Understanding Digital Identity Formation

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**Introduction**

Developing and promoting a business has always been a main concern for a business owner. No matter how small or big a company is, the primary purpose of every CEO or COO is to increase the customer base and boost its profits, since the day of its initiation. With the advancement in recent technology, this pressure has also increased considerably as the competitors are identifying the power of technology and making full use of it to grow their business. Hence it has become imperative for every company to have a unique business identity in the digital world, to gain a maximum number of customers and grab the maximum of market share.

**Discussion**

It has already been established that the digital identity is of extreme importance for a business and its significance cannot be denied in any aspect but, in order to understand it weightage in the success or failure of a company, we first need to understand what is digital identity and how does it work.

 Digital identity of any business or individual refers to the presence of that business or individual in the digital world apart from its presence in the physical world. In the current age of modern technology, it is no longer a difficult task for any business to create and maintain a digital identity as there are a number of platforms available for this purpose. Various methods can be adopted by a firm or organization to build its digital identity. The topmost method which is very popular and preferred by and almost all the businessmen is a website (Adelman & Chadwick, 2014). It has become amazingly convenient to create a website and maintain it as there are multiple software houses and web developers providing such services. Other useful methods are also available like creating a page or profile over any popular social media platform like Facebook, Twitter, Instagarm, etc.

 Technology and digital formation play a significant role in the identity formation of business as they portray the complete picture of an enterprise. It acts as a bridge between the firm and the end consumer, whether the latter is an individual or a business itself. As per a study, an average of 4.1 billion people in the world had access to the internet, which makes approximately 54% of the world population. All these people had one thing in common, digital identity.

 Digital forums can aid formation of digital identity as they make creation and maintenance of any digital identity extremely easy; all that you need for this purpose is a registered e-mail Id, and you're good. The formation and maintenance of a digital identity depends upon the available technology as the availability and access to the internet is a must in this case (Mellmer, 2014). If easy access to the internet is not available, it would not be possible for a business owner to keep his or website updated and may lose customers. On the other hand, generational gaps may also cause hindrance in the process of keeping a digital identity as the older generations might stick to the traditional methods and may not understand the significance of innovation and technology in the respective field.

 Digital identity and physical identity are two unique concepts. Physical identity is the identity we carry with ourselves, and we cannot control what we show to the world. It may also be said to be our personality. Whereas you may control digital identity, you may choose what information you want to show to the world and what not.

 Individuals and organizations should move forward with the developments in technology and keep updating their systems and digital identities. For example, if a company is maintaining a website, it should look out continuously for the updates that are prevailing in the current times and keep updating the features of its website accordingly.

 If the case of this store is considered, it can be formulated by multiple ways. The first approach could be the adoption of the popular method; creating a website. Another approach can be used by creating a Facebook page or an Instagram profile and keeping it updated on a regular basis so that the customers can remain informed about the latest updates and products in the store. This will result in the increase in the customer base and growth in the profits.

**References**

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