

Original Research Article

The Role of Commercial Photography in E-Commerce

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Abstract: Photographic technology has become increasingly mature and been widely used in various of business activities. From traditional advertising photography to online store photo gallery, the value of commercial photography in the business field has gradually increasing. With the analysis of the relationship between commercial photography and e-commerce, this article introduces the development history of commercial photography, and envisages its future application in the field of e-commerce.

Keywords: Commercial Photography; E-commerce; Effect

1. Concept of commercial photography

Commercial photography is a kind of photography behavior for the purpose of carrying out commercial activities, which is widely used in modern commercial activities^[1]. Generally speaking, commercial photography is an image generation technology used to sell goods, write news as well as introduce business objectives. Besides, it is also used in other activities, including automobile photography, clothing photography, figure photography, electronic product photography and so on. On this basis, we usually regard commercial photography as advertising photography.

Advertising photography contains many commercial factors and plays a critical role in commercial photography. In the past commercial applications, advertising photography is an important way to achieve business objectives, which carries the will of businesses to promote products and carry out activities. In the photography industry, advertising photography was initially ignored. Because of the artistic characteristics of photography itself, for a period of time in history, people in the industry thought that the value of art was higher than the commercial value. However, with the development of social economy, the combination of photography and commercial activities becomes more and more obvious. Based on the advertising effect, photography has an increasingly deeper incorporation with the commercial field. Commercial photography is gradually transforming its goals to make commercial profits, and achieve the overlaying of commodity information and the transmission of consumption concepts through the professional means of photography and the spread of images.

Commercial photography is built on the basis of art and aesthetics, giving photography to commercial purposes for shooting. It fully combines with the commercial marketing thought and is shaped the product into a delivery medium in line with the consumer psychology on the basis of artistic requirements of photography itself and the purpose and skills of commercial activities. E-commerce, a business model relying on network media for marketing, has developed especially in recent years. Its business activities mainly focus on the transmission of text, pictures and image information, and commercial, making photography become one of the indispensable means in its business activities^[2].

At present, the domestic industry of commercial photography has gradually completed its reform from the tradi-

tional advertising media companies to professional photography companies who provide service for various business activities. The commissioned production industry of e-commerce picture library, in particular, has become increasingly popular^[3].

2. The relationship between commercial photography and e-commerce

Commercial photography and e-commerce have a very close relationship. On the one hand, commercial photography promotes the development of e-commerce. On the other hand, the development of e-commerce also creates a broad prospect for the application of commercial photography. The two complement each other in the economic and social development.

In the immature stage of Internet technology, commercial photography products are mainly conveyed through paper media and TV network. In the traditional industry, commercial photography has gradually realized its commercial value, which practically helps sellers to convey product information and sales campaigns to consumers in order to facilitate consumers to quickly understand and purchase commodities. Means of commercial photography, to convey itself through the traditional means of communication, becomes more and more mature in the traditional business activities. Under the background of the rapid development of Internet technology, commercial photography in photography methods, publicity media and application fields has become popular. With the innovation of business model, the e-commerce industry, which takes the pictures and image created by commercial photography as the main transmission medium, emerges as the times require.

Therefore, commercial photography has played a positive role in promoting the emergence and development of e-commerce. On the basis of business activities and Internet technology, e-commerce is more important to effective visual communication. Visual communication design and photography in the artistic level, in the expression of techniques, laws and characteristics have obvious consistency. Both of them are in accordance with the aesthetic idea, through the reasonable color and structure matching of designers and photographers, to achieve the perfect display of the real object. Therefore, with the rapid development of e-commerce industry, commercial photography has been more and more widely used.

In addition, e-commerce is based on computer technology, while the current commercial photography is also based on the computer processing technology combined with the traditional shooting equipment and techniques. Commercial photography and e-commerce have certain relationships on the technical level: the development of computer and Internet technology depends on their application prospects, and the development of the two depends on the reform and innovation of technology.

3. The role of commercial photography in e-commerce

3.1 Effectively convey e-commerce commodity information

The most basic characteristics of photography art are visibility and intuitiveness. Through photos or images, products in e-commerce can be objectively displayed to consumers. Compared with words, photographic products can improve the persuasiveness of commodities.

Commercial photography enables online shoppers to quickly and accurately recognize the details of the goods and some indescribable information. Its works can effectively help consumers build trust in the goods in terms of conveying the authenticity and delicacy of the goods.

With the comprehensive application of commercial photography in the field of e-commerce, consumers will get more accurate information about the performance, color and use of products on the Internet. Consumers' purchase desire will be greatly improved with the further processing and designing of the pictures and images obtained through business,

Consumers have doubts about online shopping, especially can't directly feel and experience goods, which is a disadvantage of e-commerce. Commercial photography can effectively cover the shortages of e-commerce, and display

the commodity information to consumers almost completely through the perfect photography technology. At present, consumers also get a complete understanding of commodities through a large number of pictures provided by commercial photography. It can be said that commercial photography is the necessary basis for e-commerce sellers to display goods and obtain profits.

3.2 Attract consumers' attention more quickly

Commercial photography takes full account of the design and processing of the later stage when taking pictures to meet the appeal of commodities. In the shooting stage, on the basis of the authenticity of the goods, photographers take corresponding photography skills to ensure that the photographic pictures get the attention of consumers quickly in terms of senses and connotation by effectively combining the feelings of level, color and material of the goods.

The important goal of commercial photography is to let consumers want to make a purchase when they see the pictures of commodities. For example, regarding some food commercial photography works, the purpose of the photographer is to let customers have the desire to eat immediately when they see the pictures, and attract consumers to buy food at the fastest speed.

The beauty of art is one of the basic values of commercial photography. It is the pursuit of every commercial photographer to improve the attractiveness of commodities through appropriate photography skills on the basis of authenticity. In e-commerce business, there are often long and broad text descriptions which cannot be quickly concerned by consumers. Too much information is a counter feature of the Internet age. In order to make consumers grasp the commodity information of a merchant in a large number of commodity information, commercial photography works must be used.

3.3 Improve the aesthetic and create a better image

Under the influence of traditional shopping ideas, people are more willing to accept the shops and commodities with beautiful senses. For example, consumers will often go to restaurants with good environment and appreciative food decoration at the same price when they choose restaurants in real life.

According to this kind of thinking of consumers, commercial photography is based on the rules of improving aesthetics and shaping a good image when realizing commercial value. In the field of e-commerce, people judge businesses and products through commercial photography. First of all, it forms a certain cognition in the sense of aesthetic, and then makes an accurate evaluation of the goods through the actual purchase experience. In the process of the first and second consumption for a consumer, commercial photography plays a positive role.

On the one hand, commodity photography can beautify the first impression of merchants and commodities in consumers' minds, make consumers agree with the value of merchants and commodities, promoting the first purchase behavior. On the other hand, when consumers make comments on goods after purchase, they will not only consider the real use value of the goods, but also will be affected by the first impression. According to the characteristics of human thinking mode, people often depends more on the first impression of things when evaluating things to a certain extent. Consumers are more willing to buy products with good first impression on the premise that the actual experience is equivalent. Therefore, commercial commerce plays a critical role in shaping the image of e-commerce businesses and products.

4. Application prospect of future commercial photography in the field of e-commerce

4.1 Possible ways of future commercial photography

With the development of photography technology, more types of photography technology will be applied to the field of e-commerce, such as underwater photography, aerial photography, micro photography, *etc.* All of the above photography technologies will be attempted in the field of e-commerce to meet consumers' aesthetic needs for multi-angle observation of real objects.

4.2 The role of VR technology in e-commerce

It is worth mentioning that the development of VR technology is gradually leading the revolution of virtual senses currently. It is believed that in the future, commercial photography will simulate sellers and commodity information in real on the basis of 3D photography technology, and further visualize online shops and commodities in e-commerce. It can not only improve the authenticity and experience of e-commerce products, but also present the information of e-commerce products realistically to consumers and bring them better purchasing experience by using commercial photography and its post-processing technology.

On March 18, 2016, Alibaba Group officially established VR (virtual reality) laboratory and disclosed its VR strategy in public for the first time. Alibaba's platform advantages will simultaneously promote VR content cultivation and hardware incubation. The "VR" shopping expected by users is just around the corner.

5. Conclusion

Business photography and e-commerce are mutually complementary, and they play complementary and coordinate roles in the past and even in the future. Commercial photography solves the problems of commodity display and promotion in e-commerce business activities effectively, with good objectivity and authenticity. Product photography can make e-commerce products quickly get consumers' attention and stimulate consumers' consumption. Additionally, commercial photography plays a positive role in shaping the image of e-commerce businesses and commodities. It is an important method to ensure that businesses are recognized by consumers and retain customers. Besides, with the development of technology, the types of commercial photography will be explored continually and be more closely integrated with e-commerce^[4].

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