

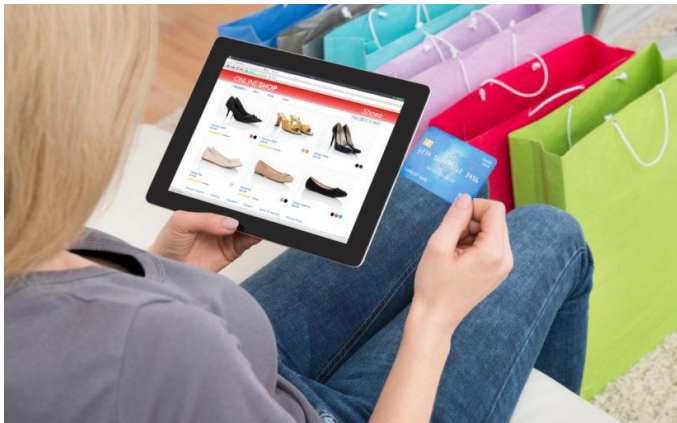


E-commerce and Branding leads the Global Market into Digital Age

PAVANKUMAR R. THAKKAR

1. Introduction

The global marketplace has been through many, many great innovations, and each of them has come with its own advantages and benefits. The age of consumerism is well and truly underway, and as anyone living in this age knows, it is around consumers that every thriving business is formed. Without



the consumers' loyalty and love of the business, the empire falls flat. This is true, no matter the business, no matter the industry, no matter the location of the company. Today, the worldwide marketplace is reaching an all-new height of advancement, and it all starts with digitalisation and technological advancement. The latest and greatest iterations in consumerism and the global marketplace are forged from digitisation and technological advancement, and they are all special in their own way. There is one that is not only special, but perhaps the most important

innovation in consumerism and the marketplace to date. That digital iteration is ecommerce. Ecommerce is, quite simply, the trading of goods and services, carried out online. And his second life is the second-hand market.

2. The Concept

Ecommerce might seem like a simple innovation, and that is no doubt at least partially because of the comfort and familiarity people now feel with its reaches. But more than that, it is important to recognise ecommerce for what it is: a force to be reckoned with, and a leader in the modern marketplace of this digital age. When it was first introduced to the mainstream market, ecommerce was largely considered to be nothing more than a passing trend, a hooded whisper in the winds that was sure to dissipate as quickly as it arose. However, over time, ecommerce proved itself to be anything but. The online market quickly blossomed into a worldwide phenomenon, and businesses from all industries and all locations around the world were realising the potential, the value, in taking their business models online. So, they did. On and on the story goes, and with each chapter ecommerce blooms and flourishes more and more, creating a richer tapestry with every new discovery and feat of positive exploration.

Ecommerce is today the largest consumer-driven market in the entire world, and it continues to grow more with every passing day. Its longevity and success are based on two ideals: efficiency and consumer loyalty. Efficiency, because that is the very foundation that consumerism is driven from; it makes the trading of goods and services easier, in every sense of the word. And then there are the consumers. Consumers run the world, and no thriving business can flourish and succeed on an ongoing basis without paying careful and close attention to their consumers. Ecommerce is the perfect market channel to create thriving business and consumer relationships, because it allows for an honest, open, and unfiltered representation of how consumers view the companies. Consumers base their own loyalties off the information from their loved ones, so it really matters. And ecommerce businesses must strive to present themselves in the most consumer-friendly way.

It is a wonder that the global consumer marketplace has so desperately needed, for so long. Every facet of the consumer market has grown exponentially, even the second hand market and niche markets that were once small business at best (for the most part). That is the beauty of ecommerce; it gives businesses, big and small, from all industries and parts of the world, the same opportunity for brand exposure and consumer outreach. All the businesses based in the ever-expanding landscape of ecommerce must do, is take active and consistent action to make the most of the platform that ecommerce offers them. It really is that simple. More to the point, it is the global inclusivity that makes ecommerce such an incredible innovative motion. We live in a world of mass consumerism, and ecommerce is driving the global market into the digital age with a drive and velocity that is, quite frankly, unparalleled anywhere else. This is just the beginning for ecommerce, and it is an especially vibrant beginning at that.

The international market and subsequent consumerism that comes along with it goes through an incredible ongoing evolution that is equal parts exciting and innovative. In the age of mass consumerism, we have become positively enthralled with the thrill of ongoing determination to always be enhancing the human experience through innovations brought to life by the hands and minds of some of the greatest minds in our history. Now, consumerism and the market have been expanded online. With the gushing introduction of the internet came the online iteration (i.e. ecommerce) of the former traditional marketplace. Having proven itself to be incredibly useful and always revolutionary, ecommerce has bloomed and flourished to become the leading force in the modern marketplace. As we head further into the digital age, this is a revelation that only becomes stronger and stronger with time.

When posing the question of digital marketing is better than traditional marketing, the answer is maybe. Some data suggests that digital marketers absorb the role of traditional marketers and just have new duties. Some companies hire a team of marketers to work toward a similar goal taking on the expertise of just one area of the campaign. Local businesses seem to often be the ones lacking a digital marketing team and end up having a worker run their social accounts and hire an outside person to make a website for them. The most important things for businesses to understand in the digital age communication is that their company has to have some type of online presence. Digital marketing is so popular because it turns research and messages into profits. It can be cost-effective because there is little equipment required. The most expensive part of digital marketing is purchasing the necessary software to implement strategies and conduct audience research. As businesses and corporate agencies start to see the success of this industry, digital marketing will continue to grow in the coming years in popularity and return on investment.

3. Using branding as a promotional tool for businesses

The world of business is one that is always changing, forever going through evolution after evolution. There is a lot to be said about the innovative nature of driving a business forward successfully in this day and age. Thanks in no small part to the relentlessly ongoing waves of digitalisation that have essentially taken over the world and its marketing stratosphere, there is a new era in business that is just now taking off into full flight. That stratosphere is the digital era in advertising and marketing, and it is taking the professional world by storm. We live in a world that is more digitally-inclined than ever, and this content-rich environment means that the marketplace is more competitive than it has ever been. The businesses that are thriving today are the ones that have taken this notion and ran with it, becoming success stories in their own right and navigating the world as it pivots on its axis, ready to dip further and further into the digital age. And the heart of any good business, as anyone in business can tell you, is the branding that goes into getting it off the ground and getting people to notice it.

Many people consider branding and marketing to be either the exact same concept, or entirely separate of one another. The reality is that branding and marketing go hand in hand, while simultaneously being able to walk on their own and hold themselves up as individual aspects of business. Branding and

marketing are similar in that they each are the core of a visual representation of the business. However, branding is responsible for the innermost honest representation of a business, while marketing is accountable for the more public display of visual cues aimed at driving attention towards the business in a timely fashion. Both are incredibly important, but if you are to focus on just one of the two, branding is the concept you want to hone in on. Branding ensures that there is a collective, flowing vision of the business that shines through positively and in due course as the business persists and evolves.

Branding also happens to be the single most prominent and useful promotional strategy for any business, no matter the size, location, investment, or industry. Branding is one of the most important promotional that a business can harness and master. Not only is branding the representative vision of a business, but it is also one of the (if not the very) first parts of a business that draws attention and demands the masses to remember it. Branding essentially creates an air of collective visualisation that businesses can use to promote their business for not only what it is, but what it can offer people, and its potential going forward. The ultimate goal for any business is to continue to evolve and grow as time goes on, and the adequate and sublime use of branding as a promotional tool helps businesses to achieve exactly this (and then some, when used especially well).

Everything from promotional wrist bands to custom branded water bottles (and everything in between) are elements of promotion, but also branding in vivid motion. Handing out these items and tokens at private company events or industry-wide events ensures that you are getting the word out about your business, and giving people subconscious reasons to think back on your business and what it could potentially do for them. Having your logo and slogan on a water bottle or across the smooth edge of a pen, or even on an edible sticker on a lollipop or a muffin, gives people cause to consider how your business could potentially benefit them, their lives, even their own businesses, in some way. In this way, branding is quite literally the ultimate promotional tool, and it is taking the world by storm entirely and without limitation. This is a whole new world for modern businesses, and it is one that is gaining more and more traction all the time.

When it comes to good business in this digital age, it is more than fair to say that the heart of longevity and success in the world of respective consumerism and professionalism. There is something to be said about knowing the ideals and preferences of a business' target demographic, and there is something entirely different to be said about knowing how to run with that ideal and make it an ongoing success story. The digital age is all about impressionism and perseverance; in an exceedingly competitive landscape like the marketplace of today, it pays to master the business strategies that will keep you ahead of the competition (or at the very least at the front of the pack) every step of the way. Branding is at the heart of every solid business plan, and the ultimate business plan is pivoted towards promotions and marketing efforts. At the end of the day, using branding as a key promotional tool for any business will essentially put you in a lucrative position.

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