

## Why You Should Buy Directly From A Brand vs A Marketplace





## 3 Reasons You Should Buy Directly From Your Favourite Brands

As shoppers, we are no longer limited to our local shopping malls – today we can buy anything we want from almost anywhere in the world with the click of a button. Technology and transport have made the world a smaller place, and now many international retailers sell and deliver their products across the globe within a few days, making it easy to buy from another country.

Some brands may sell their goods via a marketplace, such as Amazon or eBay, while others choose to sell exclusively on their own website. It might seem like there is no difference between buying from a marketplace and a brand's website, but there are many!

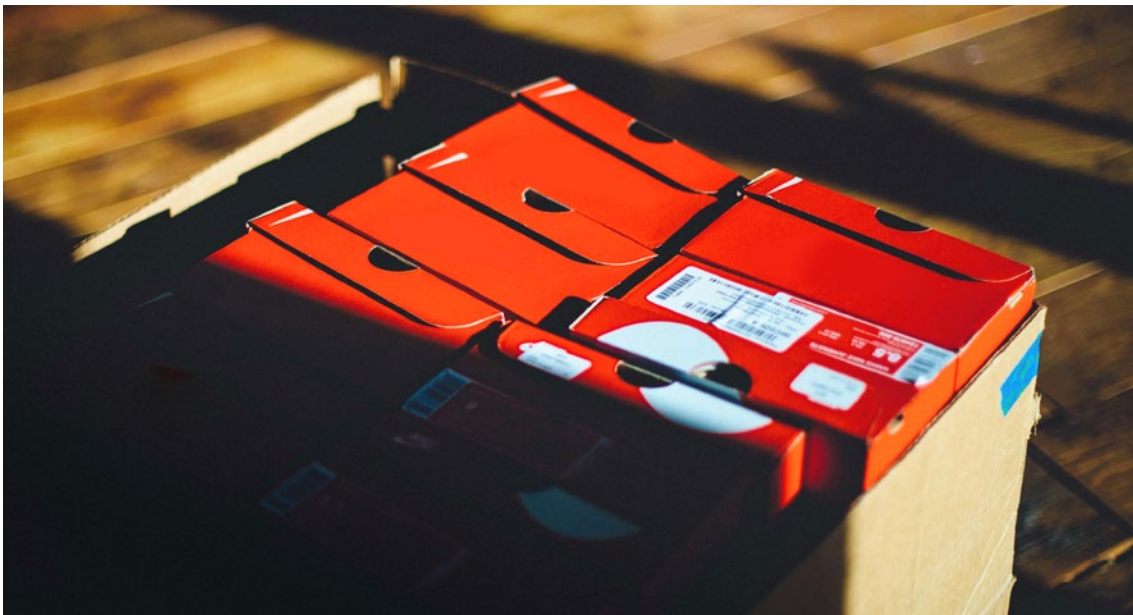




**Here are 3 of the main reasons you should buy directly from your favourite brands:**

## 1. Genuine products

Many brands list their products on marketplaces, or so it seems. What may look like a genuine seller could in fact be a third-party seller trading fraudulent counterfeit items. Third-party sellers are independent merchants who often are not associated with the brand whose items they sell. This means you could unintentionally purchase a counterfeit item of inferior quality via a marketplace, leaving you disappointed and the brand's reputation damaged. Counterfeit items are not easy to detect – they might be listed with an identical image from the brand's website or display official logos or branding that are consistent with a genuine product. But when you receive your order, you realise you have been duped. It may also be hard to receive a refund for the counterfeit item.



To make things worse, many marketplaces use a system of 'co-mingled inventory'. This means that if there are multiple merchants selling the same product, the marketplace can mix all of the products together in their warehouse to make it easier to pick and pack an order. Counterfeit items can potentially be mixed with genuine items, so even though you buy from a trusted company, you can't guarantee that you will receive a genuine product.

Simply put, the best way to be assured you're purchasing a genuine branded product is to buy directly from the brand's official website.



## 2. Better international experience

Many brands work hard to give their customers the best possible experience. They offer a localized experience on their website that makes it easy to see all charges, such as import duties and taxes, from the product page all the way through the shopping cart. They let you choose the currency and language you wish to use and make it super easy to enter your information in a format that is local to your country. When you get to the checkout, there are no surprise additional costs, and they usually offer all the most popular payment methods in your country.

On the other hand, marketplaces usually leave all of these fees to the very end of the checkout, so you really don't have any idea what you are going to be charged until the last minute. Then, they often don't offer you a choice of payment methods, or an easy way to enter your information.



### 3. Support the brands you love

Lastly, and perhaps most importantly, take a moment to think about what happens when you buy on a marketplace. Selling on marketplaces is not free for a brand – they need to pay an exceptionally high fee to the marketplace itself.

It sounds great for shoppers, but if brands can't make any money, then they will eventually go out of business. They will have no profits to reinvest into creating new products, or marketing them to their customers. It sounds hard to believe, but this is the reality.

So, next time you are looking for the newest, hottest product from your favourite brand, think about buying it directly from them. Your support will lead to new innovations, and lots of great products for years to come!





eShopWorld is a leader in Global eCommerce and Logistics Management, with the only modular solution that gives online retailers control over the end-to-end customer journey – from global checkout to returns. The company enables B2C brands to sell globally, but feel local to cross-border shoppers.

eShopWorld's innovative software, extensive logistics infrastructure and cross-border expertise empower retailers to efficiently sell into international markets while delivering a seamless, glocalized online shopping experience.

For more information,  
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