

Launching a Payment Gateway Provider on eCommerce Website

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By Vipin PG | Published April 16, 2022 | Updated June 5, 2024 | Format: Article | 4 min read

In brief

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In 2022, most people choose not to waste their precious time and take the easy way out by not making physical visits to the shopping center, and prefer, or rather choose to buy goods or services by using eCommerce Websites right away sitting comfortably in their own houses. So online Shopping is clearly an important element in shopping and a major benefit of the online world.

Online shopping implies that a person can buy anything from anywhere and make sure it reaches their home. Considering all of these, it would make sense for every retailer who intends to accelerate their sales rates and start their own online shopping site to consider the integration of an online payment gateway on their websites.

Payment Gateway: What Does it Mean?

Payment Gateway is basically a service-providing tool that provides authorization for payment. Basically, the payment gateway of a respective site acts as a software application that links the particular eCommerce website to a bank to ensure that customers can make their payment right away without leaving their apartment and staying in the comforts of their houses.

This type of payment service can be used by anyone or any type of website, including eCommerce websites, other websites that allow users to pay online, or can be used by non-profit organizations that collect donations online through the websites, etc.

There are a lot of methods of online payment acceptance, including Stripe, Authorize.net, PayPal, direct MasterCard / Visa payments, Google Checkout, and so much more. They all have their own sets of pros and cons. However, one important thing to note is that they have their own commissions.

Let's look at a few misconceptions and doubts that need to be addressed and solved before a payment gateway is integrated and analyzed to assist the readers in a better way. Understanding the algorithms and the methods through which a Payment Gateway operates will help you choose the best option and choose the best plan for your business and something that would cost you a lesser amount of money.

This particular step is important since the simplicity of the solution chosen by you directly influences the purchase decisions of potential customers for your customers.

Why You Need a Payment Gateway and How it Works?

From a general perspective, the online payment frameworks or online payment gateways can be compared to a service provider which could be used effectively in any form of payment with the help of your credit card or any other form of payment.

The main role of a payment gateway, in this particular case, is the authorization and authorization process while making payments. The major difference here is that you do not have to use the actual point of the service. Instead, it gets routed through the point of service.

Considering all of these, if a particular entrepreneur has an Online Shopping website, he must benefit from a payment gateway to make things more simple and more convenient. One will have to use this point of service to have the convenience to receive payments from their respective customers.

Even if the entrepreneurs own a normal offline store, it still makes a lot of sense to add a payment method to your website to attract more customers and increase sales by working for those who may not be able to reach the actual location of your shop.

All payments processed online through these service providers would be performed as cardless transactions without any involvement of cash, meaning the gateway users would not see the client card but only the data that your customer enters in the text box.

Without the presence of a physical card, it is easy to commit fraudulent acts, and on both ends, the parties are vulnerable to fraud. This means that the online payment system one uses must be safe and provide the entrepreneurs with a high level of security.

Choosing the Best Payment Gateway For Your Website

Firstly, one needs to consider that the choice in terms of a payment gateway is between integrated and unlocked payment gateways, which are primarily the two different payment gateway mechanisms available.

Integrated options for an eCommerce website allow the entrepreneurs to make contact with the API which the users have provided on their respective eCommerce websites. To put it bluntly, the payment gateway users would be serving the customer on the site without actually delivering it.

On the other side, it is good, as it can not damage the conversion rates in the completion of an order. Hosted payment gateway system removes the activity on the eCommerce website of the respective user to make it a proper payment platform processor. In this case, the particular eCommerce user can relax easily without being held responsible for any confidential data or compliance with PCI. For instance, the is the primary system followed by Paypal.

There are pitfalls to this type of an online gateway, too, as some customers have a difficult time trusting third-party companies, as well as the fact that a particular entrepreneur probably would not want your customers to leave their website to complete a payment, as this slows down conversions rate for the total number of orders. Therefore, to decide on the best choice, one needs to analyze and think about the eCommerce platform.

When using Shopify, there are certain exceptional requirements to ensure that the selected gateway complies with the set norms to ensure privacy and that there is no fraud being committed.

These are some of the major elements involving an eCommerce website. To have the best payment system set up for your respective website, one must consider setting up an effective payment gateway depending on the specifics of the website.

Before deciding the type of payment gateway, you must understand your needs and requirements. Payment Gateways make things very simple for most users with an eCommerce website since all the aspects of payments are handled by these particular gateways.

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