



# Basics of "Brand"

## Chapter 1

With regards to branding, many Sellers tend to misunderstand and underestimate the advantages brought by brand effect, and cannot intuitively sense the differences between the daily operations of cross-border e-commerce on Amazon with and without a brand, so they may ignore the importance of it. In this chapter, we will help you establish a better understanding on branding, introduce in detail the important role of branding in cross-border e-commerce, and some successful practices in cross-border brand operation.

# 1. Importance of brands and how branding affects cross-border e-commerce

Many Amazon Sellers may appear unconcerned about brand branding and deem it difficult to weigh its input-output ratio. So they are more likely to overlook it in the early stage of their business development, and value sales and increase of conversion rate instead. However, if you own a brand and manage it well, it could be a big help to effectively improve your traffic, conversion, and sales. In this chapter, we will introduce in detail the benefits of branding in cross-border e-commerce.

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## 1.1 Importance of brands and how branding affects cross-border e-commerce



According to survey results, **59%** of overseas consumers **prefer familiar brands**<sup>1</sup> when purchasing products, and consumers on Amazon are no exception.

Branded products are more likely to be remembered and repurchased by consumers, the brand owner can thus improve sales conversion and strengthen brand image. Branding brings three benefits:

### To show characteristics and highlight core competitiveness of brand



When shopping on Amazon, consumers usually search for products with keywords. They are usually presented with hundreds of homogeneous commodities, and those with brand names often represent better quality assurance and services, so they are more favored by consumers. **High-quality goods or services are the core competitiveness of a brand.** If the brand can thereby build a loyal customer group, it would be difficult to be outperformed by other similar brands or products. Even with a higher price, its sales are less likely to be affected. Consumers' recognition of a brand may certainly contribute to **a higher level of sales** for the brand owner.

### To increase sales and help Sellers improve conversion



Once consumers remember a particular brand and develop a buying habit, they would begin to **repeatedly repurchase** products of the brand. For consumers, staying loyal to a brand is also a convenient choice, for it can not only save a lot of time and efforts to learn about the information of different products, but may also reduce the risk of shopping, making purchase easier. When shopping on Amazon, consumers who have developed a buying habit would directly search for the brand and choose the products they're satisfied with.

### To prevent infringement and ensure sustainable growth for cross-border e-commerce Sellers



Due to complex and rigid requirements of overseas laws and regulations for cross-border e-commerce, registering a brand can also help to effectively avoid risks, such as infringement. Your products may receive legal protection even overseas, and avoid being counterfeited or listing-hijacked by other Sellers, guarding your brand reputation and product sales for you to gain a foothold in cross-border competition.

Brand building is a long process and it is difficult to quantify and assess its specific effects in a brief period. However, Sellers must be aware of the importance of branding at the beginning of their business.

1. Cpcstrategy: <http://learn.cpcstrategy.com/rs/006-GWW-889/images/2018-Amazon-Shopper-Behavior-Study.pdf>

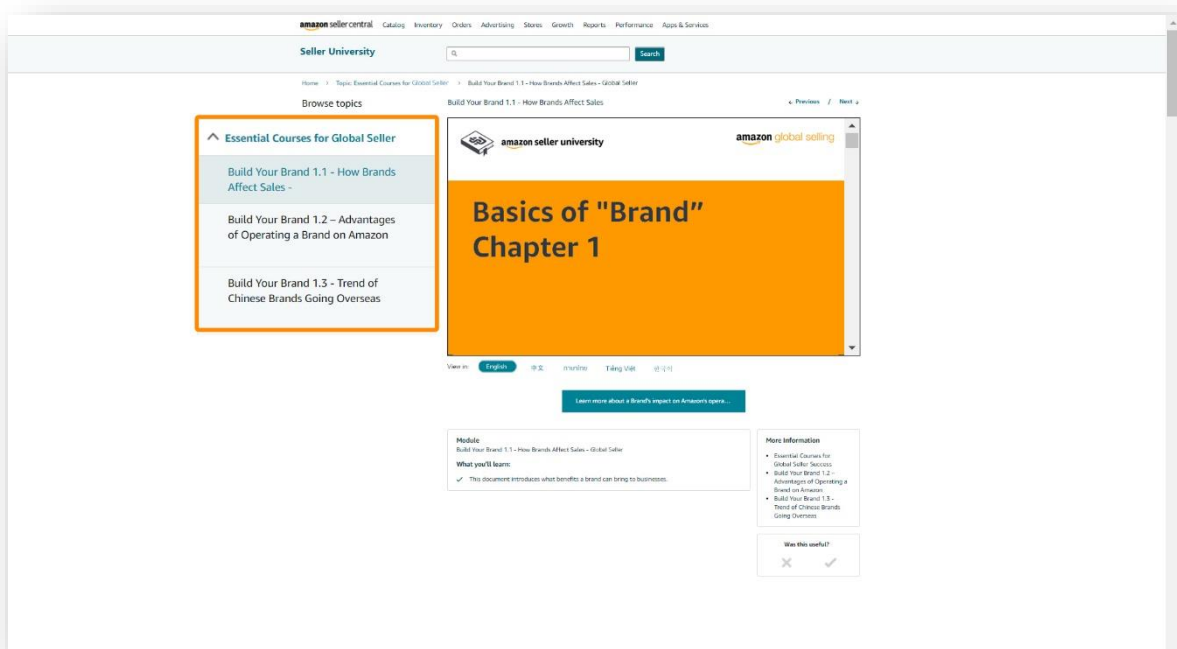
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## Basics of "Brand"

- Importance of brands and how branding affects cross-border e-commerce
- What are the differences between cross-border e-commerce Sellers on Amazon with and without a brand?
- Trends and cases of local brands going global

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Learn more about Brands:

- To register a brand now, search "Start brand registry"
- To learn specific operations of Amazon branding, search "Brand marketing"

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The screenshot shows the Amazon Seller University interface. The main content area displays the title "Basics of 'Brand' Chapter 1" on an orange background. Below the title, there are language options (English, 中文, বাংলা, Tiếng Việt, 한국어) and a button that says "Learn more about a Brand's impact on Amazon's opera...".

Two callout boxes highlight the feedback mechanism:

- A callout box on the left side of the page highlights the "Essential Courses for Global Seller" link in the navigation menu.
- A callout box on the right side of the page highlights the "Was this useful?" feedback widget, which includes a grey 'X' icon and a green checkmark icon.

Below the main content area, there is a "Module" section with the title "Build Your Brand 1.1 - How Brands Affect Sales - Global Seller" and a "What you'll learn:" section with a checkmark icon and the text "This document introduces what benefits a brand can bring to businesses...".