

CHAPTER 3

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CHAPTER 3 CONCEPTUAL BACKGROUND

3.1 Introduction:

Businesses today face three major challenges and opportunities: globalization, the effects of advances in technology, and deregulation. New technological advances and new market forces are creating a new economy. Companies and marketers need to add new tools and practices if they hope to be successful. Two specific drivers of the new economy are digitalization and connectivity. Digitalization in particular has introduced exciting new capabilities for consumers and for businesses.

Electronics is a technology that involves manipulation of electronic currents and voltages with the use of range of devices with the intention of performing some beneficial action. The field of electronic is in general divided into two main areas, analog electronics and digital electronics. The electronics era began as a result of the experiments with electricity. Thomas Alva Edison in the 1880s, along with others experimented with electricity, the flow of current connecting elements in an evacuated glass tube. John A Fleming 1849-1945 invented a two-electrode vacuum tube that generated a useful output current. The miniaturization of electronic products was set off by the creation of the transistor at bell labs 1947 which was the consequence of the development of high-density microprocessors.³

Consumer electronics consequently are electronic equipments with an intention to be used by people on an everyday basis. Consumer electronics are basically made use of in communication, entertainment and office efficiency. The consumer electronics industry originated in the 1920s. Televisions, Cameras, telephones, computers, audio equipments, gaming devices, recording devices, such as VCRs etc are the various types of consumer electronic products. The consumer electronics is carried out all over the world predominantly in the Far East Asian countries e.g. Japan, China, Taiwan etc. A known fact of electronics industry is that due to the progress in electronics manufacturing technology, there is often a decline in the cost of electronic products even though there is an increase in the quality and reliability.

It was in the first and the second decades of the twentieth century that the consumer electronics arrived. The age of consumer electronics was set in motion because of the

³ Singhania, P. (2005-2006). Branding and its Competitive Advantage in the Consumer Electronics Industry. Nottingham: The University of Nottingham.

phenomenon of cumulative learning, as Chandler 2005 puts it “the commercializing the one technology becomes based on the learning acquired in commercializing the previous one” which means that a new product is created on the basis of the technical knowledge gained from the already existing product. The example of radio sector, which emerged in the 1890s. The radio then led to the creation of television in the 1940 and 1950s. The television then became the centre of attention of the industry’s expansion into new products and the improvement of the corporate organizational abilities.

3.2 Customers’ Behaviour:

Professor ‘Peter Druker’ said that “there is one valid definition of business purpose: to create a customer,” and he said it well. As even the marketing executives are in agreement with Druker that it is easier to create customers if you can provide them what they want to buy. Thus customer behavior is defined as “activities people undertake when obtaining, consuming and disposing of products and service. A complete knowledge of this forms the core of the success in the electronics brands and is of extreme importance.

Decision making basically is a learning process, involving stages such as stimulus and problem recognition, information gathering and selection, and finally purchase and evaluation. Blackwell states that consumers do not purchase products unless they recognize that they have a problem, a need or a want. The information seeking stage in the buying process is affected by numerous factors such as time constraints, prior experience and friends and family. However, on what basis consumers make decisions are based principally on two factors, the degree of involvement in the brand purchase and secondly categorizing the differences between the competing brands.⁴

Buying decisions vary from customer to customer depending on their varied personal motives. Thus it becomes important for marketing managers to understand the customers’ needs and requirements and identify why they buy and what is the motive behind the purchase. ‘Motives’ are those wishes, desires, drives which bring about the sequence of events known as personal or human behavior. The rational buyers are those who purchase on the basis of a careful study and “do their homework”. They are informed buyers. Whereas an emotional buyer bases the buying decision on style, pride of ownership, romance and so on.

⁴ Kotler, P. (2005). Marketing Management. Delhi: Pearson Education.

As far as the consumer electronics industry is concerned, both, the rational as well as the emotional buyer should form the target market. The rational buyers need to be targeted because these buyers do an information search before buying a particular consumer electronic product such as a television, music system, digital camera, personal computers etc. and choose them depending upon their price, features and availability. The emotional buyers also fall in this target group as many electrical products are purchased on the basis of their looks, style and popularity. Mobile phones, video games, laptops etc. are being largely purchase depending on above mentioned attributes.

Other factors which are helpful in explaining what makes a consumer decide, they are the extent of their involvement in the brand and their perceptions of any differences between competing brands. This means that to be successful one must not only bring to light an individual's motives but he must also distinguish between these motives as to their preferences and their strength of influence on that individual's behavior.

Marketers of technology products can segment consumers based on technology types. Forrester research, Inc.'s "Technographics" segments consumers into nine categories according to motivation, desire, and ability to invest in technology. Both Technographics and the SRI-BI VALS systems reinforce the idea of a consumer resource dimension based on knowledge as well as income.

3.3 Consumer Electronics Industry:

The consumer electronics industry has experienced an extraordinary development in the past few years which is a result of an increment in the outstanding electronic devices being made available in the market. The consumer electronics industry is being lead to the dawn of convergence, where the up till now broken up markets of digital-based audio, video and information technology are coming together and thus removing the barriers of entry across the market boundary. The union of technologies had lead to an increase in the demand for consumer electronics device whether they are portable, in home or in-car with several functions.⁵

The consumer electronics industry is a fast changing industry where new products are launched on everyday basis. The consumers' demands are greater than ever which forces the companies to use exceptional technologies to stay in business. This dynamic

⁵ Singhania, P. (2005-2006). Branding and its Competitive Advantage in the Consumer Electronics Industry. Nottingham: The Universtiy of Nottingham.

electronic sector boasts of a huge potential not only for the new comers but also for the existing industry giants, while the consumer electronics market is a highly productive one, its fast innovation pace makes the companies invest heavily into the R and D sector to ensure that their products are technologically more advanced. Even though the investment into the R and D sector is a costly procedure, it has proven valuable for the speedy growth of the market. However the consumer electronic industry is also known for its expenditure on billions of dollars each year on advertising brand names in anticipation of increasing sales, building awareness of gaining trust and loyalty from consumers. As already discussed, the Asia Pacific region holds the reign of the consumers electronics industry followed by the European counterparts. The well-known brands around the world such as Sony, Panasonic and Matsushita are all Japanese owned, where Korean brands like Samsung and LG are trying to joining the league. Today Samsung can be considered as the fastest growing electronic company in the world.

3.4 Digital Camera:

In simple analog cameras, the roll of film, generally a 35mm film forms the image back, while in digital this roll is replaced with electronic sensors. These sensors are responsible for converting light into electronic information which can be stored and read on a computer. The larger size with lesser constraints in the design of digital, as compared to analog and point and shoots allows them to make use of physically larger sensors, making a huge difference in image quality. Superior modularity is a common feature in most digital cameras, especially towards the higher-end, comprising typically of three sections, the lens assembly, the camera body and the image back. The main reason why people pick on digital camera over others.

The acronym DSLR stands for 'digital single-lens reflex camera'. The main advantage and difference of this type of camera over simple analog and point and shoots cameras arises in the way the photographer sees the scene via the camera. SLR cameras have a WYWIWYG (what you see is what you get) approach, where the viewfinder and the photographer see the exact same thing as the final capture. This is also the biggest advantage over simple point and shoot and analogs, where the viewfinder is merely a window in the camera body giving an inaccurate and rough estimate of the final output. This might sound like a minor difference, but in reality, makes SLRs a photographer's

dream, and the main reason for their ever-increasing popularity.⁶

The simple yet very effective accuracy in composing pictures forms the operative difference between SLRs and analog and P and Ss is actually responsible for their preference by most serious photographers or even photography enthusiasts, resulting in an ecosystem of lenses and accessories around them. Infact interchangeable lenses are one of the biggest draws towards using an SLR. From even advanced P and S cameras, its often impossible to get such superior results as can be had, thanks to ability of SLRs to employ an array of custom lenses which serve specific needs instead of a single, general purpose.

While point and shoots, use contrast-detection technology for auto focusing, SLRs often employ phase-detection technology, a much faster method. Though this allows for less “focus searching” it needs a special sensor in the optical path which, though present in SLRs, is missing form P and S. P and S cameras are slower in some implementations because they instead have a main sensor that creates a preview on the electronic viewfinder using a contrast-detect method.

Not just in lenses and sensors, some of the biggest differences of the two cameras lie in their build types. Despite the complex optics and more elaborate internal designs, SLRs are typically the more rugged and modular ones by a sizeable margin. For most P and S, size and portability are the defining parameters giving limited options to the manufactures with their biggest concern being the ease with which they can fit into a tiny bag or pocket and quickly be taken out for a quick click. On the other hand, with SLRs, stability and sheer ruggedness are given far more importance, irrespective of the big dedicated bag it needs to haul them around in.

Technology has made photography so drastically popular; thanks to ease in consuming this technology that anyone with an urge to capture the moment can do it within the blink of an eye. Cameras in all price ranges with very impressive features sets flood in the market.

3.5 Digital Camera Marketing:

It is important to understand that every customer thinks long and hard before making and purchasing decision, but the marketers are oblivious of this due to the competitiveness of the present marketplace and thus possibly find it difficult to accept that the public is not

⁶ Rastogi, N. (2011, November). FastTrack to Digital Photography. digit , pp. 6-7.

always obsessed. The point is that if the marketers need to make the most of their marketing practices and budget, they should accurately understand the inner workings of the customers' mind. Now once the message that is to be communicated to the customers has been established, it is important to decide how to present the message to the consumers.

In the consumer electronics industry the key to get publicity is to create a new category or to be the first, the marketers need to have an exciting idea to make the consumers buy their products. One such idea can be the usage of celebrity publicity power. This practice is a good way to attract the customer's attention.⁷

Another essential approach to distinguish their brands and to stay on the leading edge of technology is by making investments in design. Samsung makes a good example here that has tripled its design staff globally to 400. Samsung with its model MV 800 won best innovation in camera technology by providing 180 degree moving LCD screen from Asian photography and Golden peacock award. Companies, who are smart, aim at making difference in their marketing program by making bold statements in designs and pursuing customers by mixing their messages with entertainment that the two cannot be set apart.

In consumer electronics industry it is important to be the first to launch a new product as there are many benefits that can be derived from it. Thus before the competitors come out: with limited products they should be thinking about launching a technological product better than before. Sony with its introduction of a series of cameras allowing the first time buyer to get practiced with daily purpose photography and at the same time if customer becomes expert, he can go ahead with professional lens that can be attached by removing the original with the camera that supports such adjustment. Another advantage of being the first to launch a product is the consumers become loyal and support them. Thus studying consumer taste and preferences and giving them more than their expectations is essential from competition point of view.

3.6 Celebrity Endorsements:

Camera makers such as Nikon, Canon, Fujifilm and Sony are promoting their latest offerings by upping the glam quotient. While Canon recently signed on Anushka Sharma

⁷ Singhanian, P. (2005-2006). Branding and its Competitive Advantage in the Consumer Electronics Industry. Nottingham: The University of Nottingham.

as its ambassador, replacing Sachin Tendulkar, Fujifilm has got in Minissha Lamba to promote its 'Hero' lineup of products. Nikon has a beaming Priyanka Chopra showing off their Coolpix range and Sony has Deepika Padukone clicking for the Cyber shot cameras.

Targeting a younger age group and expanding their female customer base in a market which has majority of male buyers are some of the main reasons contributing to the growing trend of diva brand ambassadors. Moreover with March-May being the months of holiday season, digital camera sales witness an upsurge making this the best time for companies to showcase mega campaigns. Canon, for instance, launched a Rs.30 crore marketing campaign for its Powershot compact cameras. VP of Canon India said that "we wanted to reposition our camera category for the youth. So it was necessary to take a youth icon keeping that core objective in mind." The commercial, conceptualized by Dentsu, shows Anushka promoting the compact camera brand Power-Shot. While the target age group for Canon is in the age group of 18-25 years. He feels that it would be of high appeal to those in the older bracket as well. They wanted to create a marketing message that hits the youth segment strongly. But in our opinion, it would strike a chord with the 35plus age group as well. He adds. Fujifilm recently brought Minissha Lamba on board to especially get more female consumers hooked to their Hero range that is available in five colours. Their new lineup also includes high tech models and stylish compacts. They had a clear strategy of reaching out to more women. Moreover sharing has become the buzz word-a strong imaging culture has been created among the youth. So such brand ambassadors help to generate a larger set of followers, said Marketing manager Sriwant Wariz, Fujifilm India. The company is projecting 25% higher sales in Q1 of FY12 as compared to the last time.⁸

Companies such as Nikon and Sony have had Priyanka Chopra and Deepika Padukone respectively for over two years, said head marketing communications, Ryusuke Fukushima. The association with Deepika has helped the company in tremendous brand awareness and recall. We wanted to expand the business and it was a move in the right direction for them. Chopra also recently unveiled the Nikon Coolpix collection for Spring summer with design and colours being the highlights of the collection. Nikon sees a higher demand for its cameras from Tier II and Tier III markets. Currently Nikon has a 25% market share in the compact segment which they expect will increase to 30% in

⁸ Dewan, N. (2012, April Monday). Camera Makers Push up Glam Quotient. The Economic Times , p. 5.

the next financial year.

3.7 India's Current Digital Market:

India's economic growth has accelerated significantly over the past two decades and it has inflated the spending power of its citizens. With rising income, household consumption has increased and a new Indian middle class has emerged. Income levels will almost triple and India will climb from its position as the 12th largest consumer market today to become the world's fifth largest consumer market by 2025. The identity of the Indian family is changing with many educated woman entering the workforce, generating higher family disposable income and propelling consumer demand. The increase in variety, quality, availability of products and convenience in the purchase process has resulted in consumers increasingly using supermarkets for personal shopping. The consumer behavior indicates the people taking more time for shopping and window shopping. There is an increasing tendency of brand switching and decreasing brand loyalty as well.

New innovations and development make it uncertain for long term existence in the market. Though certain brands are well established, it is never certain to be assured of the same demand in coming future for the same brand. Continuous innovation and consumer response mapping is essential, irrespective of well established player in market.

Market for digital cameras is growing at 40% against only 10% for camcorders. Consumers increasingly prefer digital still cameras over camcorders, with the market for digital cameras growing at 40% as against only 10% for camcorders in volume terms, going by industry estimates. With the plunging prices of digital cameras and technological addition of more camcorder like features like HD video recording, camera makers such as Sony, Canon and Samsung say buyers are preferring to buy digital cameras as a single converged device. Tadato Kimura, general manager marketing, Sony India says the primary eras can be attributed to both first-time buyers and upgrade buyers. The penetration of this product is still low in India and, hence more and more people are purchasing cameras to click and store memories.⁹

The company claims to be growing faster than the industry average with a 45% growth

⁹ Dewan, N. (2012, April Tuesday). Digital Cameras Blur Camcorder Market. The Economic Times , p. 5.

rate in digital camera from FY10 to FY11. Samsung, too, is seeing a robust 40% growth this year in digital cameras, with 7 new models being introduced in this category as against 2-3 models in camcorders.

There is a big shift towards high-resolution camera. More features such as more powerful zoom and 32 GB card are attractive indicators contributing to this trend, Samsung India VP reported. Infact, Canon says, value-wise, the camcorder market has become flat. Consumers are showing a preference towards capturing small portrait videos of shorter duration which can be easily uploaded to social networking sites. It is here that digital cameras are playing a good role, said VP Canon India. Camera makers expect the demand for more video capabilities on digital cameras to help them arrest the erosion in average sales prices (ASP), which has halved in the last five years. The ASP of digital cameras has fallen to Rs. 6500. The size of the digital camera market is worth Rs.3000 crore and is expected to be 45 lakh units this year, growing at 30%. In contrast the camcorder market is worth Rs.300 crore with volume sales of 2 lakh units.

3.8 Customer:

The person or buyer who not necessarily consumes or uses product as a final need satisfying commodity or service, but may use it for gifting it to others or for further producing any commodity or service, who merely purchases it, not with the aim of directly consuming it is called a 'Customer'.

3.9 Consumer:

The buyer, who purchases the product or service with aim to satisfy his need or a want, directly using it for his personal satisfaction, may it be his physical, psychological, or societal needs that arose his behaviour for consumption and satisfying them with aim to satisfy his urge of need.

3.10 Sensors:

Charged Coupled Device (CCD) or Complementary Metal Oxide Semi-Conductor (CMOS) accomplish the same task of converting the captured light into electrical signals. When light strikes the sensors, it holds it as a small electrical charge which is converted one pixel at a time to voltage and later converted into digital information.¹⁰

¹⁰ Rastogi, N. (2011, November). FastTrack To The Digital Photography. digit , pp. 8-18.

3.11 Crop Factor:

Since most digital camera sensors are smaller than film, the image as seen from these cameras is actually created from a smaller area than film. For digital sensors, the crop factor relates the ratio of the dimensions of this imaging area in cameras compared to a reference format. In effect, it shows a smaller area for an image constructed from the same lens but smaller sensor. That's why it's called a crop factor- implying that the lens image is cropped in comparison to a 35mm film frame by a given factor.

3.12 Image Formats:

RAW data is the output from every original red, green or blue sensitive pixel of the image sensor, after being read by array electronics and having passed through analog to digital converters. A RAW file is not exactly an image per se, which has complete data from the camera's sensors without any loss and with high dynamic range, which typically requires special software. On other hand, say you need the images for display or have to use them immediately, JPEG file format will be needed, and file sizes are smaller in JPEG compared to RAW file formats.

3.13 Battery Types:

Standard AA batteries, then Lithium-Ion rechargeable ones and Nickel Metal Hydride. Li- Ion batteries can store charges for long durations at a time. Ni-MH batteries are the most common replacement for standard AA, since they can be recharged each time, another is CR-V3 batteries equivalent to 2AAs which are chargeable and non-chargeable.

3.14 Image Stabilization:

Image stabilization or vibration reduction both are same allowing for much sharper images in dim light or with long lenses, when shooting moving subjects like sports or kids, they basically provide with an option to get rid of the blurring effects from hand holding and even help replace the tripod for making sharp photos.

3.15 Geo-Tagging:

It is tool which uses the GPS connector on Nikon Cameras; it has a tiny Bluetooth receiver, which works on all Bluetooth compatible GPS receivers to directly insert

location coordinates into the digital camera files. Based on wireless access points through satellites to send the raw data to the computer and make the unit less power hungry, smaller and quicker.¹¹

3.16 Live View:

The real time exposure simulation, live previews before the actual click. This allows for an easier path to achieve the desired exposures in still and video photography quickly, especially in manual mode.

3.17 Aperture:

Aperture refers to the lens diaphragm opening inside a photographic lens, and aperture range in a camera lens regulates how much the lens can open or close down, hence it controls the amount of light that passes through. On other hand smaller aperture will give better depth of field, meaning that objects over a wider range of distance can be in focus.

3.18 Shutter Speed:

This indicates the time that the shutter (internal cover of lens) opens up to let the light reach the sensor. Higher the shutter speed, smaller is the duration and lesser the light that reaches the sensor. For instance, at sporting events to freeze fast-moving subjects, very short shutter speeds are beneficial, more artistic motions can be captured through longer shutter speeds.¹²

3.19 ISO Speed:

This parameter is a measure of the sensitivity your camera has to incoming light, and like shutter speed, it too correlates 1-1 with the increase or decrease in exposure. The number refers to the film's light sensitivity, for higher sensitivity, you had to pick a higher value. In its present form, the ISO bit is from the standards for film sensitivity and the number refers to its rating.

3.20 Kit Lens:

These days the lens that's offered as a package with the dSLR is generally called the "Kit

¹¹ Rastogi, N. (2011, November). FastTrack To Digital Photography. digit , pp. 17-28.

¹² Rastogi, N. (2011, November). FastTrack To Digital Photography. digit , pp. 32-35.

lens". It's generally an entry-level quality zoom lens. This is usually a fairly general purpose lens designed for everyday shooting.

3.21 Zoom Lens:

A zoom lens provides a range of focal length of 18-55mm range that the photographer can vary in sharp contrast to the 'prime' or fixed focal length lens where it can't be done. The primary advantage of a zoom lens is that it's easier to achieve a variety of compositions or perspectives without changing your physical position which might not be either convenient or possible.

3.22 Polarsing Filters:

To generally increase outdoor colour saturation and contrast and decrease reflections, most helpful are polarising filters, and these are also one of the only filters which can't be replicated using digital photo editing. An indispensable tool in every photographer's bag.

3.23 UV Filters:

One of the most commonly seen around are Ultraviolet filters, primarily used to protect the front element of a camera lens since they are clear and don't noticeably affect the image. Films, as well as video often exhibit a greater sensitivity to what is to us invisible.

3.24 ND Filters:

Neutral Density filter, which in simple terms is a semi-transparent piece of glass that, when placed in front of the camera lens, obstructs a precisely controlled fraction of light uniformly, without altering image sharpness or contrast. Alternatively an ND filter also enables larger aperture, leading to sharper photos and shallower depths of field. Neutral Density filters are used to create any, or combinations of a longer exposure time, a shallower depth of field and a sharper photograph.¹³

3.25 GND Filters:

Graduated Neutral Density or 'grad' filters, which serve as an essential tool for capturing scenes with a broad dynamic range, using this filter physical while clicking pictures will undoubtedly produce a higher quality result, having a huge impact on the eventual

¹³ Rastogi, N. (2011, November). FastTrack To Digital Photography. digit , pp. 58-72 .

picture composition.

3.26 Tripods:

The basic function of a tripod is fairly simple- to hold the camera precisely, producing a sharp image without blurring, but its uses and advantages go way beyond just holding a camera steady. Several specialty techniques require the use of tripods, like taking a series of photos at different angles to produce a digital panorama, click photos at different exposures for high dynamic range (HDR) images, or take series of time lapse photographs to produce an animation among others.

3.27 Monopods:

Monopods, the same being self-explanatory, in particular, are a popular option amongst enthusiasts who are not necessarily going to be shooting at extra slow speeds and require light and faster setting up options for photography on the move, and are most commonly used to hold up heavy cameras and lenses such as large telephoto lenses for sports or wildlife photography.¹⁴

3.28 White Balance:

This is the process of removing unrealistic color casts so that objects appear white in person when rendered white in your image. The color temperature of the light source is to be taken into account here, meaning the relative warmth or coolness of white light as you physically see it. Since the correct white balance affects the entire feel of a picture, right from the color saturation to the contrasts, it's crucial parameter to be set right.

3.29 Exposure Adjustment:

The three settings: aperture, shutter speed and ISO values to achieve that perfectly exposed shot. Each of these aspects of the triangle relate to light and the way it enters and interacts with the camera, and more importantly how the terms are correlated and can't be isolated without affecting the other parameters. Good control over these three will enable to bring more character and vibrancy into acceptable shots.

¹⁴ Rastogi, N. (2011, November). FastTrack To Digital Photography. digit , pp. 40-56.

3.30 Low Noise:

Cleaning the image with noise reduction is editorial part where images are treated as the equivalent of film grain for analogous cameras which becomes apparent as random speckles in the picture, significantly degrading overall quality and compromising on the level of details.

3.31 Contrast and Brightness:

Cameras come with the adjustments for contrast and brightness, depending upon the type of image to capture and give the effect needed to the image while clicking itself will allow the photographer to take the desired shots.

3.32 Software:

Depending on the area of photography one is pursuing there are several mainstream programs one can use to edit images. The volume of images and the extent of editing will guide for choice of software's, generally and popular ones Lightroom, Photoshop and Aperture for Mac users.¹⁵

3.33 HDR:

High-dynamic-range combines three exposure levels into a single photo, like sweepshot sweeping motion across the scene; burstshot takes several photos in rapid succession.

3.34 Projecting:

Few cameras can allow you to project images through inbuilt projectors to give the idea of image when made large or giving the opportunity to see the slide show of the taken photos.

3.35 Face Detection:

This feature provides with the detecting of the faces while in the group or allows you to focus exactly on to faces so that the motions can be captured automatically irrespective of motion effects while clicking.

¹⁵ Rastogi, N. (2011, November). FastTrack To Digital Photography. digit , pp. 40-56.

3.36 Flash:

Flashes exist to illuminate your photograph, thus any source that provides a short burst of artificial light within a certain color range is called a Flash.

3.37 Wide Angle:

This feature allows to take photos within short range of distances without moving back to cover the total photographic area; this is with the lens with wider angle to cover the area, letting the light to enter from wider area.

3.38 Memory Capacity:

Digital cameras come with Micro SD digital cards with varied data storing capacity, with 8 GB, 16 GB, 32 GB etc, which allows for greater storage of images in smaller area for those continuous shots and longevity of life.

3.39 Brand:

A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

