

A brand is the way in which its owner makes a product or service different from that of competitors. This is done both by making use of the brand's functional qualities (its taste, texture, efficiency, quality, etc.) and by endowing the brand with an attractive set of emotional associations. The combined effect of this process is to make the brand more or less unique in its market, with recognizable advantages over its competitors. As a result, the brand can be maintained in its market, and it may well be able to hold a higher price. Where two products resemble each other but one of the products has no associated branding, people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner.

위 글의 제목으로 가장 알맞은 것을 고르시오.

- ① The Increase of Emotional Brand
- ② How the Brand Has Power in the Market
- ③ Resemblance between Branded Products and Branded Services
- ④ A Way to Keep Branded Products and Services Less Expensive
- ⑤ The Quality of Branded Product