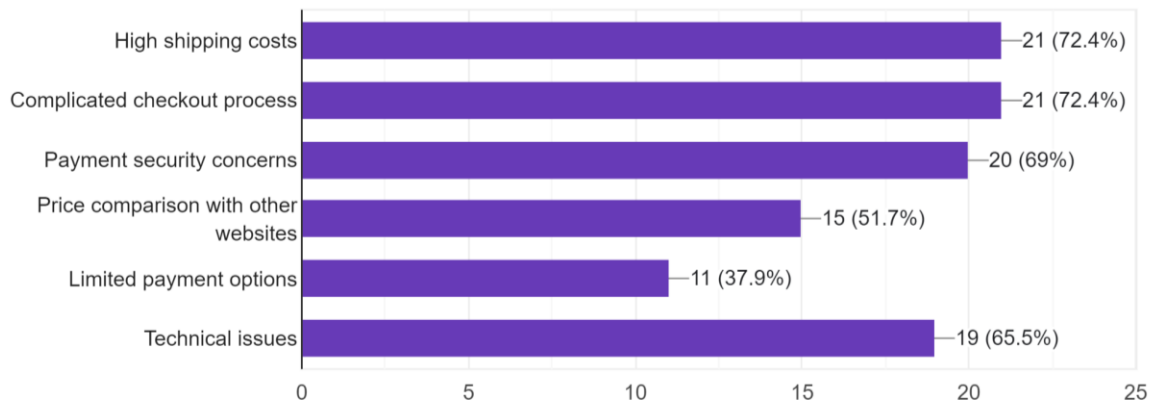
Figure 2.7. Main reasons on abandon shopping cart by respondents

However, customers are most confident in an e-store's payment methods (82.8%), while they are least confident in its design (41.4%) (see Figure 2.8).
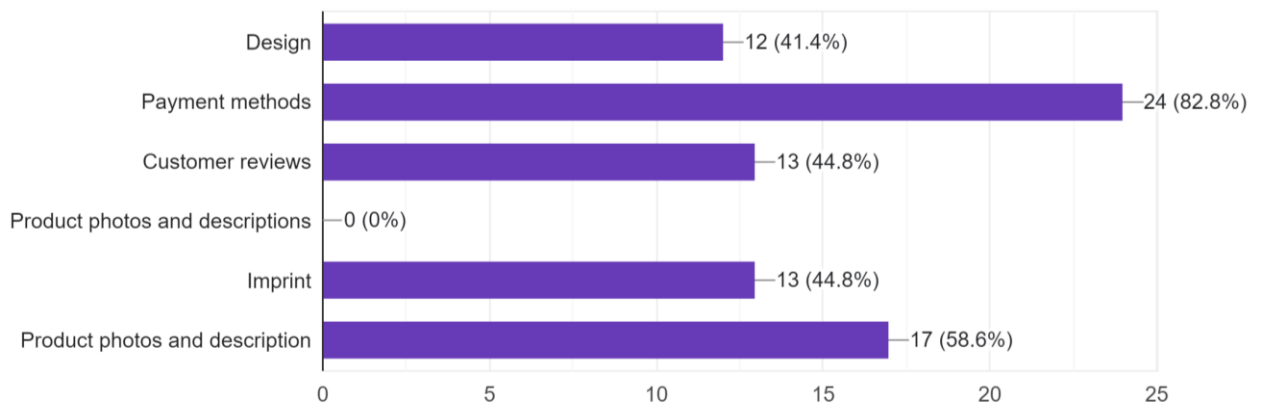
Figure 2.8. Factors of UAB "Automation Supply" store trustworthiness by respondents

These questions helped to determine whether or not customers have experienced difficulties and inconveniences as a result of their online shopping. The issues that were brought to light in this manner made it possible to ascertain what factors have the greatest influence on people deciding to stop shopping and what factors influence the dependability of online retailers. It helped to identify factors increasing Internet users' trust in e-commerce operations.

When evaluating high-quality photographs, respondents were most likely to select from scale 8, and least likely to select on scale 1 and 9 (see Figure 2.9).
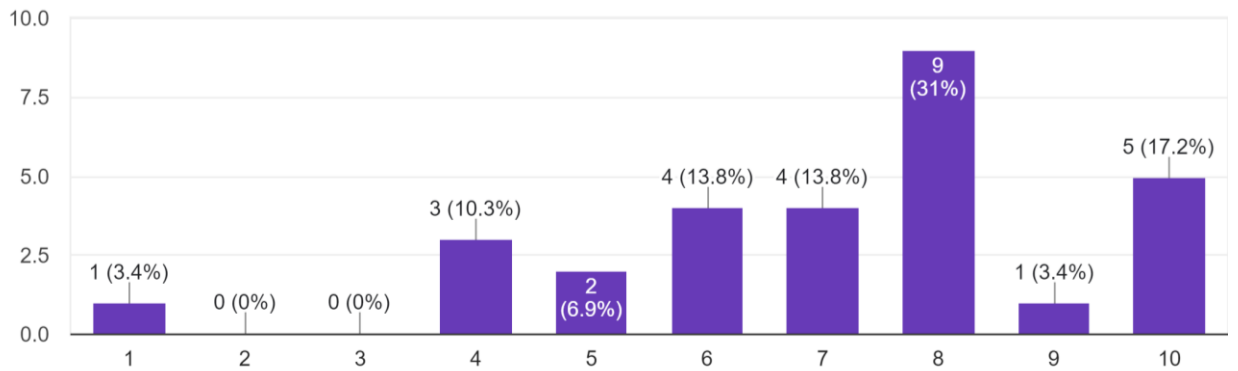
Figure 2.9. Importance of high-quality product images by respondents

When selecting the influence of design, they scored highest on scale 7 and 8, and lowest on scale 3 and 10 (see Figure 2.10).
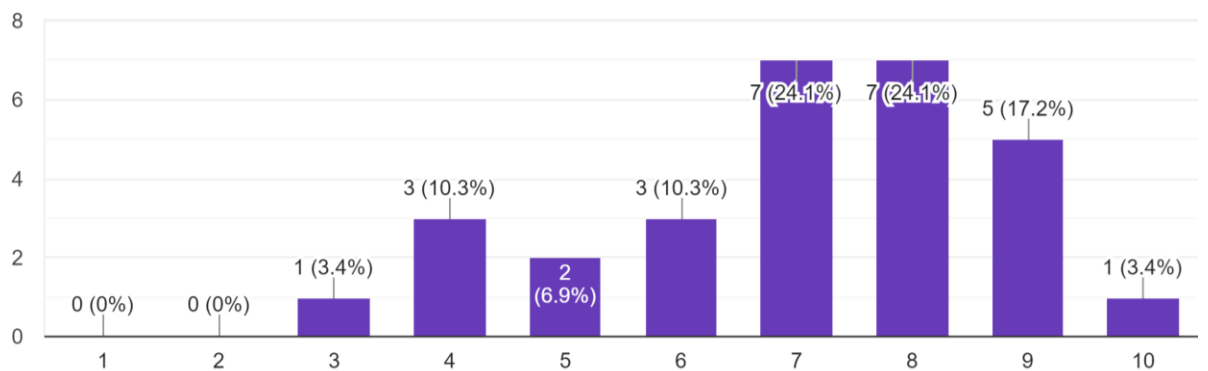
Figure 2.10. Importance of design and layout by respondents

On the scale for product description, the majority of responses fell between 7 and 9, while the lowest score was 6 (see Figure 2.11).
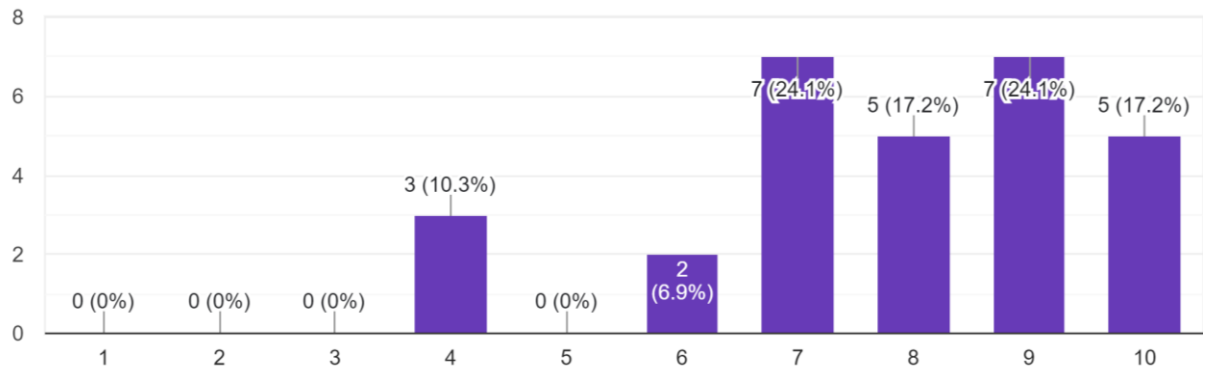
Figure 2.11. Importance of product description by respondents

The importance of price selection has the most clicks on a scale of 10, the least on a 6 (see Figure 2.12).
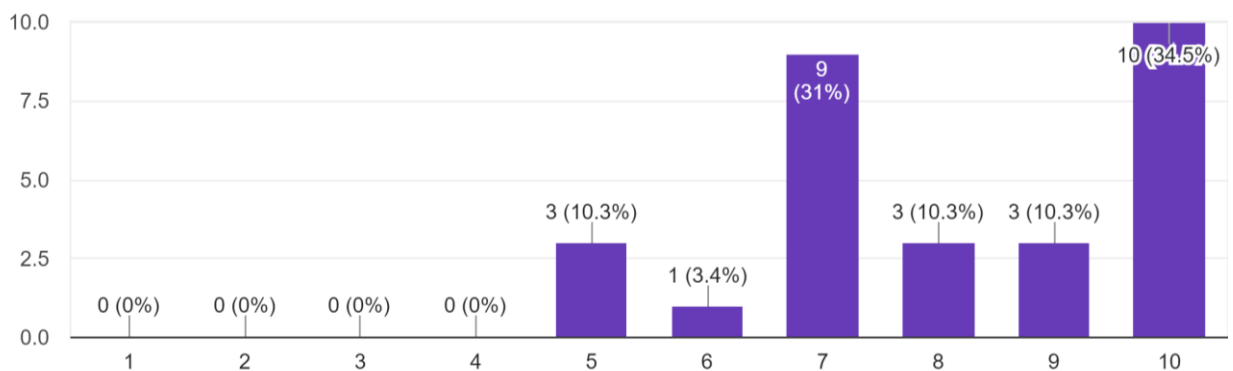
Figure 2.12. Importance of price by respondents

Product availability on the scale has the most choices on a scale of 10, the least on 3 (see Figure 2.13).
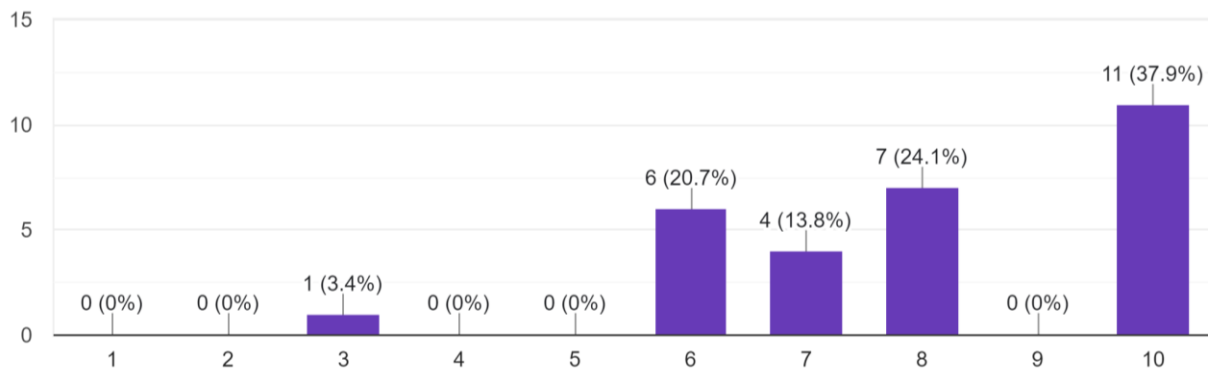
Figure 2.13. Importance of product availability and stock status by respondents

The customer feedback scale has the most options on a scale from 8 to 10, and the fewest options on a scale from 1 to 4 (see Figure 2.14).
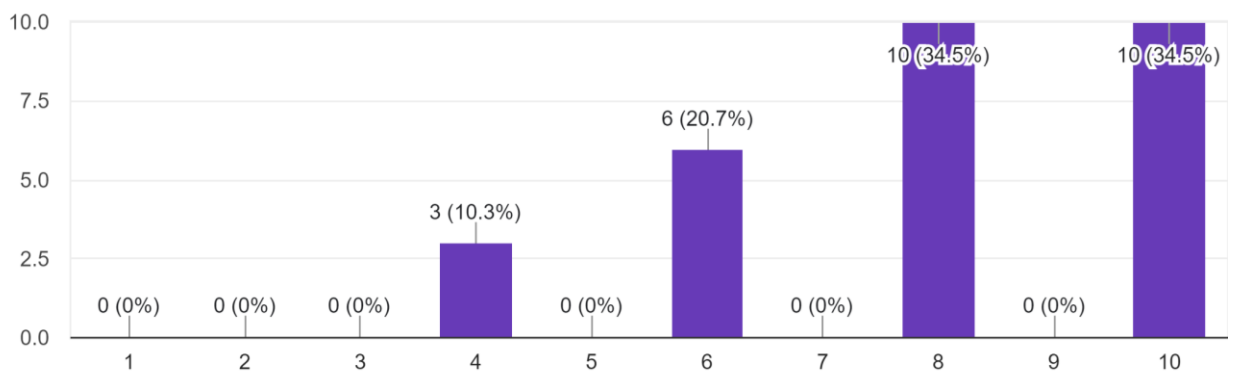
Figure 2.14. Importance of costumer reviews by respondents

On the delivery scale, majority chose options for 9 and 10, minority for 5 (see Figure 2.15).
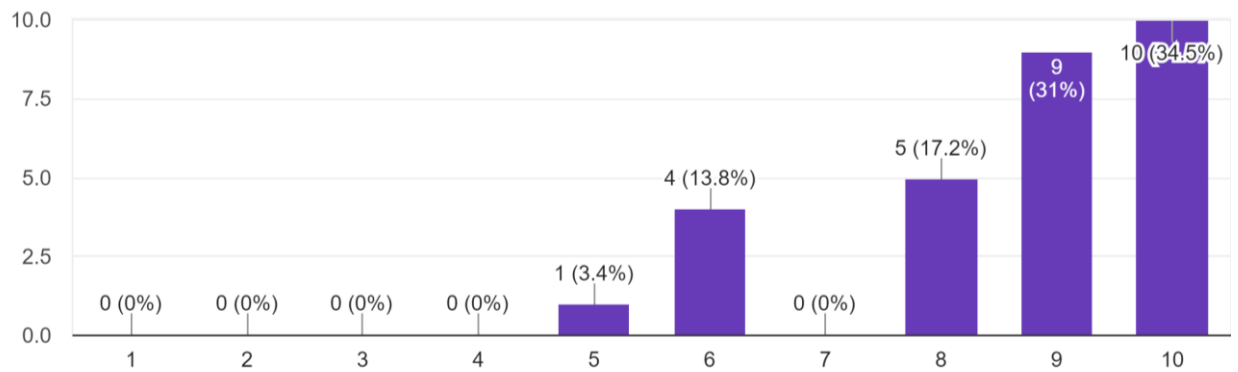
Figure 2.15. Importance of shipping and delivery timeframe by respondents

The most popular option on the money return scale is 7, while the least popular is 8 (see Figure 2.16).
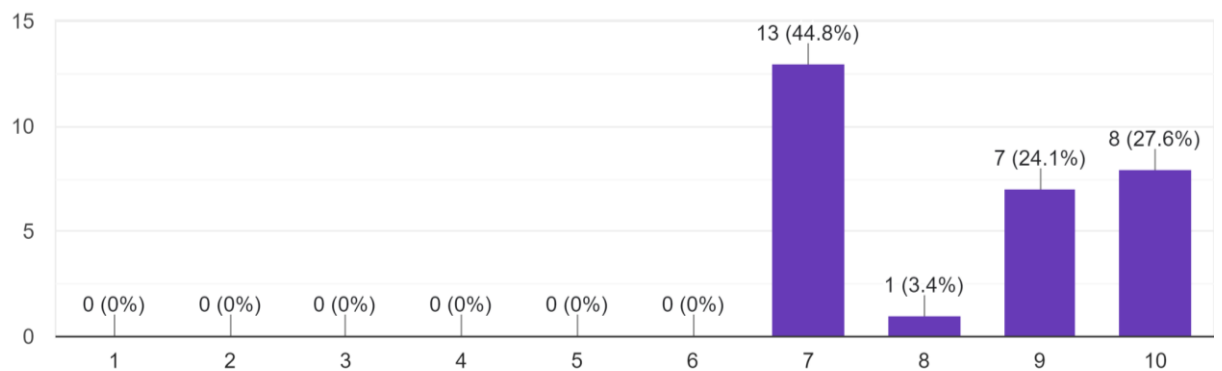
Figure 2.16. Importance of return and refund policy by respondents

On a scale of payment methods, 10 represents the most options, while 3 represents the fewest (see Figure 2.17).
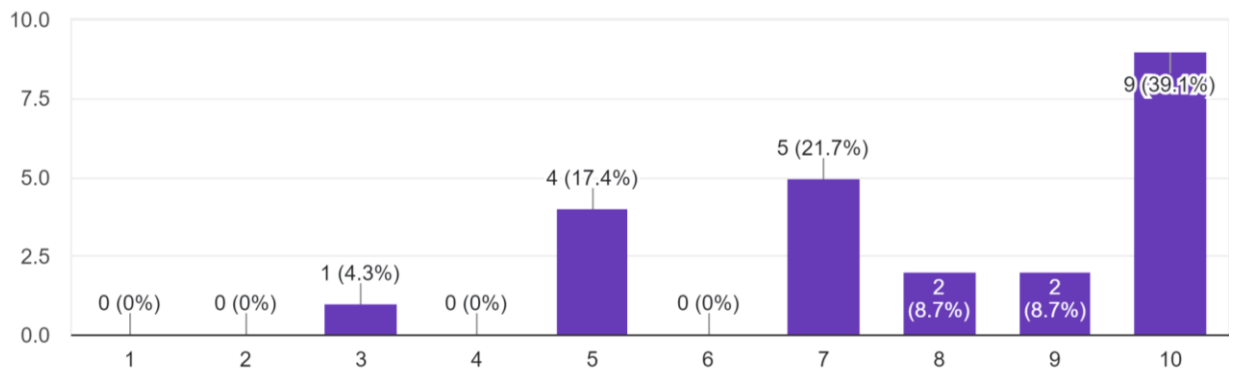
Figure 2.17. Importance of payment methods by respondents

On the customer service scale, 10 and 5 are the most popular options, while 5 is the least desired (see Figure 2.18).
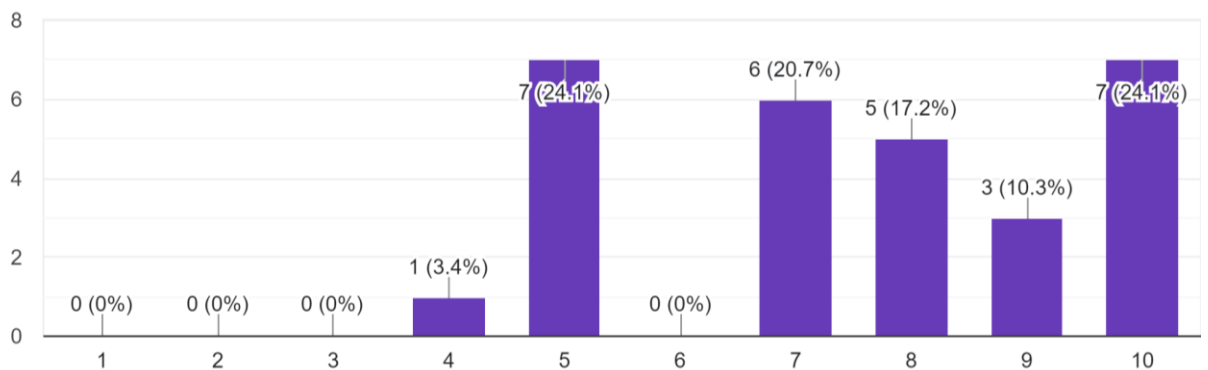
Figure 2.18. Importance of customer service by respondents

On the E-store reputation scale, 9 is the most popular option, while 6 is the least popular (see Figure 2.19).
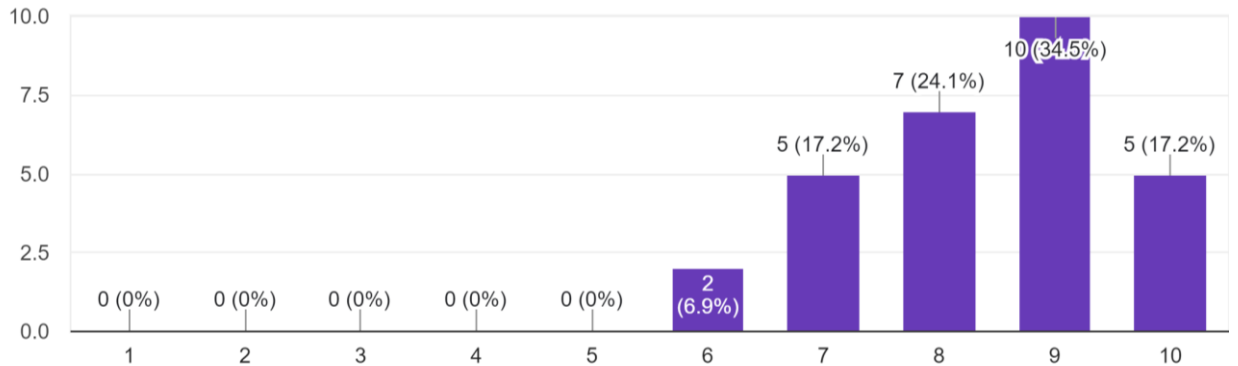
Figure 2.19. Importance of E-store overall reputation and credibility by respondents

Eleven questions were devoted to identifying impact factors that influence online store customer purchases. With 11 questions prepared on a linear scale, it was possible to determine whether the listed factors have an effect on the customer, ranging from not at all to extremely significant. The purpose of the third group of questions was to conduct a more in-depth investigation into how each factor affects the purchase and the degree to which the customer places importance on each factor.

The linear scale also helped to determine the past shopping experience of customers, with the majority of respondents (37.9%) indicating that the quality of their past shopping was good by selecting 10, while 3.4% each selected 5 and 6 on the scale, indicating that the quality of shopping is evaluated as average acceptable (see Figure 2.20).
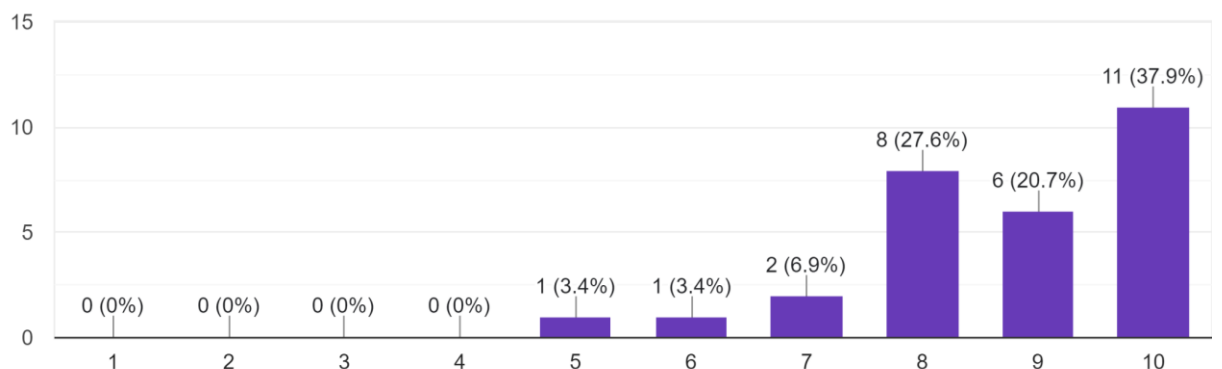
Figure 2.20. Satisfaction of customization and personalization on online store by respondents

With the help of this questions, it was able to think back to the shopper's previous shopping experiences and ascertain whether or not he was pleased with those experiences. It is helped determine importance of users' previous shopping experiences for attracting them to e-store.

2.9. Interview analysis

Interview process. Three full days of work were set aside for the interview, and one respondent was talked to on each of those days. In order to collect the responses of the respondents, they first had to give their permission to record their responses, and then those recordings were transcribed. Also, respondents agreed to answer the interview without anonymity.

Interview analysis. Interview process. Three full days of work were set aside for the interview, and one respondent was talked to on each of those days. In order to collect the responses of the respondents, they first had to give their permission to record their responses, and then those recordings were transcribed. Also, respondents agreed to answer the interview without anonymity. Interview analysis. The interview was comprised of a total of 17 questions, which were arranged into 6 distinct question groups. The purpose of the first questions is to learn more about the respondent and his connection to the work that is being done. It was determined what the interviewee does. Greta Švagždytė: "I have been the sales manager at the electronic store for just over a year. (for more information refer to Annex 1) Evaldas Masonas: "As a sales leader " (for more information refer to Annex 1). Artūras Bulvako: "I would rate my sales performance for the previous quarter/year as excellent overall" (for more information refer to Annex 1). Regarding sales team performance over the past quarter/ year, all respondents were optimistic. Regarding the team's work and goal attainment, they stated that everything is proceeding as planned and the goals are being attained. Greta Švagždytė: "Overall, I believe that last year was quite successful for the new online store" (for more information refer to Annex 1). Evaldas Masonas: "In general, I am satisfied with my results" (for more information refer to Annex 1). Artūras Bulvako: "I achieved a greater number of sales than the previous quarter/year and exceeded my individual sales target. " (for more information refer to Annex 1). The team's biggest obstacles included competitiveness, meeting delivery deadlines, and satisfying customer requirements. Greta Švagždytė: "Competitiveness. We have numerous large competitors on the market, so we "fight" for a better price offer to the buyer." (for more information refer to Annex 1). Evaldas Masonas: "Also the competitive market of today" (for more information refer to Annex 1). Artūras Bulvako: "Current market competition" (for more information refer to Annex 1). Regarding the current strategies and their effectiveness, it was mentioned that the manager's product knowledge, quality, and quick communication with the 41 customer make it easier to close offers and install confidence in the customer. Greta Švagždytė: "Providing detailed product information is, in my experience, one of the most important and

effective sales strategies ", "swift and effective communication" (for more information refer to Annex 1). Evaldas Masonas: "constantly refining our sales process to make it as efficient as possible " (for more information refer to Annex 1). The first 4 questions are comprised of four inquiries, and their purpose is to ascertain the general perspective that the salesperson has regarding his sales, his collaboration with the team, and the overall sales goals of the team. Find out how the sales team is feeling, investigate the most difficult challenges they face, and find out if the sales strategies and tactics that are currently being used are effective in bringing in new customers and making deals. Following a survey of experts, it was determined that the ability to shop easily and quickly, product selection, price, delivery time, return policy, brand awareness, website usability, payment options, and shipping cost are among the most important factors influencing a customer's decision to purchase. Greta Švagždytė:" the ability to purchase goods quickly and easily" , "ability to view the entire store's inventory" and "price, product mix, delivery, or preliminary delivery dates, return policy: , "visual representation of the store and high-quality product images" (for more information refer to Annex 1). Evaldas Masonas: "Price, dependability, brand recognition, and ease of payment" (for more information refer to Annex 1). Artūras Bulvako: "price, website usability, customer service, payment options, shipping costs and lead time" (for more information refer to Annex 1). According to experts, promotions, delivery terms, technical support, advertising, special offers, and a user-friendly website capture the attention and interest of customers. Greta Švagždytė: "Discounts play a significant role" as well "Transparent terms for delivery" (for more information refer to Annex 1). Evaldas Masonas: "advertisements, notifications, special offers, and discounts" (for more information refer to Annex 1). Artūras Bulvako: "visually appealing website" as well" simple navigation system and well-organized product categories" and "engaging content like videos, articles, and tutorials" (for more information refer to Annex 1). It was also determined who purchases from the e-commerce site, with the vast majority of buyers identified as legal entities. Experts: "legal persons, but a sizeable proportion are physical people" , "Mainly legal entities, companies reselling electrical components, installers." ," Legal entities and physical people" (for more information refer to Annex 1). Prior to making a payment, order price, payment methods, delivery time and price, promotions and discounts were cited as crucial factors. Questions was designed to elicit information about the factors that influence a buyer's decision to purchase as well as the factors that lead to that decision. Additionally, the group of questions was developed with the intention of finding out what influences a customer's decision to buy and which 42 customers shop the most frequently. Because of this question, it was possible to identify the primary factors that play a role in the decision-making process of making a purchase. Experts were questioned to determine the purchasing motives and circumstances. Experts cited the significance of the product and product description in connecting the two, as well as the supply cost, return policy,

communication, and customer support. Greta Švagždytė: "order's total price" as well "different payment options" and "delivery date" (for more information refer to Annex 1). Evaldas Masonas: "Method of payment, shipping time" (for more information refer to Annex 1). Artūras Bulvako: "the time it takes to receive your order, the price of the item, and the cost of shipping" (for more information refer to Annex 1). The second group of inquiries featured some minor alterations to the format of the first. In the second group of questions, the focus was on determining the factors that influence a user's decision to make purchases online. The user's most important requirements for the product could be ascertained through the purchase process by analysing the responses to this series of questions. After consulting with experts, the following factors were identified as determining the credibility of an online store: product information, delivery time, return policy, design, feedback and testimonials, certificates, company information, contacts, and a registration address. Greta Švagždytė: "Information clearly presented about the product, its price, quantity, delivery terms, return policies " "Design is also essential" "user interface and user experience" (for more information refer to Annex 1). Evaldas Masonas: "feedback and testimonials " "certificates, company information, contacts, and an address of registration" (for more information refer to Annex 1). Artūras Bulvako: "customer reviews" "payment system" "customer reviews, secure payment methods, and customer service" (for more information refer to Annex 1). The purpose of the third group of questions was to learn what factors influence a customer's level of self-assurance when they are out shopping. Because of this, we were able to identify factors that allow us to comprehend what it is that inspires confidence in online shopping. In order to ascertain the opinion of experts in boost of sales, traditional and electronic trade were questioned. Experts identified e-commerce as more effective at boosting sales, citing its simplicity and cost savings. Greta Švagždytė: "convenient delivery to my home or post office, the ability to see the entire assortment, filter it and pay quickly and conveniently" (for more information refer to Annex 1). Evaldas Masonas: "convenience it affords both customers and sales teams" (for more information refer to Annex 1). Artūras Bulvako: "it provides in terms of ease of use, productivity, and financial savings" (for more information refer to Annex 1). The purpose of the fourth set of questions was to learn more about the decision to conduct business online rather than through more conventional means. This group of questions made it possible to 43 find out what determines the choice between traditional shopping and online shopping, and it also went a long way toward determining the mindset that leads to higher sales. And the purpose of the sixth group of questions was to discover, from the perspectives and experiences of the professionals, the primary tools that promote purchase choice. Greta Švagždytė: "well-implemented SEO and paid search advertising" (for more information refer to Annex 1). Evaldas Masonas: "optimize the store's website for search engines, establish a strong social media presence, and investigate pay-per-click advertising" (for more

information refer to Annex 1). Artūras Bulvako: "Public service announcements and advertisements in regional media" (for more information refer to Annex 1). Experts recommend increasing advertising and improving search engine optimization. Elements that can improve sales, sales income, and help keep the organization competitive were found after examining the results of the qualitative research.

3. SOLUTIONS AND RECOMMENDATIONS FOR INCREASING SALES IN ONLINE STORE AT UAB "AUTOMATION SUPPLY"

In the first and second sections, the relevant scientific literature was analyzed, and the tools e-stores use to increase sales were identified. The third section of this work provides suggestions for e-store sales promotion.

3.1. Suggestion of implementing model

Digital Wallets. Both the survey questionnaire and the interview survey inquired about payment methods. In both instances, multiple payment methods have proven to be an effective means of attracting customers and enhancing the credibility of an online store. Therefore, the UAB "Automation Supply" currently offers three payment options in its online store: bank transfer, credit/debit card, and PayPal. Already offering three payment options is a positive sign, as it is extremely convenient for the customer to have so many options. Due to the fact that the company's online store is built on the Magento platform, now is a great time to test out alternative payment methods. Magento is an e-commerce platform that provides a variety of payment options to accommodate varying customer preferences and geographic locations. The number of available payment methods in Magento can vary based on the version of Magento and the installed extensions or plugins. Therefore, it is suggested that the company test an additional four plugins, as doing so is relatively inexpensive and has the potential to increase sales. Therefore, it is proposed to install additional payment method because, according to the findings of the research and the results obtained, more payment methods increase the online store's credibility and the customer's propensity to shop. Therefore, the following payment method is available:

- Digital Wallets: Depending on the version of Magento and available extensions, you may find support for popular digital wallets like Apple Pay or Google Pay.

In conclusion, increasing the variety of payment methods you accept can have a variety of positive effects on your business. By focusing on customer convenience, expanding your customer base, reducing shopping cart abandonment, building trust, facilitating international sales, remaining competitive, and leveraging data insights, you can increase sales and provide your customers with an exceptional shopping experience.

Advertising. This study examined whether advertising has an effect on sales growth. It can be concluded from both the survey and interview responses that advertising is an integral component of e-commerce. In the survey, respondents indicated that advertising influences shopping behavior, and the interview method revealed that UAB "Automation Supply" employs very little advertising, which should be encouraged. UAB "Automation Supply" should implement these advertising channels:

- Google Ads. Google Ads enables the display of targeted advertisements in search engine results when relevant keywords are searched. It's an effective way to reach customers actively searching for your products or services.

- Social media advertising. Facebook, Instagram, and LinkedIn provide robust advertising options to reach specific target audiences based on their demographics, interests, and behaviors. Social media advertisements can increase brand awareness, engage prospective customers, and drive traffic to your online store.

Instagram. Instagram is predominately a visual platform, it is particularly well-suited for showcasing various products. It provides the opportunity to share images and videos of selling products that are of a high quality, which can be used to attract the attention of users and engage them visually. Additionally, Instagram provides advertisers with powerful targeting options for ads. A demographic, a person's interests and behaviors, and other factors are used to define the target audience. This makes it possible to reach users who are more likely to be interested in the selling products, thereby increasing the efficiency of advertising campaigns. Additionally, users now have access to a variety of shopping features on Instagram, making it much simpler for them to discover new products and make purchases without leaving the platform.

Facebook. Facebook is also one of the largest social media platforms with a massive user base, offering a valuable opportunity to reach and interact with a large audience. Facebook provides robust targeting capabilities that enable advertisers to reach a specific audience based on demographics, interests, and even custom audience lists. This level of targeting precision increases the efficiency and effectiveness of campaigns by ensuring that ads are displayed to individuals who are most likely to be interested in products that are being sold. Facebook offers a variety of ad formats to accommodate various marketing goals and product types. It provides image ads, video ads, carousel ads, and collection ads, among others, to showcase products in interactive and engaging ways. Additionally, Facebook's social nature enables users to interact with advertisements via likes, comments, and shares. Positive interactions and user-generated content can contribute to the development of social proof, the enhancement of brand credibility, and the generation of organic reach as more people engage with content.

LinkedIn. LinkedIn is a professional networking site that emphasizes career advancement, business connections, and industry-related content. Certain types of businesses, particularly those aimed at a professional audience, can benefit from promoting online store on LinkedIn. LinkedIn enables to establish online store as industry thought leaders. LinkedIn provides precise targeting options to help you reach target audience. It is possible target users according to their job titles, industries, company size, seniority, and other professional characteristics.

In conclusion, advertising is an effective means of boosting sales. Advertising can significantly contribute to the growth and success of your business by increasing brand awareness, generating leads, targeting the right audience, building brand loyalty, differentiating from competitors, adapting to market conditions, and maximizing return on investment.

Products and store promotion. It was also discovered that e-store content, media, customer reviews, and special offers to the customer have a significant impact on sales growth. By promoting online store possible to reach customers beyond immediate area. With the global reach of the internet possible to target customers from various geographical locations, thereby expanding potential customer base. By utilizing digital marketing channels such as search engine optimization (SEO), social media advertising, email marketing, and influencer collaborations, can effectively promote online store and reach a greater number of prospective customers. Target specific customer segments and personalizing marketing messages by promoting online store. Determining the preferences, interests, and behaviors of target audience through data analysis and customer profiling. This allows to tailor promotions to their specific requirements and provide personalized experiences. By gaining a deeper understanding of your customers, can create campaigns that resonate with them, resulting in increased engagement and sales. Online promotions enable the use of social proof and customer testimonials to establish trust and credibility. Positive customer reviews, ratings, and testimonials have a significant impact on purchasing decisions. By encouraging customers to leave reviews and prominently displaying them on online store and marketing channels, can improve brand's reputation and boost customer trust, resulting in increased sales.

Promotion of your online store and its products is, in conclusion, an essential element of a successful sales strategy. By utilizing a variety of digital marketing channels and strategies, you can expand your reach, increase brand awareness, target specific customer segments, highlight product features, and earn the trust of prospective customers. Promotion of your online store allows you to reach a larger audience, generate more website traffic, and ultimately increase sales. It enables you to connect with global customers, customize your marketing messages, and create a seamless shopping experience. You can maximize your sales potential, strengthen your brand, and position your online store for long-term success by investing in effective online promotion.

3.2. Cost of labour

Digital Wallets. In order to install digital payment methods "Apple Pay" or "Google Pay", it is not difficult and will not take much time, because the tools are already integrated with Magento. Typically, additional extensions or modules are required to enable Google Pay and Apple Pay as payment options within Magento. These extensions facilitate Magento's integration with respective

digital wallet services. Braintree is one of the tools used to implement Digital Wallets. Braintree is a payment gateway and merchant account provider that facilitates the secure acceptance of online payments by businesses (Braintree.com, 2023). The Braintree Payment Gateway extension for Magento enables the integration of Braintree with your Magento store, thereby enabling digital wallet payment methods. The company already uses Braintree for credit card payment information, so installing this plugin incurs no additional costs. As with cash on delivery, the installation of digital wallets occurs through the Magento platform itself, and the company's IT specialist has the necessary skills for installation, so there will be no additional costs

Since the company employs a specialist with the necessary expertise to complete this task, the cost will be proportional to the time required to complete it. IT specialists will need to perform a sequence of actions:

1. Enable Apple Pay and Google Pay in Braintree's configuration. Make sure the Apple Pay and Google Pay option is enabled in the Braintree configuration.

2. Set up SSL/TLS for Magento store.

3. After configuring the Braintree module and enabling Apple Pay and Google Pay, test the integration to ensure that everything is functioning properly. Select Apple Pay as the payment method when placing a test order on Magento. Confirm that the Apple Pay and Google Pay button is displayed and that the transaction is processed successfully.

It will take approximately two hours to complete the subsequent steps and validate the estimate for each digital wallet. The median hourly wage is approximately 10 euros per hour. The cost calculation is presented in Table 3.1.

Table 3.1. Calculating hourly costs on installation of digital wallets

Duties (tasks to be performed)	Working hours	Average price per hour, EUR	Total labour costs, EUR
Apple Pay installation	2	10	20
Google Pay installation	2	10	20

Advertising. Using Google Ads boosts the exposure of online store, attract targeted visitors, and increase sales. It's a flexible advertising platform that lets you monitor results, tweak settings, and more for maximum campaign success and return on investment. However, just like with their installation, using Google Ads is not free. In this case, the company would benefit from working with a marketing agency. Professional fees can range from inexpensive to prohibitively expensive, depending on the agency hired and the scope of services required. The first step in implementing Google Ads is to talk to a marketing firm and get an estimate of how much it will cost. The average hourly rate for consultation with a marketing firm is 30 euros, with rates ranging from 20 euros to

40 euros. About 2 hours would be needed for the consultation. The cost calculation is presented in Table 3.2.

Table 3.2. Consultation costs

Service	Consulting hours	Average price per hour, EUR	Total amount, EUR
Consultation with a marketing firm	2	30	60

The following step is to determine how much of a marketing budget can be set aside for Google Ads. The emphasis is on quality and outcomes, so this budget shouldn't be too small or too large. It is suggested that a monthly budget of 300 EUR be established and then modified in light of actual spending. The cost calculation is presented in Table 3.3.

Table 3.3. Google Ads costs

Expenditure	Price per unit, EUR	Required quantity in units	Price, EUR
Google Ads	300	1	300

Another advertising option is Instagram. With features such as shoppable posts, product tags, and the Instagram checkout option, which swiftly and uncomplicatedly speeds up the shopping process and makes it more convenient for users. Instagram advertising, like Google Ads, does not have a fixed price and depends on the advertiser's needs. In this case, it would be beneficial to plan a budget, which could be easily adjusted to find the most ideal and cost-effective means of achieving the desired outcome. Again, it should not set a budget for advertising that would be detrimental to the business, but it should begin with the available budget and gradually increase it as the campaign's efficiency improves. The proposed option is to set the initial Instagram advertising budget at 200 EUR per month. The cost calculation is presented in Table 3.4.

Table 3.4. Instagram promotion costs

Expenditure	Price per unit, EUR	Required quantity in units	Price, EUR
Instagram promotion	200	1	200

While promoting an e-store on Facebook offers numerous benefits, it is essential to develop a well-thought-out strategy, produce engaging ad content, and continuously monitor and optimize campaigns for the best results. Regularly evaluating performance, testing different approaches, and

adjusting strategy based on the gleaned insights will help Facebook advertising efforts achieve success. However, as in all places, it costs money. Facebook promotion, like Google Ads and Instagram, does not have a fixed advertising price because the price depends on the selection of a number of factors. Similar to Instagram advertising, it is recommended to allocate a monthly budget of 200 euros for Facebook advertising. The cost calculation is presented in Table 3.5.

Table 3.5. Facebook promotion costs

Expenditure	Price per unit, EUR	Required quantity in units	Price, EUR
Facebook promotion	200	1	200

LinkedIn can be an effective platform for businesses and it's advertising. As in other social networks, there is no fixed amount for advertising, and its price varies based on the selected factors; therefore, it is recommended to allocate a monthly budget of 200 euros for cost analysis and budgeting purposes for the following months. The cost calculation is presented in Table 3.2.6.

Table 3.6. LinkedIn promotion costs

Expenditure	Price per unit, EUR	Required quantity in units	Price, EUR
LinkedIn promotion	200	1	200

Products and store promotion. To implement this phase, it was decided to enhance product images and descriptions based on research findings. Typically, hiring a professional photographer or image editing service is more expensive. The company's online store currently contains over 600,000 products, so it would be illogical and inefficient to update all of them. A suggestion would be to begin by updating the images of the 50 most popular products. Professional photographers may charge an hourly rate or a price per product. Professional photography of one product costs from 10-20 euros depending on the services provided in Lithuania, the average price of 1 product is 15 euros. The cost calculation is presented in Table 3.7.

Table 3.7. Calculating the cost of purchasing services

Service	Amount of photos	Average price per photography, EUR	Total amount, EUR
Photography of products	50	15	750

The cost of updating product descriptions on an e-commerce site can vary based on a number of factors, including the number of products, whether the updates are made internally or by a professional, and whether the updates are handled in-house. Since each electronic store is administered by a different manager, it is suggested that the employee update the product descriptions. This will provide the company with an accurate description, as each manager is the most knowledgeable about the products they sell. In the theoretical portion of our research, we determined that the most effective product descriptions are original and not paraphrased. It would be difficult to avoid paraphrasing when hiring service providers to perform this work. It shouldn't take too much time to complete this task and reduce company expenses. A manager could complete this task by writing 50-100 word product descriptions in approximately 30 minutes per update. Managers are expected to produce two product descriptions per hour. The median hourly wage is approximately 10 euros per hour. The cost calculation is presented in Table 3.8.

Table 3.8. Calculating hourly costs

Duties (tasks to be performed)	Amount of descriptions	Working hours	Average price per hour, EUR	Total labour costs, EUR
Product description update	50	25	10	250

After installing the recommended model, it would cost the company 2000 EUR in total.

3.3. Estimating potential benefits of the project

Various factors can be attributed to the success or failure of a business's strategies. Successful strategies are aligned with market trends, resulting in increased sales. Companies with a greater chance of success are those that capitalize on their competitive advantages, allocate their resources wisely, and comprehend their target market and customers. Additionally crucial are adaptability, effective communication, and collaboration within the organization. However, external factors and unforeseen events may influence the outcomes. In a dynamic business environment, it is essential for companies to continually evaluate and adjust their strategies to increase their chances of success.

Possible increase in sales. Following the implementation of the company's strategy proposals, an increase in profits is anticipated. This is due to the fact that the proposals address the issues that have been plaguing the company, which should encourage customers to shop, ultimately leading to an increase in revenue from sales. The company's sales revenue is shown in figure 3.1.
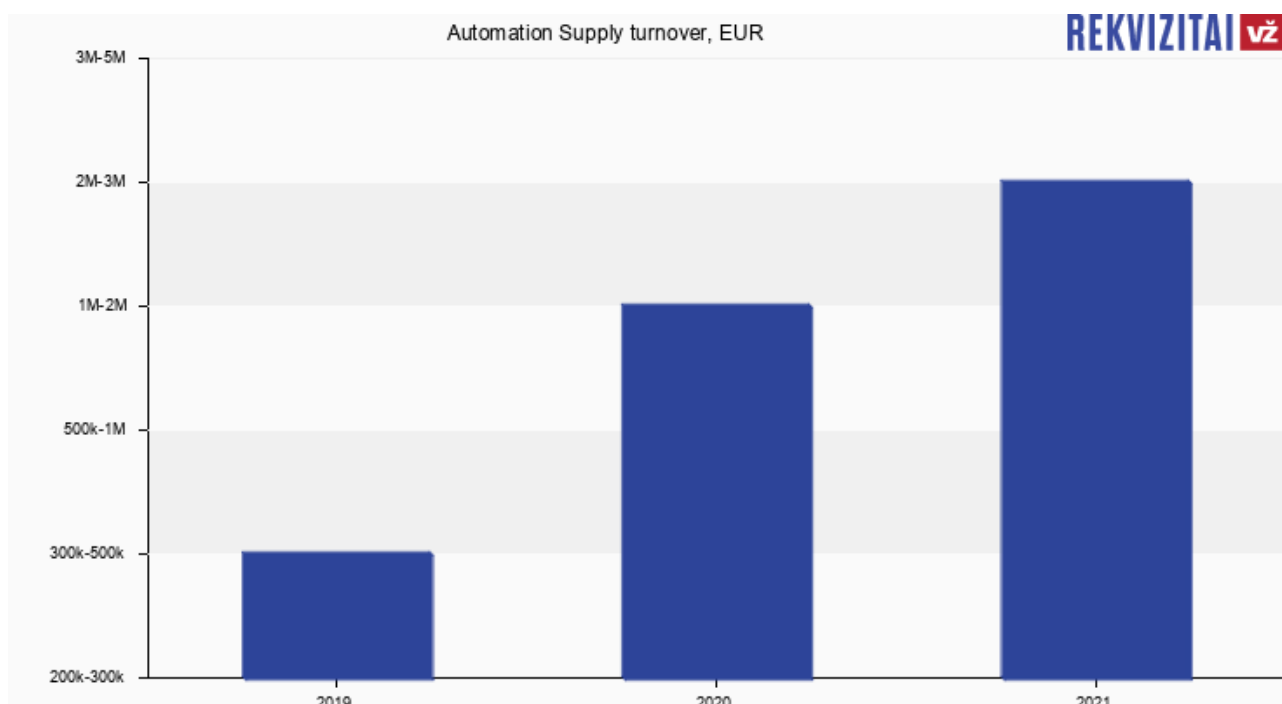
Figure 3.1. UAB "Automation Supply" sales revenue (thsd. EUR) in 2019-2021

The company's sales revenue amounted to 307 765 euros in the year 2019, 1 336 585 euros in the year 2020, and 2 012 501 euros in the year 2021. Therefore, the income from sales has increased by more than a factor of four since 2019-2020. Its price rose by a factor of 1.5 between the years 2020 and 2021.

It is anticipated that the business will see a rise in revenue of twenty-five percent following the execution of the modifications called for in the project. Taking into account the consistent income growth up until the time when the planned changes take effect, the annual sales of the company are consistently increasing.

Figure 3.2. is an example of company's sales forecast calculated by using the EXCEL spreadsheet software.
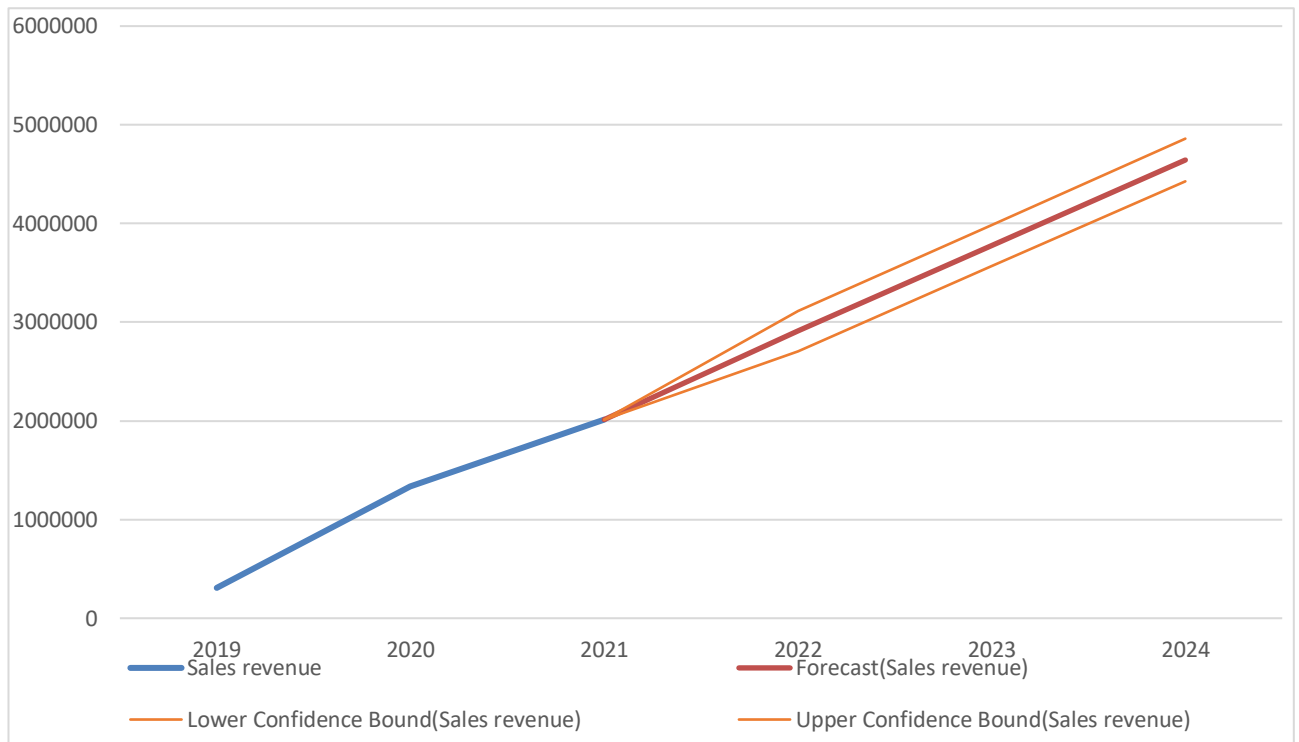
Figure 3.2. Sales forecast for UAB "Automation Supply"

According to the provided forecast, the company's sales revenue in 2022 is predicted to reach 3,114,049 annual revenues according to the upper confidence bound, and 2,706,878 according to the lower confidence bound.

Possible decrease in sales. It is not anticipated that there will be a reduction in costs because additional synchronizations that would make the manager's job easier and reduce the amount of work he has to do will not be implemented in the company. In addition, the purpose of the model is to boost annual revenue, but this will not result in a reduction in expenses for the company because it will continue to be profitable even without the implementation of the proposed model. The model is designed and built to increase the company's annual revenue.

3.4. Estimating the total result of the project

The preceding sections discussed the anticipated costs of implementing the proposed model and the anticipated revenue growth. This section focuses on the accounting of the result. The chosen method for calculating the project's final result is to compare total costs and expected benefits. In addition, this section specifies the project's implementation agenda.

It is proposed that the project be implemented as quickly as possible because the sooner it is implemented, the sooner its benefits will be realized. The implementation sequence and stages are shown in the table 3.9.

Table 3.9. Agenda of the project

Stage	Project task	Duration of implementation
1.	Digital wallet installation	4 hours
2.	Updating product descriptions and photos	33 hours
3.	Consultation with a marketing company	2

In the second subparagraph, the estimated installation time for digital wallets is four hours. It will take 25 hours to update the product description for 50 products, and 8 hours, or roughly one working day, to update the product images. The total duration of the second stage will be 33 hours. Stage 3 consultation with a marketing company and selection of advertising. This stage will take 2 hours for consultation and then, depending on the budget and needs, distribution of advertising through social networks and Google ads. The working time does not indicate how long it will take to run the advertisement and Google Ads, as this will depend on the selected advertising agency and needs. The completion of the entire model will require 39 working hours, or nearly 5 working days. In conclusion, it can be stated that the model preparation work will cease for approximately one work week.

After installing the recommended model, it would cost the company 2000 EUR. This is just the initial installation cost; the price may fluctuate further up or down based on the advertising budget. The intended benefit of the model is to increase the company's revenue by 10% per year. In 2021, the company's revenue is 2 012 501 euros, and it is predicted to reach 3 114 049 euros in 2022. After installing the model, the forecast should be 3 114 049 * 1.1~ 3 425 454 euros. Thus, the predicted model should increase the income by 311 405 euros for the year.

CONCLUSIONS

1. The scientific literature on e-business and its characteristics were analysed, and from that came the development of a model for growing sales. There are three ways that online store sales, yearly revenue and company awareness and competitiveness can be increased: internet banking, advertising, and product representation. Methods for designing a sales growth strategy were also investigated as part of this study.

2. Research, both quantitative and qualitative, was carried out, and the results showed that all three of the proposed factors in the model did, in fact, have an effect on the growth of sales. Surveying clients who shopped during the first three months of the fiscal year allowed for the identification of the most significant factors that influence purchasing behaviour among customers. It was discovered what factors influence the shopping behaviour of a customer and what factors encourage a customer to trust an online retailer. Following the administration of a poll to industry professionals, their responses were analysed to determine what areas of the existing electronic store need the most attention in order to become more customer-friendly.

3. On the basis of the research and analysis that were carried out, solutions and suggestions were produced with the intention of increasing sales in the online store UAB "Automation Supply". These solutions and recommendations included the addition of digital wallets, advertising, as well as product and store representation. Therefore, the set implementation budget for the model is €2000, which includes €40 employee hours for the implementation of Apple Pay and Google Pay digital wallets, €60 for consultation with a marketing company, €300 for the initial budget for the installation of Google Ads, €200 each for the promotion of Instagram, LinkedIn, and Facebook advertising, €750 for the updating of product photos, and €250 for the updating of product descriptions. It will require 4 hours of employee labour to implement digital wallet plugins and 25 hours of employee labour to update product descriptions, 2 hours of consultation with a marketing firm, and 8 hours to take new product photographs. The proposed model is an investment that is made just once, a budget has been determined for this model, including how much it will cost and how long it will take to keep it updated and it was anticipated how much of an influence it would have on the annual income.

SUMMARY

Author's Name and Surname Marius Vaičiūnas

Study Programme International Business

TITLE OF GRADUATION THESIS

INCREASING SALES IN THE ONLINE STORE AT UAB "AUTOMATION SUPPLY"

Relevance of Graduation Thesis. The large number of Internet users attracts businesses to e-commerce and its potential to increase sales.

Problem. Lack of initiatives increasing sales in the online store at UAB "Automation Supply".

Aim of Graduation Thesis. Provide suggestions for increasing sales in the online store at UAB "Automation Supply".

Objectives of Graduation Thesis.

1. to perform scientific literature analysis in order to create a conceptual framework for increasing sales in an online store;

2. to conduct research in order to perform current situation analysis in an example of UAB "Automation Supply" ;

3. to provide solutions and recommendations for increasing sales in online store at UAB "Automation Supply".

Research Methods. Quantitative and qualitative research.

Research Results. Implement additional payment options, expand advertising reach, and update products and their descriptions.

Methods of Problem Solution. Install digital wallets, expand advertising and promote store and it's products.

Conclusions. A model for increasing sales was developed by analysing the scholarly literature on e-business and its characteristics.

Quantitative and qualitative research were conducted and determined that all three of the model's proposed variables had an effect on sales increasement.

Based on the research and analysis conducted, solutions and recommendations were developed to increase sales in the UAB "Automation Supply" online store by adding digital wallets, advertising, and product and store promotion.

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ANNEXES

ANNEX 1. Interview questions and answers

ANNEX 2. Survey questions

ANNEX 1

Interview questions and answers

1. How would you rate your overall sales performance in the past quarter/year?

Greta: I have been the sales manager at the electronic store for just over a year. Since it began in March 2022, it is more difficult to conduct a comparison. Overall, I believe that last year was quite successful for the new online store.

Evaldas: In general, I am satisfied with my results. There were times when one quarter is lower and the next quarter is higher, but this is influenced by many factors and not just the seller's skill.

Artūras: I would rate my sales performance for the previous quarter/year as excellent overall. I achieved a greater number of sales than the previous quarter/year and exceeded my individual sales target.

2. **How confident are you in your sales team's ability to achieve their sales targets?**

Greta: When evaluating my colleagues in the sales department, I have a very high opinion of their abilities. Growing sales and a growing team both indicate that the set objectives are being met.

Evaldas: As a sales leader, I have great faith in my team's ability to achieve their objectives. I collaborated with my team to develop an efficient sales procedure that incorporates researching customer needs, offering customized solutions, and establishing strong customer relationships.

Artūras: I am confident that our sales team possesses the knowledge, experience, and resolve to surpass our sales goals.

3. What are the biggest challenges your sales team is facing in achieving their sales targets?

Greta:

- Competitiveness. We have numerous large competitors on the market, so we "fight" for a better price offer to the buyer.

- Delivery time or delivery terms - how quickly we can ship the items client wish to buy.

Evaldas: Also the competitive market of today. However, we also strive to keep up with our customers' evolving needs and preferences. With all of these obstacles, the team strives to find innovative solutions and maintain success.

Artūras: Current market competition. With so many other businesses offering comparable goods and services, it can be challenging to distinguish oneself from the competition.

4. How effective do you think your current sales strategies and tactics are in generating leads and closing deals?

Greta: I believe that as a team, we have a good understanding of which sales strategies are effective in our market. Providing detailed product information is, in my experience, one of the most important and effective sales strategies for the product we sell. We work in a field where it is difficult to place electrical installation products in a shopping cart; you must know which ones to select, etc. This is where we demonstrate our professionalism and dependability, which frequently leads to favourable outcomes. Additionally, swift and effective communication is an important factor. We strive to respond as quickly as possible to customer inquiries. I make every effort to develop a relationship of trust with the prospective buyer. Until we find a solution that works for both parties, negotiation skills also play a significant role.

Evaldas: Overall, I believe that my current sales strategies and tactics are highly effective in generating leads and closing deals. Our team has been able to build strong relationships with our customers and stay in close contact with them throughout the sales process. We have also implemented a number of automated processes that help us stay organized and on top of our leads. Additionally, we are constantly refining our sales process to make it as efficient as possible. We have implemented a range of tactics, such as using tailored emails and personalized messages, to ensure that our leads are more likely to convert. All of these initiatives have helped us close deals more effectively and efficiently.

Artūras: We wouldn't both be employed here if the company's customer-acquisition strategies and tactics were inactive. I also believe that there is room for growth and development in this area, as the underlying strategies are relatively simple.

5. What compels consumers to make purchases on the internet? What factors influence decision to make a purchase on an online store?

Greta:

- Foremost is the ability to purchase goods quickly and easily.

- The ability to view the entire store's inventory.

 - The most essential information for the buyer is readily apparent: price, product mix, delivery, or preliminary delivery dates, return policy.

- An intuitive user interface (English User interface) Email in the store.

- General visual representation of the store and high-quality product images.

Evaldas: Needs are what drive customers to buy, and those needs are easily met by online retailers. Price, dependability, brand recognition, and ease of payment would be the deciding factors.

Artūras: Consumers are increasingly turning to online shopping for convenience, comfort, and accessibility. For me the most important factors that influence a consumer's decision to

purchase from an online store include price, website usability, customer service, payment options, shipping costs and lead time.

6. Which is more important to a customer's shopping experience: a product's image or its description? Explain.

Greta: It is difficult to determine which is more important; I believe that both play an important role. The product image assists in identifying the product and confirming that it is what you're seeking. Obviously, the product description is also very important, especially for the products that we sell - the technical aspects of the product are essential.

Evaldas: I think the product photo first attracts the shopper, and then the description confirms the purchase decision, but both have a significant impact on the final outcome.

Artūras: A customer's shopping experience is determined by a combination of factors, including the product's image and its description. The product's image is important because it gives customers a quick, immediately accessible impression of the product. On the other hand, the product's description is also important, as it should provide customers with an in-depth understanding of the product's functionality, features, and benefits.

7. What demonstrates the trustworthiness of an online store?

Greta: Information clearly presented about the product, its price, quantity, delivery terms, return policies, etc. Design is also essential, but I would place more emphasis on the user interface and user experience.

Evaldas: The reliability of an online electronics retailer is largely determined by the feedback and testimonials of satisfied customers. Trust can also be boosted by providing certificates, company information, contacts, and an address of registration.

Artūras: One way to demonstrate the trustworthiness of an online store is through customer reviews. Customer reviews are an important factor in creating trust with potential customers. Additionally, a reliable online store will have a secure payment system and will ensure customer data is safeguarded. As a sales manager, I would ensure that customers are aware of the trustworthiness of the store by promoting customer reviews, secure payment methods, and customer service.

8. What should be used in the online store to pique the customer's interest?
Greta:

- Discounts play a significant role here, particularly when purchasing in larger quantities; the discount becomes an integral component of successful sales.

- Transparent terms for delivery or supply. Quite frequently, due to a lack of raw materials, they are delayed, etc., so it is crucial that the buyer's expectations do not deviate from the actual situation

- In our case, the assistance of technical silences helps to win more than once in the competitive battle - that is, extensive knowledge of the marketed product. Therefore, it is essential to prominently display a "Contact us" form, phone number, and email address. mail and a prompt reply from the seller.

Evaldas: More diversification in attractions increases the potential for losing the customer's attention. Many methods exist, such as advertisements, notifications, special offers, and discounts, but the most successful ones stand out immediately.

Artūras: A company should strive to create an engaging and visually appealing website that is easy for customers to use. This includes having a simple navigation system and well-organized product categories. Additionally, offering customer loyalty programs, special discounts, and promotions can help to encourage customers to purchase more. Lastly, having engaging content like videos, articles, and tutorials can help to educate and entertain customers, providing them with an enjoyable and informative shopping experience.

9. When a customer makes a purchase, what other factors play a role?

Greta:

- Time and cost of delivery

- Clearly stated return policies

- Effective communication with the customer in the event of any questions

Evaldas: As a leader of sales, I think it's essential to keep in mind the complexity of the decision-making process for each individual customer. Taking into account the customer's requirements, preferences, and financial constraints is crucial.

Artūras: Factors such as product/service quality, brand awareness, customer service, overall satisfaction, and customer recommendations. Being aware of industry and market trends, as well as competitive alternatives, discounts, and promotions, is crucial. Any or all of these may affect a customer's decision to buy.

10. What information is essential prior to making a payment when shopping online?

Greta:

- The order's total price

- At least several different payment options

- The option to choose the most practical - an estimated delivery date

Evaldas: Method of payment, shipping time, and any other relevant details, such as coupon codes or discounted rates, that may be required.

Artūras: Several factors, including the time it takes to receive your order, the price of the item, and the cost of shipping, make it crucial to have faith in the online store before making a purchase.

11. What methods should be employed to increase the store's visibility?

Greta: In our case, well-implemented SEO and paid search advertising were the most effective; it is essential to be in the top three positions on the first page of search results.

Evaldas: I would optimize the store's website for search engines, establish a strong social media presence, and investigate pay-per-click advertising. Additionally, I would investigate email campaigns and online review sites.

Artūras: To boost the shop's profile, I plan to use a mix of time-tested methods. Public service announcements and advertisements in regional media.

12. Is advertising essential for an online store, or can you survive without it?

Greta: Yes, advertising is crucial; it's simply a matter of trial and error to determine which method works best for the product you're selling. Even for seasoned market professionals, advertising is a method for announcing discounts, boosting sales, etc. Advertising is even more crucial for a newcomer to a market.

Evaldas: Advertising is necessary for an online store to reach the appropriate audience and boost sales. A store would lose potential customers and sales opportunities without it.

Artūras: Advertising can spread the word about the shop and its wares, attracting new customers. Extremely crucial.

13. What caused the significant changes to the online store?

Greta: I believe the corona virus pandemic contributed, as it did everywhere else, but I began working for the company after the pandemic, so I am unable to comment on these indicators. I am more aware of the effects of real estate market fluctuations based on my experience.

Evaldas: Integration, accounting system, customer management system, and product management system implementation. In terms of outcomes, the Corona virus had an effect on the sales growth.

Artūras: New integrations have, in my opinion, made the sales manager's job much easier and caused significant changes.

14. Who purchases from your online store?

Greta: The majority are legal persons, but a sizeable proportion are physical people.

Evaldas: Mainly legal entities, companies reselling electrical components, installers.

Artūras: Legal entities and physical people.

15. Why do you prefer e-commerce over traditional sales methods?

Greta: I choose online stores because of convenient delivery to my home or post office, the ability to see the entire assortment, filter it and pay quickly and conveniently. It is also important how convenient it will be to return the wrong goods.

Evaldas: I favour e-commerce over traditional sales methods due to the convenience it affords both customers and sales teams. Customers are able to shop online from any location and at any time, while sales teams have access to real-time data and analytics to better understand their customer base and adapt their sales strategies accordingly.

Artūras: E-commerce beats out more conventional means of making sales in my book because of the advantages it provides in terms of ease of use, productivity, and financial savings.

16. What additional resources or support do you believe would help to improve sales performance?

Greta: Regarding the online store, Live chat with an added bot could help to increase sales. The ability to quickly receive a response to a concern would encourage the buyer to purchase the product and reduce hesitation.

Evaldas: I believe that additional resources or support should include improved sales training, increased marketing efforts, and better tracking and analysis of sales activities in order to improve sales performance.

Artūras: I think it would be beneficial to provide more opportunities for training to the members of the team. This could include sales webinars, in-person seminars, or even online classes that help develop and hone their ability to sell products and services. In addition, making resources available to customers, such as success stories, customer testimonials, and industry-related news, can be beneficial.

17. Do you have any other comments or suggestions related to sales improvement in your organization?

Greta: I believe it would be advantageous for the company to experiment more with digital marketing, such as blogging and creative advertising.

Evaldas: New opportunities to automate processes would be of great assistance, in my opinion, given that the company and its employees are currently overburdened with work, and it is imperative that their resources be preserved.

Artūras: It seems to me that we could make better use of the opportunities and approaches that are available in advertising. This would have an impact on the growth of sales.

ANNEX 2

Survey questions

1. Do you buy items from Automation Supply store? (Choose one: Not, Yes, I don't know).

2. How frequently do you make purchases? (Choose one from scale 1-10).

3. On a scale of 1 to 10, how satisfied are you with your overall shopping experience on our online store? (Choose one from scale 1-10).

4. What factors influence your decision to make a purchase on an online store? (Select all that apply: Product pricing, Product description, Shipping options, Payment methods, Website design and usability, Customer reviews, Promotions and discounts, Recommendations, Product photos Other).

5. Have you encountered any challenges or issues while shopping on an online store? (Choose one: Yes, No, Other (please specify)).

6. What are the main reasons why you might abandon your shopping cart and not complete a purchase on online store? (Select all that apply: High shipping costs, Complicated checkout process, Payment security concerns, Price comparison with other websites, Limited payment options, Technical issues, Other (please specify)).

7. How satisfied are you with the level of customization and personalization offered on online store, such as personalized product recommendations, tailored offers, and personalized content? (Choose one from scale 1-10)..

8. What makes UAB "Automation Supply" online store appear trustworthy? (Design, payment methods, customer revies, product photos and descriptions imprint, other (please specify)).

9. How important are high-quality product images in influencing your decision to make a purchase on our online store? (Choose one from scale 1-10).

10. How important is the overall design and layout of our online store in influencing your decision to make a purchase? (Choose one from scale 1-10).

11. How important is the product description in helping you understand the features, specifications, and benefits of the product before making a purchase? (Choose one from scale 1-10).

12. How important is the product price in influencing your decision to make a purchase? (Choose one from scale 1-10).

13. How important is product availability and stock status in influencing your decision to make a purchase? (Choose one from scale 1-10).

14. How important are customer reviews and ratings in your decision-making process when making a purchase online? (Choose one from scale 1-10).

15.   How important is the shipping and delivery timeframe in influencing your decision to make a purchase? (Choose one from scale 1-10).

16.   How important is the return and refund policy in influencing your decision to make a purchase? (Choose one from scale 1-10).

17.   How important is the payment methods a of the online store in influencing your decision to make a purchase? (Choose one from scale 1-10).

18.   How important is the customer service and support, such as live chat or email assistance, in influencing your decision to make a purchase? (Choose one from scale 1-10).

19.   How important is the overall reputation and credibility of the online store in influencing your decision to make a purchase? (Choose one from scale 1-10).

20.   Where are you from? (Open question).

21.   How many employees work in your company?

- Up to 10
- 11-50
- 51-100
- 101-150
- 151-200
- 201-250
- 251 and more

22. What is your business's annual revenue?

- Up to 1 000 000 Eur
- 1 000 001-5 000 000 Eur
- 5 000 001 – 10 000 000 Eur
- 10 000 001- 15 000 000 Eur
- 15 000 001 and more.

23. Your company's field of activity?? (Open question)

24. How long have you been working with Automation Supply?

- Up to 1 year
- 2-3 years
- 4 years and more