

A \_\_\_\_\_ is a name, term, sign, symbol or design, or a combination of these, which is intended to identify the products or services of one seller or group of sellers and to differentiate them from those of competitors

Brand

\_\_\_\_\_ are consumer products that the consumer either does not know about or knows about, but does not normally think of buying.

Unsought products

\_\_\_\_\_ are those for which the probable gain from making price, style, suitability and quality comparisons is thought to be large relative to the time and effort needed to shop properly for these products

Shopping products

\_\_\_\_\_ has to do with the activities of designing and producing the container or wrapper for a product

Packaging

\_\_\_\_\_ are products which customers typically do not seek, they are often purchased with little planning or search effort

Impulse products

\_\_\_\_\_ are those consumer products with unique characteristics or brand identification for which or significant group of buyers is willing to make a special purchase effort

Specialty product

\_\_\_\_\_ are those products and services for which the probable gain from making price and quality comparisons is thought to be small relative to the value of the customer is time and efforts

Convenience products

\_\_\_\_\_ purchased only when the need is urgent, and are thus purchased less frequently

Emergency products

\_\_\_\_\_ is a brand or part of a brand that is given legal protection because it is capable of exclusive appropriation

Trademark

The process of \_\_\_\_\_ a product's style and function concerns creating that is attractive, easy, safe, and inexpensive to use and service. It should also be simple and economical to produce and distribute

designing