

Impact of Online Channel on Branding for Organizational Success: A Study on an E-commerce site Priyoshop

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Abstract: *The development of the economy in Bangladesh is significantly contributed by E-Commerce. There are many e-commerce service providers in the country who are doing well in providing their services to the customer. But it has got some problems like lack of transparency in e-commerce business, absence of regulatory bodies to regulate e-commerce business, different technological issues leading to customer unawareness of various offers and products. By taking these things into consideration there is an emergence of branding the e-commerce business. To assess how to make an e-commerce site a brand or what concern impacts on branding for organizational success, a set of questionnaire is developed. The survey conducted among sixty employees and sixty existing customers of Priyoshop to find out the desired result. The research method of this study is purposive sampling which is known as non-probability sampling method. The purpose of the study is to find out various facilities, technological applications & organizational brand values of the e-commerce site Priyoshop. Findings of this research have confirmed that facilities of e-commerce business of Priyoshop, technological application and brand value of this organization have strong correlation that results .782 & great impact on the branding process of this firm which indicate for 1% change in e-commerce factors 35.5% change in branding process, Recommendations have been provided in order to help this firm to attract maximum customers towards their brand. Finally the limitation of the study includes limited sample size & only one e-commerce i.e Priyoshop*

Keywords: *E-commerce, Branding, Brand value, Brand loyalty, Brand Image*

1. Introduction

As an Asian nation, Bangladesh is currently in the process of development, where e-retailing is growing day by day. A number of e-commerce websites and e-retailing firms are doing business in the country. With the growing interest of people to buy from these online sites, Bangladesh has found a very buoyant market to cater to their growing customer. According to Mumby (2016), top quality e-commerce services influence customers to be loyal to concerned brand. However, several issues that have been faced by the companies will be discussed in the following sections. This study will seek recommendations and possible

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ways to solve those issues using analysis of data collected from various sources of the e-commerce industry of the country.

Many Bangladeshi companies have been working hard in recent years to establish physical infrastructures that would enable the growth of e-commerce. Currently the government wants to transform Bangladesh into a digital country. The government is launching various e-commerce initiatives to make this goal a reality. In terms of e-commerce, Bangladesh has already had a successful start. Here are a few instances of employing e-commerce: Mobile phone companies are using it in the form of Flexi Load and Bill Pay Services; banks use it as an online banking system; and shopping centres use it when customers use credit cards to make purchases.

Moreover, the Planning Commission, Ministry of Information and Communication, and Ministry of Commerce are working together to promote e-commerce in Bangladesh—an E-commerce committee established by the government and the secretary of commerce. The "Electronic Transaction Act" is a piece of legislation that the Ministry of Information and Communication seeks to pass. Also, the Government of Bangladesh's Ministry of Industry (MoI) is currently supporting online conversation and information for e-commerce in a number of industrial sectors, including RMG, frozen goods, leather and leather products, diamonds, etc.

2. Literature Review

Bangladesh is a densely populated country where around half of the population have access to the internet. As per the information of Bangladesh Telecommunication Regulatory Commission (BTRC), it is found a significant growth in the number of internet subscribers, with the total increasing from 54.120 million at the end of December 2015 to 123.82 million at the end of December 2021. This creates a great scope for e-commerce business to cater their products to the user of the internet in Bangladesh. Research has shown that the branding of an organization in Bangladesh is influenced by its involvement in e-commerce. There is a niche segment of people who use the internet and it has influenced many organizations to shift their operations from retailing to e-retailing.

E-commerce has already established itself as a necessary component for creating business plans. According to Turban et al. (2008), e-commerce is the process of purchasing, offering for sale, transferring, or exchanging goods, services, or information across computer networks, including the Internet. E-commerce is the use of digital information processing technologies and electronic communications in business transactions to create, change, and redefine relationships for value creation between or among businesses and between organizations and individuals. According to Hunt (2007), It is described as a sector of the economy where goods and services are purchased and sold over computer networks and other electronic platforms, such as the Internet.

E-commerce impacted the company's brand and corporate image, despite security and privacy being the primary obstacles to its adoption (Asghar & Stephen, 2013). E-commerce positively impacts internal operations and firm performance (Michael, 2014). Wiengarten's (2013) revealed that the various assessed operational performance parameters are immediately and favourably impacted by collaboration made possible by e-commerce. Businesses, industries, and corporations may use e-commerce as a marketing strategy for their online sales (Babita, 2014).

E-commerce tools have proved to be powerful ways to promote an organization's brand. It is often the company's simplest logo but deals with complex matters about customer satisfaction (Hoque *et al.*, 2015). E-commerce is a necessary platform for the branding process because it increases customer retention and at the same time, up-stage a product. In a country like Bangladesh which is influenced by globalization, the Internet and e-commerce can capture people's attention to sell their brand. As a result, e-commerce facilities have created a defined segment in the country's economy. It assists branding and ensures a broader customer base for each product.

Branding is a tool that will influence a client emotionally. As defined by Raggio and Leone (2007), a brand represents a commitment to delivering benefits to customers. Additionally, Farquhar (1990) states that a brand can go beyond its practical use and be identified through its name, symbol, design, or mark, ultimately increasing its overall value. Building brand equity is a valuable strategic asset that can provide a competitive edge by allowing for the creation of a brand platform that can be used for new product launches, enhancing resilience during industry downturns or crises, and establishing barriers to entry for competitors (Farquhar, 1990). In today's e-commerce landscape, there are new opportunities to create and maintain brand equity by engaging with customers through flow experiences (Park *et al.* 2008).

Brand value is an intangible asset an organization acquires after successfully managing its brand promotion and marketing. It gives the management an idea of how well a product will fare in the market and what can be done to improve its longevity and appeal. As Belgian (2016) stated, the branding process always crosses paths with brand values determining the required branding. It is crucial because it saves time and money by analyzing the timing, location, and duration a branding requires for maximum profits. Therefore, developing e-commerce organizations in Bangladesh must identify and embrace brand values to enhance their promotions.

PriyoShop.com is a unique e-commerce solution that provides a platform for customers to buy products, connect with brands, pay using microfinance, and have their products delivered to their doorstep. In Bangladesh it is a one-stop-shop for all your online shopping needs, offering a hassle-free and secure shopping experience. With PriyoShop, you can find and purchase the latest trendy products from your favorite brands easily and quickly. The website ensures they have a satisfying shopping experience and helps customers make

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informed decisions. PriyoShop is providing excellent customer service and supports small and medium businesses by allowing them to sell their products to customers through their excellent network. The website connects big brands, small businesses and suppliers through their website and app, making it possible for businesses to reach a wider audience. PriyoShop.com was launched in February 2013 and has since become the go-to destination for online shopping all over the Bangladesh.

The Branding Process

The authors De Chernatony and Christodoulides (2004) have identified a set of five essential components, as illustrated in a figure, which should be taken into account when moving a brand and its commitment to the online realm. In the following paragraphs, a detailed explanation of each of these five elements are provided.



Figure 1. The Branding Process

Adapted from Chernatony and Christodoulides (2004)

Promise: The promise represents the total execution of all the elements of a brand. Kapferer (2012) refers to this as "dependable and regular quality" and fulfillment.

Differentiation: Differentiation is a brand's unique set of attributes that represent its value proposition within an online channel. It must be consistently and effectively transferred from an offline to an online context. Competitive advantage is achieved when consumers perceive a brand as meaningful and unique compared to its competitors (Williams, 2010). However, competitors may seek to negate or match a brand's competitive advantage, making differentiation a constant battle (Keller et al., 2011).

Image: Brand image represents a set of associations that consumers hold in their memories, including performance, beliefs, meaning, and personality (Keller, 2009). A brand's ability to influence consumer behavior in purchase situations is its power (Kapferer, 2012). This is the result of the associations that consumers make with a brand and its perceived image, which includes perceptions of competence, benefits (differentiation and positioning), quantity, qualities, other imagery, and the brand's personality.

Personality: Brand personality creates an emotional connection between a brand and its consumers. A brand can develop its personality through communications and imagery that connect and attract with specific market segments. Today, brand personality represents the character of the brand as if it were a person, that is known as anthropomorphization (Patterson and Hodgson, 2013). Reinforcing psychological values that consumers relate to functionality and beyond performance can create uniqueness. Communicating the brand personality consistently across all channels can positively affect organizational performance (Rutter et al., 2013).

Consistency: Brand promise, differentiation, personality and image must be consistent with consumers' past experiences, as well as between online and offline communication mediums. To communicate a brand consistently, the strategy of branding requires a consistent level of support over time, known as brand strategy consistency (Berthon et al., 2008). Consistency is the process of ensuring that a brand is consistently communicated over time, bringing many benefits such as increased efficiency of brand communications. Strategic brand consistency campaigns are more effective than non-consistent ones (Navarro-Bailon, 2011). The research and literature suggest that consistent brands are stronger and more likely to be communicated consistently.

3. Rationale of the Study

Various e-commerce organizations choose to keep a closed-door policy when dealing with organizational operations. This creates mistrust among customers and clients. One of the leading reasons why e-commerce crumbles is because they failed to involve employees and clients in their operations (Islam *et al.* 2016). It also raises suspicions among law-enforcement agencies bringing them under the scanner of probation and investigation. "Online Kenakata" was of such a company that shut down due to their extremely opaque economic policies, which resulted in customer dropouts and eventual closedown.

E-commerce may be developing in Bangladesh but the country's government has failed in setting up any regulatory commission to monitor and control these e-commerce ventures. As a result, any discrepancy or customer grievances are not addressed (Rezaei and Valaei, 2017). For instance, few e-commerce sites have resorted to image-morphing when displaying their products. At the time of delivery, a different product is given to the customers. Other issues like delivery delays and return policies have also surfaced due to a lack of proper regulatory body.

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Technology is still a nascent concept from an industrial point of view in Bangladesh. The country has seen slow growth in terms of advanced technologies (Zhang, 2018). For instance, the e-commerce sites of Bangladesh like Rokomari.com which is coincidentally the largest and most popular e-commerce site of the country still uses old technology to run their servers. As a result, they face multiple issues like delayed updates of their products, untimely server failure, check-out issues, and many others. A proper technology is essential to run these e-commerce sites.

4. Objectives of the Study

- To identify the various facilities of e-commerce to improve and enhance the branding process.
- To identify the several technological applications of e-commerce to increase opportunities in the branding process.
- To identify the various organizational brand values of e-commerce to enhance the branding process.
- To recommend appropriate strategies to help the industry in improving the branding process.

5. Hypothesis of the Study

H₁: There is a strong relationship between various facilities, technological applications & organizational brand values of e-commerce and branding process.

H₂: Various facilities, technological applications & organizational brand values of e-commerce has a significant impact on branding process.

6. Methodology of the Study***Research Method***

Population: The target population for this study comprised the entire existing e-commerce customers, employees and dealers all over the country.

Sample and Sample Size: Sixty employees and sixty existing customers of Priyoshop form Dhaka city, a total of one twenty have been short listed as the sample of the research.

Sampling Frame: Database of e-commerce user, dealers and customers is the sampling framework.

Sampling Technique: There are two categories of sampling techniques like probability and non-probability. Here non-probability sampling technique purposive sampling method has been selected.

Sampling Design Process: The primary data collection was carried out using a questionnaire, consists of three sections, the first section covers the demographic information (gender, age etc). The second section contains fifteen (15) items measuring E-commerce factor, the third section measures branding process through five (5) items.

Data Collection Procedure: The data collection procedure in this research is largely focused on surveys. The survey featured a questionnaire with close-ended questions regarding the importance of e-commerce in branding to ensure organizational success. The respondents as chosen were asked to fill up the questionnaire with their choices. These questions varied from industry related concerns and scope of development to finding innovative and creative ways to introduce branding in the e-commerce field. The entire survey helped to collect data for analysis.

Data Type: This research employs both primary and secondary data. The primary data was obtained through a field survey, while the secondary data was gathered from published articles, books, and online sources.

Data Analysis Methods: There are three main techniques which are introduced into particular research including quantitative, qualitative and mixed approach (Antwi & Hamza 2015). In this research, the data analysis method used is quantitative. Descriptive statistics are also provided in details for both independent and dependent variable. After that, correlation and regression analysis have been conducted to view the relationship between e-commerce and branding process. Finally, model summary, a coefficient test and hypotheses testing are done to complete the data analysis process.

Type of Method: It is a three prolonged approach that deals with the research design, philosophy and research approach.

There are three types of research design such as descriptive, explanatory and exploratory. Here, the researcher use descriptive research design. There are four types of research philosophies such as positivism, pragmatism, interpretivism and realism. In this study, the researcher use positivism research philosophy. There are two types of research approaches that are generally used in the study such as deductive research approach and inductive research approach. The research approach for this research is a deductive approach. It is because this research is carried out following existing research statements and theories. It has not propounded any new theories in this study nor has it introduced any statement in the process.

Measurement of Variables

Independent Variable:

In this research, independent variable indicates e-commerce. It includes the various e-commerce facilities factors, technological application factor and organizational brand value factor. Factors like e-commerce facilities related questions have been adopted from Awa *et al.* (2015). Technological application related questions have been adopted from Savedra-Duarte *et al.* (2017). Organizational brand value related questions have been adopted from Ramaswamy and Ozcan (2016). Responses are rated on a five-point likert scale that ranges from 1 (strong disagreement) to 5 (strong agreement).

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Dependent variable indicates the branding process. Branding process is measured by a scale using 5 indicators taken from Kavaratzis (2017). Respondents are asked to indicate the 5 branding process indicator on a scale from 1 = Strongly disagree to 5 = Strongly agree. Thus, a weighted average branding process index is obtained.

*Measurement of Scales**Validity:*

Validity is done in order to make sure that collected data are usable. A validity test conducted named content validity to verify the validity of the data.

Reliability:

Reliability test is basically performed in order to understand the collected data are reliable or not. The test results are as follows: Cronbach alpha for independent variables such as e-commerce facilities, technological application and organizational brand value are 0.780, 0.876 and 0.742 respectively. For dependent Variable (Branding Process) is 0.886 which approached to the acceptable limit.

Table 1: Reliability of variables

Variable	Name of items	Number of items	Reliability (Cronbach's Alpha)
Independent (E-Commerce)	E-Commerce Facilities	5	.780
	Technological Application	5	.876
	Organizational Brand Value	5	.742
Dependent (Branding)	Branding Process	5	.886

According to Hair et al. (2006), a reliability estimate of 0.7 or above is considered to be indicative of good reliability. Comparing our obtained reliability value with this benchmark, we can conclude that the scales utilized in this study are highly reliable for the purpose of data analysis.

Practicality:

Here convenience aspects of practicality have been followed.

7. Findings and Observations of the Study**Table 2: General information of professionals**

	Frequency	Percentage
Survey cases	120	100
Gender		
Male	65	54.17
Female	55	45.83
Age		

	Frequency	Percentage
18 to 30	20	16.67
31 to 40	35	29.17
41 to 50	27	22.50
51 to 60	23	19.16
60 and above	15	12.50
Marital status		
Married	77	64.16
Unmarried	43	35.83
Education		
SSC	35	29.16
HSC	28	23.33
Bachelor's degree	25	20.83
Master's degree	32	26.67
Income		
Below Tk.50,000	30	25.00
Tk.50,000 to Tk.100,000	32	26.67
Tk.100,001 to Tk.150,000	23	19.16
Tk. 150,001 to Tk.200,000	20	16.66
Tk. 200,001 and above	15	12.50

Source: Field survey, 2021

From Table 2, it can be observed that there are 65 male and 55 female respondents for this research. Among the interviewees, nearly 25 respondents are from the age group 18 to 30, 45 respondents are from 31 to 40 years, 40 are from 41 to 50 years, 20 are from 51 to 60 years and the rest are above 60 years. A majority (almost 64 percent) of the people are married. Regarding educational qualification, it is observed that 35 and 28 respondents passed secondary and higher secondary respectively, 25 are graduated and 32 are post-graduated. According to the income range, 30 respondents earn below Tk. 50,000 per month, 32 respondents earn Tk.50,00 to Tk.100,000 while 23 earn between Tk.100,001 to Tk.150,000. 20 respondents earn Tk.150,001 to Tk.200,000, 20 respondents earn above Tk.2,00,001.

Table 3: Results of the E-commerce factors

	Item	Mean	Std.
	E-commerce facilities factors		
1	Brand value can be improved with help of appropriate marketing strategies.	4.24	0.80
2	Benefits in e-commerce site can help to improve brand loyalty	4.43	0.59
3	Brand logo must be developed to provide maximum	4.31	0.64

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	Item	Mean	Std.
	information through e-commerce site		
4	Development of healthy brand reputation is dependent on financial administration through e-commerce site	3.14	0.55
5	Timely delivery of products in e-commerce site can help branding process	4.37	0.65
	Technological application factors		
6	Complexity and design of e-commerce application can help to improve brand value.	3.42	0.61
7	Structure and components of e-commerce sites can help to improve brand value.	3.75	0.74
8	Availability of network during use of e-commerce site can improve brand satisfaction.	4.13	0.80
9	Mobility and configurationally changes can help to improve brand loyalty.	3.86	0.42
10	Hassle free technologies can improve customer satisfaction and increase possibilities of branding process.	4.27	0.68
	Organizational brand value factors		
11	Clarity about different products according to organisational brand value can help to get consistent feedback from target customers	4.47	0.65
12	Relevant products through different ecommerce sites can help to develop brand trust among the target customers	4.45	0.83
13	Differentiation of several products at e-commerce site can attract large scale customers and thus improve branding process	2.77	0.77
14	Engagement of employees of e-commerce site can help to satisfy more customers and help in sticking with brand purpose	4.43	0.83
15	Organisational brand value of existing products can help in the branding process of newly launched products	3.17	0.77

Table 3 shows the result that represents e-commerce factors:

E-commerce facilities factors

According to mean value the results show that the most important items were benefits in e-commerce site that help to improve brand loyalty has the highest mean with 4.43 while timely delivery of products in e-commerce site that help branding process and brand logo must be developed to provide maximum information through e-commerce site hold the second and third highest mean consecutively 4.37 and 4.31. Therefore, we can conclude that these e-commerce facilities factors have good influence over overall e-commerce factor. The less important items in terms of mean value were development of healthy brand reputation is dependent on financial administration through e-commerce site 3.14. The standard deviation for e-commerce facilities factors lies between (0.55-0.80).

Technological application factors

Based on the mean value in the above table reveals that hassle free technologies that improve customer satisfaction and increase possibilities of branding process has the highest mean with 4.27 and availability of network during use of e-commerce site that improve brand satisfaction holds the second mean 4.13. Therefore, we can conclude that these technological application factors have good influence over overall e-commerce. The less important items in terms of mean value were structure and components of e-commerce sites that help to improve brand value and complexity and design of e-commerce application that help to improve brand have values of 3.75 and 3.42 respectively. The standard deviation for organizational and societal knowledge factors lies between (0.42-0.80).

Organizational brand value factors

The mean value in the Table 3 show that the most important items in the interpersonal skill factors were clarity about different products according to organisational brand value that help to get consistent feedback from target customers is 4.47 while relevant products through different ecommerce sites that help to develop brand trust among the target customers hold the second mean with 4.45. Therefore, we can conclude that these organizational brand value factors have good influence over overall e-commerce. The less important item in terms of mean value was differentiation of several products at e-commerce site that attract large scale customers and thus improve branding process has a value of 2.77. The standard deviation for organizational and societal knowledge factors lies between (0.65-0.83).

Table 4: The results of Branding Process factors

	Item	Mean	Std.
	Branding Process factors		
1	Customer specific and relevant products are very helpful for developing new brand in a target market.	4.43	0.55
2	Characteristics and personality of different e-commerce site can help in the processing of brand.	4.46	0.61
3	Service quality and internal marketing can help to improve position of a particular brand and thus can help in branding process	2.88	0.58
4	Positioning and customer specific products can help to improve level of satisfaction among target customers and improve branding process.	4.35	0.62
5	Well balanced communication with target customers can help in branding process.	4.37	0.67

Table 4 shows the results that represent to what extent factors improve branding process and it appeared as follow:

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The mean value listed in the Table 4 reveals that characteristics and personality of different e-commerce site that help in the processing of brand has the highest mean 4.46 while customer specific and relevant products are very helpful for developing new brand in a target market hold the second 4.43 and well balanced communication with target customers can help in branding process hold the third highest mean 4.37. Therefore we can conclude that these items have good influence over overall branding process. The less important item in terms of mean value was service quality and internal marketing that help to improve position of a particular brand and thus that help in branding process has 2.88. The standard deviation lies between (0.58-0.67).

Hypotheses Testing

H1: *There is a strong relationship between various facilities, technological applications & organizational brand values of e-commerce and branding process.*

Table 5: Correlation of e-commerce and branding process factors

		Correlations	
		Organizational Brand Value	Branding Process
Organizational Brand Value	Pearson Correlation	1	0.782**
	Sig. (2-tailed)		0.000
	N	120	120
Branding Process	Pearson Correlation	0.782**	1
	Sig. (2-tailed)	0.000	
	N	120	120

** Correlation is significant at the .01 level (2-tailed)

Correlation matrix is done by the weighted average mean of e-commerce factors and the weighted average mean of branding process factors. Table 5 shows the correlation matrix by displaying the correlation between e-commerce and branding process. Based on the Table 5, the correlation results .782 also suggest branding process is positively and strongly correlated with e-commerce factors.

H2: *Various facilities, technological applications & organizational brand values of e-commerce has a significant impact on branding process.*

Table 6. Regression for E-commerce and branding process.

Model Summary				
Model	r	r ²	Adjusted r ²	Std. Error of the Estimate
1	0.782 ^a	0.758	0.715	0.46789

a. Predictors: (Constant), E-Commerce

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.117	0.365		0.136	0.000
	E-Commerce	0.355	0.081	0.238	0.185	0.000

a. Dependent Variable: Branding Process

Regression matrix is done by the weighted average mean of e-commerce factor and the weighted average mean of branding process factor. Table 6 shows the regression matrix by displaying the regression between branding process (dependent variable) and the e-commerce (independent variables which includes facilities of e-commerce factors, technological applications of e-commerce factors, organizational brand value of e-commerce factors). Based on the table VI, the regression results indicate for 1% change in e-commerce factors 35.5% (B=0.117, $\beta=0.238$) change in branding process, The t-value of this equation are 0.136 and 0.185 at 5% level of significance which suggest e-commerce have a significant impact on branding process.

Table 7: Results of hypotheses

Hypothesis	Findings
H ₁ : There is a strong relationship between various facilities, technological applications & organizational brand values of e-commerce and branding process.	Supported
H ₂ : Various facilities, technological applications & organizational brand values of e-commerce has a significant impact on branding process.	Supported

The outcomes of this study suggest that e-commerce such as facilities of e-commerce factors, technological applications of e-commerce factors, organizational brand value of e-commerce factors are significantly and strongly related to branding process of Priyoshop. From the result of this study, it is clearly seen that above mentioned relevant variables can play significant impact on branding process of Priyoshop.

Linking with objectives

Objectives of this research have been met in various areas of this paper. All areas that have met objectives are mentioned below.

ROI: *To identify the various facilities of e-commerce to improve and enhance the branding process.*

The objective of this research has been met in the literature review section of this study. The researcher has also met this objective through the quantitative data analysis part. In Section 2 of the questionnaire, the researcher has developed questions regarding e-commerce facilities and their impact on the branding process. As the population of Bangladesh is influenced by the Internet, e-

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commerce can be used as a branding platform for reaching a wide range of customers online.

RO2: *To identify the various technological applications of e-commerce to increase opportunities in the branding process.*

The researcher has met this objective in the literature review part of this research paper. On the other hand, section 2 of the questionnaire has included questions regarding this objective. This aspect has helped to meet this objective. A great number of population of Bangladesh depends on mobile devices, brands can promote their products and the brand through social networks. Moreover, digital marketing can be used for target marketing as well.

RO3: *To identify the various organizational brand values of e-commerce to enhance the branding process.*

This objective of this research has been met in the literature review part of this dissertation, and the researcher has met this objective through quantitative data analysis. Questions regarding this objective have been included within section 2 of the questionnaire. Brands represent emotions, and the people of Bangladesh tend to favour the brands they are most familiar with. Therefore, brand value is significant in the branding process for bringing together a wide range of loyal customers.

RO4: *To recommend appropriate strategies to help the e-commerce industry improve the branding process.*

This chapter has included the recommendation part in order to provide a clear overview of strategies to improve the branding process.

8. Contribution

Theoretical Contribution

The study on the impact of e-commerce on branding for organizational success, with a focus on Priyoshop, have several theoretical contributions to the existing literature on e-commerce and branding.

Firstly, the study could provide a better understanding of the role of e-commerce in enhancing a brand's visibility, awareness, and image. The study could explain how e-commerce platforms, such as Priyoshop, can serve as an extension of a brand's physical presence, creating new touchpoints and opportunities for customer engagement. Secondly, the study could explore to the literature on the impact of digital technologies on branding. The study could contribute how e-commerce platforms are changing the way that consumers interact with brands, and how this is influencing the way that brands are perceived and valued.

Thirdly, in the e-commerce context, the study could make a contribution to the literature on the measurement of branding effectiveness. The study could make a contribution to the various metrics that are used to evaluate the success of e-commerce branding efforts, and assess their validity and reliability in this context.

Overall, with a focus on Priyoshop, the study on the impact of e-commerce on branding for organizational success, could contribute to the theoretical understanding of how e-commerce is changing the way that brands are created, valued, and measured, and provide valuable insights for businesses looking to enhance their branding efforts in the digital age.

Practical Contribution

One practical contribution based on the findings of the study could be to identify the key factors that contribute to Priyoshop's success in branding through e-commerce. For example, the study could analyze the design and functionality of the website, the quality of customer service, the use of social media and other digital marketing channels, and the effectiveness of branding strategies. This analysis could provide valuable insights for other businesses looking to enhance their branding through e-commerce.

Another practical contribution of this study could be to develop a set of best practices for branding in the e-commerce context. These best practices could include recommendations for website design and functionality, customer service practices, social media and digital marketing strategies and branding strategies that have been shown to be effective in the e-commerce context.

Finally, the study could provide guidance on how businesses can measure the success of their e-commerce branding efforts. This could include developing key performance indicators (KPIs) that are specific to e-commerce branding, such as website traffic, customer engagement metrics, conversion rates and social media metrics. By tracking these KPIs and to achieve their organizational goals, businesses can evaluate the effectiveness of their e-commerce branding efforts and make adjustments as needed.

9. Conclusion

In this research, success of Priyoshop, a renowned e-commerce site has been focused. After data analysis, it is found that facilities of e-commerce business of Priyoshop, sixty employees and sixty existing customers of technological application and brand value of this organization have great impact on the branding process of this firm. Employees of Priyoshop, a renowned e-commerce business in Dhaka, Bangladesh has been asked to share their views based on their experience regarding impact of e-commerce in branding.

10. Recommendations

Following recommendations may be considered by e-commerce firms like Priyoshop, Dhaka, Bangladesh in order to improve their branding process.

- Brand positioning may help e-commerce business owners to improve their brand image and it can help to beat rivals easily.
- After analyzing the position of competitors, organization needs to create value-based positioning strategy.

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- Providing best quality service and products to customers consistently may help e-commerce business to improve their branding process
- Continuous monitoring of individual performance and completion of tasks within predetermined time can help to incorporate this recommendation.

11. Limitation & Future Direction***Limitation of the study***

The study only focus on Priyoshop and not be representative of the broader e-commerce industry in Bangladesh or other regions. As a consequences, the findings may not be applicable to other companies or industries. Moreover, the study have a limited sample size. A small sample size may also increase the risk of bias or error in the data analysis. When interpreting the findings of any study, it is important to keep these limitations in mind.

Future scope of the research

Findings of this research can help future researchers to understand impact of e-commerce facilities, technological application and brand value of organization on branding process. Future researchers may conduct research in order to identify other factors that may affect branding process of e-commerce business owners. In addition, perspectives of managers of e-commerce organizations of Bangladesh may be evaluated in order to understand their viewpoints towards this research topic.

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