A brand is a value that is connected to a company's name, logo, etc. and aids in establishing confidence with customers regarding things like pricing, quality, supply, etc.

Apple, Amazon, and Harley are three brands that people may have brand loyalty to. Shirts, shoes, and plane tickets are among the items one purchases at the time of sale. The distinction between the two lists is that with loyal brands, consumers choose to purchase goods regardless of sales or discounts because they have faith in these companies. The product list displays the goods that customers prefer to purchase at a discount, skipping over times when a purchase is necessary right away, and using the goods later due to their lengthy shelf lives.