



BRAND

VS.

PRODUCT

BRAND

A brand is something that helps the consumers to identify the product and the company behind it.

Distinguishes a product from other products

It is what customers want

✗ Cannot be copied

Created by consumers in their mind

✗ Cannot be replaced

✗ A brand is intangible

A brand offers value

✗ Brand remains forever

PRODUCT

A product is something that is in a physical or non-physical form that is made available by organizations in the market for sale to the end consumer.

An item ready for sale in the market

It is what customers need

✓ Can be copied

Produced by manufacturers

✓ Can easily be replaced

✓ Product is tangible

Product performs specific functions

✗ A product can be replaced with time



It is noteworthy to highlight that the two terms seem the same, but a more in-depth analysis demonstrates clear differences, especially in the field of marketing.



The critical point is that the most significant difference between a brand and a product is that a product is an individual entity, but there can be millions of products under a unique name.



The difference between brands and product is very prevalent in the field of product design, product testing, and product marketing. These steps position the product in the minds of the consumer in the process of creating a positive perception to build a long-lasting brand.



This means that a brand is an extended term as compared to a product, which is a constituent of the former.