

Linguistic Dimensions of Branding: Morphological Structures in Tearoom and Coffeeshop Names

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Article History:

Received: April 12, 2025

Revised: May 10, 2025

Accepted: June 25, 2025

Keywords:

Branding, competitive marketplace, linguistic, methodology, morphological structures, naming conventions.

Abstract:

This study investigates the evolution and significance of naming conventions for tearooms and coffeeshops, with a particular emphasis on morphological structures and cultural relevance. Over time, store names transitioned from generic descriptors to more creative and symbolic identifiers, reflecting a shift in consumer preferences and an evolution in branding strategies. The research highlights the critical role of a store's name in shaping consumer perceptions, influencing brand loyalty, and establishing market identity. A mixed-methods approach, including a survey of female undergraduate students in Qassim, Saudi Arabia, revealed distinct naming preferences, with coffeeshops favoring English and colloquial Arabic names, while tearooms lean towards Standard Arabic. The findings indicate a preference for trilateral Arabic names in coffeeshops, suggesting a trend towards simplicity and memorability, while tearooms often utilize culturally significant names. The study emphasizes the importance of linguistic characteristics—such as phonetics and semantics—in enhancing brand recall and consumer engagement. Ultimately, the research underscores the necessity for businesses to adopt culturally appropriate and memorable naming strategies to foster strong brand identities and consumer connections in a competitive marketplace. Future research avenues are suggested to explore morphological characteristics across diverse cultural contexts and industries.

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Introduction (مقدمة)

The naming of a business plays an essential role in shaping consumer perceptions and establishing brand identity, particularly in the competitive landscape of the food and beverage industry. Tearooms and coffeeshops, as popular social spaces, rely heavily on effective branding

strategies to attract and retain customers. Over the decades, the evolution of store names has transitioned from straightforward, descriptive titles to more creative and symbolic identifiers that resonate with contemporary consumer values and cultural contexts. Research has shown that well-chosen names can evoke emotion, enhance brand loyalty, and create memorable customer experiences. In this context, using the linguistic aspects of names as essential factors in crafting appealing and effective brand identities.

This study aims to explore the linguistic differences in the naming conventions of tearooms and coffeeshops in the Qassim region of Saudi Arabia. By employing a mixed-methods approach that combines qualitative and quantitative research techniques, this research analyzed linguistic characteristics and naming strategies of tearooms and coffeeshops. The findings contribute to a deeper understanding of the interplay between language and branding, providing insight for business owners seeking to navigate the complexities of naming in a multicultural marketplace.

Store names have evolved significantly over recent decades, reflecting broader trends in consumer preferences, marketing strategies, and branding practices. Initially, many stores operated under generic names that were straightforward and descriptive. These names often simply indicated the types of goods sold or the store's location, such as "The Grocery Store" or "Main Street Hardware" (Aaker, 1996). Such names were practical and functional but lacked distinctive branding elements. In contrast, contemporary store names are becoming more attractive by being increasingly creative and symbolic. This shift from generic names to more creative and symbolic ones was driven by the need to differentiate brands and build a strong market presence (Keller, 1993; Kotler & Keller, 2016). It was also affected by the impact that names have on evoking emotions, shaping brand identity, and crafting unforgettable customer experiences (Aaker, 1996; Grewal et al., 1998;). With the rise of consumer culture and the focus on brand differentiation, businesses started employing names that conveyed specific values, imagery, or associations. Research has demonstrated that names like "Starbucks" or "Apple" were chosen not only for their uniqueness but also for their ability to evoke positive brand associations and emotional responses (Hilgenkamp & Shanteau, 2010).

In recent decades, the trend of choosing brand names has continued towards more innovative and symbolic names. Companies use names that reflect contemporary values, cultural trends, or aspirational concepts, such as "Whole Foods" or "Urban Outfitters" that are designed to resonate with particular lifestyle choices. This evolution highlights the growing recognition of store names as a critical component of brand strategy (Oswald, 2012). By moving from generic descriptors to more meaningful and evocative names, businesses aim to capture consumer attention, build brand loyalty, and convey a distinct identity in an increasingly competitive landscape.

In the bustling world of tearooms and coffeeshops, the way names are crafted through various linguistic structures significantly impacts consumer perception and branding effectiveness. A store's name can enhance or detract from the effectiveness of marketing efforts and influence consumer behavior (Grewal et al., 1998; Hilgenkamp & Shanteau, 2010, Mollah, 2014; Harun et al., 2023). Choosing the appropriate store name is crucial, with cultural considerations playing a key role in the process.

Recently, the Qassim region in Saudi Arabia has experienced a notable transformation in its coffeeshop and tearoom industry, underscoring the growing importance of strategic brand name selection to align with local cultural preferences and market trends. Naming a tearoom and coffeeshop would be usually affected by the uniqueness of the name, its relevance to the offerings, and cultural or linguistic implications. Research shows that culture extremely influences global advertising strategies, and this extends to brand names as well. For instance, Olwi and Alshammari (2024) noted that many cosmetic brand names are poorly integrated into target cultures and are often described as "sexually-oriented." These researchers, which employed a

survey to explore respondents' attitudes toward controversial product names in the beauty industry, revealed that the majority of respondents recalled product names with explicit sexual terms, such as "Better Than Sex Mascara" (54.2%) and "Orgasm Blush" (33.9%), more readily than those with subtler sexual connotations. Furthermore, respondents were familiar with these names, indicating their awareness of such products in the market. Regarding inappropriate language, 44.4% of respondents rejected its use entirely as not aligning with our culture, while 38.3% indicated they were merely bothered by it. Overall, the majority felt embarrassed by products with what could be deemed overly inappropriate names and supported changing such names to align better with Saudi cultural norms. Hence, these findings point to a significant sensitivity to culturally inappropriate product names and highlight the necessity of considering cultural norms in branding and advertising strategies in the Saudi context.

In addition, linguistic factors are intertwined with corporate characteristics and market presence, with significant variations in marketing strategies needed for different regions. Some believe that the use of local and Arabic terms can enhance brand communication by creating emotional connections and aligning with religious values (Harun et al., 2023). Thus, successful branding in Gulf countries often involves culture-specific approaches, choosing the one that aligns with Islamic branding (Kushwah et al., 2019).

One major concept in brand name generation is the crucial role of language. In other words, the selection of a brand name is more than just a preliminary step. A well-crafted brand name can show a strong identity, create a lasting impression, and enhance consumer engagement, making the linguistic dimension an essential consideration in brand strategy. Linguistic features such as rhyme, onomatopoeia, and affixation can enhance brand name memorability. A study conducted by Lowrey et al. (2003) suggests that linguistic characteristics contribute to recall brands, especially for less familiar ones. They examined how various linguistic characteristics affect brand name memory, noting nine key factors, which are: rhyme, onomatopoeia, initial plosives, acronyms, unusual spellings, affixation, paronomasia, metaphor, and semantic appositeness. They also suggested that for less familiar brands, features such as unusual spellings and semantic appositeness improve recall (Lowrey et al., 2003). Therefore, choosing a suitable name requires considerable effort, as the linguistic aspects of the brand name can greatly impact its effectiveness and resonance with the target audience.

When studying the linguistic characteristics of brand names, four key aspects are commonly examined: phonology, semantics, morphology and syntax. Phonology is crucial in branding. Certain phonemes or speech sounds may be perceived as more pleasurable or memorable (Yorkston & Menon, 2004). The strategic use of alliteration, consonance, and other phonetic devices can enhance a brand's distinctiveness and memorability (Pogacar, 2018; Ögel, 2019). For instance, brands starting with the letter "k" are notably more prevalent and memorable compared to those starting with other letters, attributed to the distinctiveness and versatility of this letter (Schloss, 1981, as cited in Kahle & Kim, 2006). This finding is supported by studies showing that plosive sounds in brand names tend to be better recalled than names beginning with softer consonants or vowels (Vanden Bergh et al., 1984). Additionally, Pogacar (2018) found that brand names that sound more feminine (i.e., end with a vowel) top perform brand names that sound more masculine (i.e., end with a consonant). Phonetic symbolism also impacts consumer perceptions of brand attributes. For example, brand names featuring harder sounds can lead consumers to believe that the product attributes are more robust or harsh, which may align with certain product characteristics or marketing strategies (Yorkston & Menon, 2004). Conversely, softer sounds might suggest more gentle attributes. In her analysis of the relationship between sounds of brand names and consumers' perceptions, Ögel (2019) found that consumers "would prefer brand names including front vowels and fricatives for smaller and thinner products; and brand names including back vowels and stops for larger and thicker products" (p. iv).

The context of semantics in branding involves both the literal and connotative meanings of brand names. Brands may choose names that are descriptive, aspirational, or whimsical to align with desired product attributes and brand image (Shipley et al., 1988). Names that suggest specific product attributes tend to improve recall, especially when advertising aligns with the brand name (Keller et al., 1998; Thoma & Wechsler, 2021). Finally, the syntactic structure of brand names, such as the use of compound words, can affect their perceived complexity and ease of recall (Lowrey et al., 2003). Additionally, the process of semiotization of a product is needed to make it a brand that has its own set of meanings and rhetorical associations (Danesi, 2013).

An interesting example is the combination of phonetic and semantic elements, such as in alphanumeric brand names (e.g., WD-40), which can enhance brand name effectiveness for technical or chemically formulated products (Yan & Duclos, 2013). Hence, understanding these components helps companies strategically craft brand names that resonate with their target audience and their products, using linguistic features to enhance brand recognition and consumer engagement. For example, Lowrey et al. (2003) illustrated their point with Coca-Cola's brand name, which uses the phonetic device of alliteration, which creates phonetic appeal and contributes to the product's global success. Through careful consideration of these linguistic aspects, brands can better align their names with market preferences and cultural expectations, thus optimizing their overall branding strategy. Furthermore, the linguistic features of brand names, including syllable patterns, tone patterns, compounding patterns, semantic patterns, and the use of semantically associated words, all contribute to conveying specific functions or features of products (Huang & Chan, 2005). Additionally, linguistic factors like graphic, lexical, stylistic, semantic, and morphological aspects significantly impact the process of brand name formation (Chulakova et al., 2024) and, they are critical to its recognizability and distinctiveness (Francis et al., 2002).

In terms of morphology, brand names often consists of multiple morphemes to convey specific meanings and associations. Morphology examines how words are constructed from smaller meaningful units, such as prefixes, roots, and suffixes. In their morphological analysis of American brand names, Ali and Abdullah (2023) found that different word formation processes emerged in their corpora, including abbreviations, acronyms, compounding, and blending. However, compounding was the most frequent process of word formation employed in naming American brands. In Korean business names, English elements are prevalent and seen in many stores, with compounding and shortening being the most common word formation methods (Kang, 2020). Similarly, in English store names in Indonesia, compound words are frequently used, with compound nouns being the most common type (Giyatmi et al., 2014). In Polish retail and service names, fashionable morphological trends include the use of specific suffixes and references to other names (Rutkiewicz-Hańczewska, 2014). These studies highlight the diverse morphological strategies employed in creating store and product names across different languages and cultures, which often involve balancing linguistic motivation and marketing effectiveness.

Considering the Qassim context, for instance, both simple and complex names exist (based on the researcher's knowledge as a Native Qassimi). Simple names often consist of single roots or words, such as "True" or "Bash". Research by Nair and Venkatesh (2018) shows that simple names are straightforward and memorable, providing a clear indication of the product or service. Another feature of simple or shorter names (i.e., mono - syllabic) is that they are "better suited to basic brands whereas longer names (tri - syllabic or more) are more appropriate for luxury brands" (Pathak et al., 2019, P.951).

In contrast to simple names, complex names incorporate compound and blended structures. Compound names, like "Fanjan Café," "Sulaiman Tea," or "Moroccan Tea Leaves" combine two or more words to create a descriptive and detailed insight into the business's

specialty. According to work by Klink (2000), compound names can effectively communicate the nature of the business, appealing to specific customer interests, and preferences or reflect the target customer culture. Considering the Qassimi culture, an example of that is observed in "Sulaiman Tea" where the name 'Sulaiman' is linked with the Qassimi culture. Blended names, such as "Breakaway," merge parts of different words to create a unique and catchy brand identity. Klink and Smith (2001) found that blended names can convey a modern or playful image, helping businesses differentiate themselves in a competitive market.

Affixation involves using prefixes and suffixes to enhance the descriptive quality or appeal of a name. For instance, "TeaTime Café" and "CoffeeHouse" use affixation to suggest an exceptional quality or a traditional atmosphere, respectively. A study by Karvonen (2020) shows that affixation is one of the most common morphological processes in antidepressant brand naming. It allows for greater creativity in branding, adding layers of meaning and attraction to the name. Conversion entails using a word in a different grammatical role, such as turning "Brew" into a noun in "Brew Café." This method can create distinctive names that resonate with customers.

A brand name is a crucial element in consumer perception, serving as the initial point of contact and influence for potential buyers. People's perception refers to the process by which individuals interpret and make sense of various stimuli, including brand names and product images. According to Grewal et al. (1998), consumers use cues such as store names, brand names, and price discounts as primary signals when forming perceptions about a brand or store. As the strength of the store name increases, so does the perceived image of the store. A strong relationship between store name and store image emphasizes the importance of consistency between the name and the image it projects. The perceived quality of a brand also affects store image, suggesting that retailers need to offer merchandise that reflects their intended image.

In summary, the literature review on store and brand name evolution highlights the dynamic interplay between linguistic, cultural, and marketing factors in shaping brand identity and consumer perceptions. Historically, store names have transitioned from functional descriptors to creative and symbolic identifiers, reflecting broader shifts in consumer preferences and branding strategies. As businesses expand globally, understanding and integrating these linguistic and cultural factors becomes increasingly important for effective brand communication and market success (Olwi & Alshammari, 2024). Therefore, to expand the research on this topic, the current study established the following research question: Do participants perceive morphological differences between the names of tearooms and coffeeshops in Qassim?

Method (منهج)

Mixed research technique was utilized to achieve a comprehensive understanding of the phenomenon under investigation in this research. A survey was developed and shared via the Google platform. The survey was designed to obtain data from the respondents regarding how they perceive the names of the tearooms and coffeeshops in the city. It included statements aimed at determining the students' perceptions of some morphological aspects of the names of these establishments, such as whether the names are or include trilateral, compound, or any name formed from other processes. The instrument included a 5-point Likert scale to measure attitudes, perceptions, or preferences, especially in evaluating these consumers' perceptions of brand names. The scale was constructed to provide enough variability to capture respondents' opinions while keeping it simple and easy to interpret and understand the nuances of how people perceive the morphological differences between the names of tearooms and coffeeshops in Qassim. Quantitative analysis of the results was conducted using IBM SPSS (Version 25), which is useful in drawing meaningful conclusions about the role of morphology in naming conventions and how different elements like cultural relevance and simplicity influence brand perception.

Additionally, the final section of the survey invited comments and suggestions and was analyzed qualitatively.

The survey was shared with 76 female students in Qassim University's English Language and Translation Department. Three survey data rows were removed due to missing values during cleaning data. Therefore, the study ended up with 73 female participants aged 21 to 25 years old studying English Language and Translation at Qassim University and living in Buraydah, Qassim. Given the similarities in their demographic characteristics – i.e., age, gender, academic discipline, and geographic origin – these factors were deemed inconsequential in terms of their influence on the analysis. From the standpoint of demographic characteristics, such variables will not substantially differ. As these young women get closer to the end of their higher education studies, they are well-exposed to the cultural and linguistic influences that may shape their opinions of such phenomena as brand names without the introduction of biases stemming from their defining traits. Moreover, their educational background in English Language and Translation involves the study of the subtleties of language; this makes these individuals uniquely qualified to express intelligent opinions about such things as the naming norms of coffeeshops and tearooms. Additionally, as all participants lived in Buraydah, Qassim, the study also benefits from an unchanged cultural environment where considerable regional differences have negligible effect. Hence, the possible confounding variables affecting the outcomes are lowered. In a nutshell, the fact that these subjects are so similar to each other guarantees that the results will reflect the general trends in brand perception rather than the differences caused by the diverse demographic backgrounds.

The analysis of the participants' stated academic levels, as shown in Figure 1, reveals a fluctuating pattern. The highest value is "8," which occurs 25 times, while the lowest is "4," which was observed only twice. The numbers fluctuate notably between levels 5 and 8. The variability observed in academic levels – particularly the frequent fluctuations between levels 5 and 8 – suggests diverse educational backgrounds within the sample. This inconsistency may lead to divergent interpretations of linguistic and morphological patterns in tearoom and coffeeshop names. Individuals with different academic levels are likely to maintain distinct perspectives on linguistic preferences, branding, and the cultural significance of names. However, such variability could produce fewer uniform responses, making it challenging to draw consistent or generalizable conclusions about whether the morphology of names significantly influences perceptions or business success. Although this complexity enriches the analysis, it simultaneously complicates arriving at definitive insights, because the nuances involved are intricate and multifaceted.

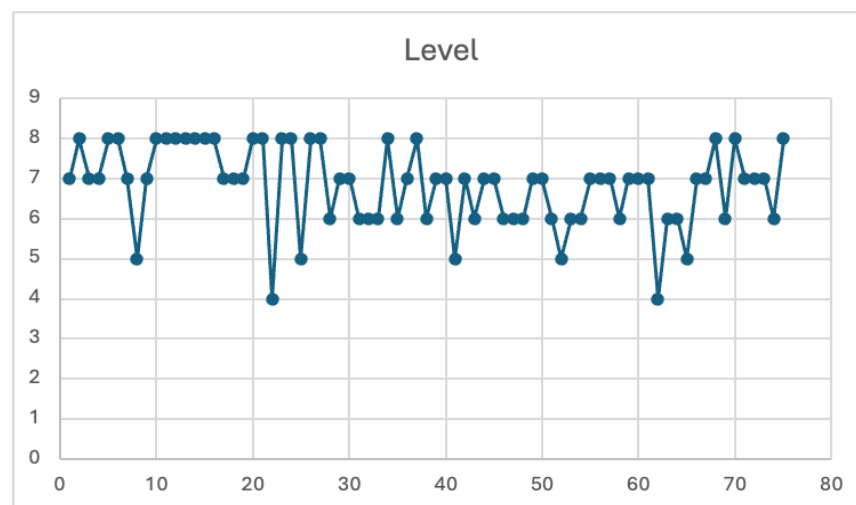


Figure 1 Participants' Academic Level

Result (نتائج)

Languages and Dialects

Table 1 elucidates substantial patterns of linguistic preferences in the naming conventions of coffeeshops and tearooms. The responses of "disagree" 24.7% (n=18) and "strongly disagree" (n=0) indicate a mixed usage of languages for coffeeshops. English nomenclature is notably prevalent according to the participants, as approximately 57.5% (n=42) of respondents stated they "agree" that they encounter such appellations and 17.8% (n=13) asserted they always do. This indicates a considerable, although not overwhelming, prevalence of English nomenclature. However, according to the survey responses, the names chosen for tearooms exhibit a marginally diminished propensity for English nomenclature, with 12.3% (n=9) of respondents agreeing that this is often occurs and 1.4% (n=1) strongly agreeing it is always the case, thus revealing some divergence in naming preferences between coffeeshops and tearooms. In the assessment of Standard Arabic nomenclature and colloquial Arabic, participants indicated that they often encounter coffeeshops with Standard Arabic names (60.3 % comined), whereas the majority of participants agreed or strongly agreed that coffeeshops often incorporate colloquial Arabic into their names (86.2% comined).

Table 1 Languages and Dialects

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
Coffeeshops in my city have English names.	-	-	18	24.7	6	8.2	42	57.5	13	17.8
Tearooms in my city have English names.	15	20.5	48	65.7	2	2.73	9	12.3	1	1.4
Coffeeshops in my city have Standard Arabic names.	6	8.2	16	21.9	7	9.6	24	32.9	20	27.4
Tearooms in my city have Standard Arabic names.	24	32.9	35	47.9	2	2.73	3	4.1	9	12.3
Coffeeshops in my city have colloquial Arabic names	31	42.4	22	30.1	3	4.1	16	21.9	1	1.4
Tearooms in my city have colloquial Arabic names	1	1.4	7	9.6	2	2.73	15	20.5	48	65.7

*n: Frequency; %: percentage

This phenomenon reflects a cultural predilection for conventional naming practices across both venues. The findings and analysis herein align with previous research on the cultural and linguistic impact of brand names, such as Keller's (1993) examination of brand equity, and Chulakova et al.'s (2024) discussion of linguistic and extralinguistic factors. Furthermore, it offers new insights into the distinctive naming conventions of coffeeshops and tearooms, particularly highlighting the nuanced differences in their use of English, Standard Arabic, and colloquial Arabic – an area previously unexplored in the existing literature.

Overall, these variations in naming conventions indicate a multitude of linguistic influences. The decision to utilize English, Standard Arabic, or colloquial Arabic nomenclature significantly affects the perception of cultural identity and branding resonance for coffeeshops and tearooms in distinct ways. This complexity can be traced back to an array of factors and while some may contend that the name itself carries minimal importance, the truth is that it profoundly shapes consumer experiences and expectations. Because of this, the interplay between language and branding emerges as crucial, but simultaneously underscores the challenges businesses encounter within a multicultural society.

Morphological Structure

Respondents' views regarding morphological difference between the names of coffeeshops and names of tearooms varied. In this case, the majority of respondents indicated their agreement or strong agreement that there is a morphological distinction in the names of such places (83.5 % combined). This agreement indicate substantial awareness of a difference in linguistic formative. A significant fraction of respondents perceived differences in how coffeeshop and tearoom names are structured, and/or what they refer to. On the other end of this spectrum, 8.2% (n = 6) of respondents disagreed, suggesting they do not view the two as morphologically distant.

This is further demonstrated by 8.21% (n = 6) selecting "Neutral", showing some ambiguity or no strong opinion on these names. This may indicate a lack or indifference to the naming differences. The fact that such responses are neutral suggests how complicated the matter can be, as many people may lack sufficient experience or familiarity concerning naming conventions to tell one way or the other. This finding is consistent with Chulakova et al.'s (2024) linguistic and extralinguistic brand name formation study and supports Klink and Smith's (2001) emphasis on the role of linguistic elements in shaping consumer perceptions.

Table 2 Morphological Structures

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
Morphological difference between the names of coffeeshops and names of tearooms	1	1.4	5	6.8	6	8.21	21	28.7	40	54.8
Names of coffeeshops in my city are trilateral.	3	4.10	11	5.1	1	1.4	16	21.9	42	57.5
Names of tearooms in my city are trilateral.	6	8.2	32	43.8	3	4.10	19	26.1	13	17.8
Names of coffeeshops in my city are quadrilateral.	21	28.7	34	46.6	1	1.4	11	15.1	6	8.21
Names of tearooms in my city are quadrilateral.	13	17.8	28	38.4	3	4.1	16	21.9	9	12.3
Names of coffeeshops in my city are quinqueliteral.	29	39.7	35	47.9	2	2.73	6	8.2	1	1.4
Names of tearooms in my city are quinqueliteral.	22	30.1	39	53.4	4	5.4	6	8.2	2	2.7

Besides, the analysis of the naming conventions of coffeeshops and tearooms in the city revealed differing preferences for trilateral, quadrilateral, and quinqueliteral names. For example, coffeeshop names tend to be more frequently trilateral, with 57.5% (n = 42) of respondents strongly agreeing and 21.9% (n = 16) of respondents agreeing, indicating a preference for concise, memorable names. Tearooms also use trilateral names, but to a slightly lesser extent, with 17.85% (n = 13) strongly agreeing and 26.1% (n = 19) agreeing, suggesting varied approaches in branding. Disagreement is noted by 9.11.0% (n = 14) for coffeeshops, compared to 52 % (n =38) for tearooms.

Quadrilateral names were found to be of use for tearooms, with 21.9% (n = 16) agreeing and 12.3% (n = 9) strongly agreeing, whereas just 15.1% (n =11) agreeing and 8.21% (n = 6) strongly agreeing. These percentages of agreement reflect a moderate balance between simplicity and distinctiveness. Disagreement for quadrilateral names was found to be higher than trilateral , at 75.3 % (n = 55 combined) for coffeeshops and 56.2% (n = 41) for tearooms, indicating a mix of perceptions regarding four-syllable names.

For quinqueliteral names, both coffeeshops and tearooms show relatively lower stong agreement levels, less than 10% each, suggesting that longer names are less common and might be used selectively to stand out. Disagreement was found to be 47.9% (n = 35) for coffeeshops and 53.4% (n = 39) for tearooms. Strong disagreement was at 39.7% (n = 35) for coffeeshops and 30.1% (n = 22) for tearooms.

These results are in accordance with those of Lowrey et al. (2003) regarding the function of linguistic characteristics in brand-name memory, as well as that of Hilgenkamp and Shanteau (2010) on the impact of brand names on quality perception. These findings emphasize that although trilateral and quadrilateral names are generally preferred for coffeeshops and tearooms, the degree of congruence and dissonance varies. This indicates that unique cultural and commercial factors may influence each type of establishment in selecting branding strategies. The many neutral responses to all naming types also indicate a lack of clear opinion or familiarity with these specific morphological structures, making it difficult to generalize these findings to other contexts.

Common Nouns and Nouns with Definite Articles

Examining the data on the survey items related to naming conventions of the coffeeshops and tearooms in the city indicates the use of different common nouns and definite articles (See Table 3). Regarding the statement that common nouns are names of coffeeshops, 53.4% (n = 39) of the participants agreed, which indicates that the most common name for a coffeeshop is one that is easily identifiable and simple. Strong agreement was indicated by 34.2% (n = 25), whereas even fewer indicated disagreement (9.7%; n = 7) or strong disagreement (2.7%; n = 2). As for the item on tearoom names and common nouns, 17.8% (n = 13) of the respondents rated the item with a “strongly agree” and 78.1 % (n = 57) of the respondents rated it with “agree”. In contrast, only 15.1% (n = 11) indicated a disagreement. This distribution of opinions indicated by these data show that the largest percentage stated a preference for common nouns for both coffeeshops and tearooms.

Concerning the occurrence of definite articles in coffeeshop names, the largest number of respondents expressed disagreement with this statement, with 65.7 (n = 48) and 23.3% (n = 17) choosing the “disagree” and “strongly disagree” options respectively. The remaining respondents either agreed (n = 3; 4.1%) or strongly agreed (n = 4; 5.5%). Hence, it was the majority opinion that most coffeeshops in the city do not have names with definite articles, although a substantial minority of the respondents asserted that they do.

Table 3 Use of Common Nouns and Nouns with the Definite Article

Statements	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
	Common nouns are used as names of coffeeshops in my city.	2	2.7	7	9.6	0	0	39	53.4	25
Common nouns are used as names of tearooms in my city.	0	0	11	15.1	2	2.7	57	78.1	13	17.8
Names of coffeeshops in my city have a definite article.	17	23.3	48	65.7	1	1.4	3	4.1	4	5.5
Names of tearooms in my city have a definite article.	25	34.2	36	49.3	3	4.1	4	5.5	5	6.8

A similar distribution was observed with tearooms. The majority of respondents indicated a disagreement (n = 36; 49.3%) or a strong disagreement (n = 25;34.2%) of the statement that tearoom names often use definite articles. These data imply that there was some dis-preference for using names with definite articles for tearooms, as it is the case with coffeeshops. The results bring the issue of phonetic influence back to Danesi’s (2013) study on the semiotics of consumer products. Coffeeshops' and tearooms' naming styles differ in some respects and similar in some other respects, as do their choice of common nouns and definite articles. Although common nouns are largely accepted as the terms of reference, nouns with definite articles were not preferred.

Proper Nouns

The findings regarding the ratings of the statements on the use of proper nouns and titles in naming conventions again illustrates different tendencies in branding preferences (See Table 4). For the statement on proper noun usage in coffeeshop names, 21.9% (n = 16) and 6.8% (n = 5) agreed and strongly agreed, respectively. Conversely, the numbers who disagreed (n = 20; 27.4%) or strongly disagreed (n = 8; 11%) were also substantial. Interestingly, the largest percentage of respondents, 32.9% (n = 24), neither agreed nor disagreed with this statement. While these data indicate that more than a third of respondents indicated that proper noun usage in coffeeshop naming to make such establishments easily identifiable and personal is low, the rather even distribution of the ratings across the categories make it difficult to state a definitive finding on this item.

Table 4 Proper Nouns and Titles in Branding

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	n	%	n	%	n	%	n	%	n	%
	Proper nouns are used as names of coffeeshops in my city.	16	21.9	20	27.4	24	32.9	5	6.8	8
Proper nouns are used as names of tearooms in my city.	34	46.6	7	9.6	8	11.0	23	31.5	1	1.4

On proper noun usage in the names for tearooms, the findings were clearer, and few respondents chose the strongly disagree rating (n = 1; 1.4%). Regarding agreement, the findings were that 46.6% agreed (n =34) and 31.5% (n = 23) strongly agreed. Only 9.6 (n=7) of the respondents indicated disagreement and the remaining 11% (n=8) remained "neutral". Therefore, it can be asserted that proper nouns are commonly used in tearoom names, which indicates a desire to create a personal ambiance or emphasize cultural significance.

This study illuminates the cultural and semantic significance of proper nouns and titles and their unique and even symbolically exploitative use in naming coffeeshops and tearooms. The analysis shows that using proper nouns in tearooms is more frequent than in coffeeshops, which may indicate the more personal or culturally significant naming of tearooms. It is believed that coffeeshops have names similar to titles because they aim to create the atmosphere of a unique or exclusive establishment.

Compound Nouns

The use of compound nouns as coffeeshop and tearoom names reveals some striking differences in the brand preferences of these establishments (See Table 5). About 38.3 % (n = 28 combined) of the respondents agreed or strongly agreed that compound nouns are often used with coffeeshop nouns. Conversely, more than half of the respondents indicated their disagreement (n = 42, 57.7 combined), saying that they may not view compound nouns as normal. There were no respondents who strongly agreed with the choice. This represents little opposition to the idea that compound nouns are common in coffeeshop names.

On the contrary, for the message that "a compound noun is used as the name of tearooms," the level of agreement is higher (n = 44; 60.3%) suggesting that a consistent, though not overwhelmingly strong (n = 14; 19.2%), preference for such linguistic structures in these contexts. However, 10.9% (n = 8) agreed and 6.85 % (n = 5) fully agreed, which is a bigger proportion compared to coffeeshops. This indicates that there are more compound nouns used for teashops. This proves tearooms' owners' tendency to create a sense of difference or a more descriptive brand. This significant proportionality emphasizes the popularity of composite structures, which can provide creativity and clarity in conveying the store's identity. This may be because tearooms can aim to create distinctive or evocative names that resonate with consumers and convey a

specific atmosphere. On the contrary, coffeeshops may take a more straightforward or traditional approach to naming. As a result, there are fewer compound names.

Table 5 Compound Nouns

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	n	%	n	%	n	%	n	%	n	%
	Compound Nouns are used as names of coffeeshops in my city.	2	2.73	26	35.6	3	4.10	32	43.8	10
Compound Nouns are used as names of tearooms in my city.	14	19.2	44	60.3	2	2.73	8	10.9	5	6.85

The research shows that compound nouns in coffeeshop names contribute to brand identity, consistent with Keller's (1993) theories on brand equity. It shows the naming practices that have been influenced by cultural branding; for example, the tearooms prefer the old-fashioned names, which are the findings of Kushwah et al. (2019). In brief, the study underlines the interaction between brand equity, cultural appropriateness, and morphological elements in efficient branding techniques.

Additional Comments

The last question of the survey asked respondents If they have any additional comments (See Table 6). Responses reveal diverse perspectives and cultural insights into coffeeshop and tearoom naming conventions.

Table 6 Sample of Responses to Additional Comments

Comments
Table A, dr. cafe
ايضا أود اضافة أن معظم أماكن القهوة تستخدم كلمة اصلها انجليزي أو فرنسي ولكن تقوم بكتابتها بأحرف عربية مثل (كوفي بيرسون اند كوفي عائدة إلى person and coffee وكوفي لادوسير تعود إلى اللغة الفرنسية وتعني (gentleness) بالإضافة إلى استخدام كلمات تتكون من ثلاث احرف فقط ليس لها معنى واضح مثل (كوفي راف و يول)
Names should be simple and short to attract customers and to become more popular. Simple names are easier to remember and faster to say.
اسماء المقاهي غالبًا ماتميل لمعاني أرقى وأعمق، على عكس اسماء الشاهي، فمثلًا فيه محل شاهي اسمه زقرت! مستحيل قهوة بيسي كذا
I prefer coffeeshop and tearoom names that are culturally relevant because they feel fitting and appropriate, such as (...بوق ، نمق ، شاهي ساير ، عودي، ناحية)
Names, places and words may differ in cities.
There is a new brand of coffeeshop named ممر ناحية, which is an interesting name.

Discussion (مناقشة)

Responses can be classified into different themes that align with the study's investigation of how morphology matters in naming conventions, focusing on aspects such as linguistic origins, simplicity, cultural relevance, and the use of specific morphological elements. The following provides a detailed analysis and thematic categorization of these comments.

Linguistic Origin and Adaptation. Some respondents noted using non-Arabic origin names for coffeeshops, pointing out that even where the names have Arabic roots, they are often derived from English or French and only written in Arabic script. For example, the table above lists names such as "كوفي بيرسون" (transliteration of "person and coffee") and "كوفي لادوسير" which comes from French and means 'gentleness.' This strikes a pattern that perhaps the proprietors of these coffeeshops are more inclined to foreign-origin names to project an image of internationalism or to tap into the supposed elegance of Western languages. Transcribing English or French names into Arabic script gives it a local flavor while keeping it global; hence it strikes a balance between cultural relevance and cosmopolitan identity. The effect this has on consumer perception is critical, with far-reaching implications for the practice of linguistic adaptation. Names of foreign origin printed in Arabic may attract more people. They fall within an allure that appeals to

customers who love the universal essence of coffee culture while making them accessible to Arabic-speaking people. The strategy also applies to branding efforts aimed at projecting a cosmopolitan yet culturally embedded identity.

Simplicity and Memorability. One of the most emphasized aspects in the recommendations is that name conventions should be kept as simple as possible. One respondent indicated that names should be "simple and short to draw customers and gain more popularity." Simple names ensure easy recall, pronunciation, and quick brand connection, which are crucial in any competitive scenario. "كوفي راف" and "يول" represent such simple names; these are short with three letters only and have no meaning explicitly. Their simplicity reinforces that most coffeeshops want to establish a solid brand identity while making their name reachable to many people. The second comment related to "رمادي لاونج" (Gray Lounge) as a compound noun also falls under this premise. With a descriptive yet compact nature, compound nouns offer an identity that captures the essence of what they do in very simple terms. Context or imagery is created through business compound nouns without overloading people with name complexity.

Cultural Relevance and Appropriateness. Another important aspect is the inclination toward locally relevant names suitable for the contextual environment. One of the respondents pointed out a preference for names of cafes and tearooms that have local significance, giving examples like "بووق" (Booq), "نمق" (Namaq), "شاهي ساير" (Shai Sayir), "عودي" (Oudi), and "ناحية" (Nahiyah). These names encapsulate cultural traits that harmonize well with the familiar landscape, implying that such names may invoke positive emotional associations, traditional values, or a sense of local pride. For instance, the name "عودي" might evoke feelings about heritage and belonging to local customs. With the choice of culturally relevant names, businesses can better connect with their customers; thus, brand loyalty and community support increase. The second point reflects more sophistication in names given to tearooms compared to cafés, whose names are more informal and sometimes irreverent. This highlights variations in cultural attitudes toward these two types of businesses. The example given, "زقرت" (Zagrat), a funny name for a tearoom, emphasizes the casually relaxed atmosphere of tearooms. It is unlikely that coffeeshops would rarely use such names because they represent elegance and culture.

Novelty and Unique Naming Trends. Some recommendations illustrate a tendency in the use of unique or interesting names to identify new brands. A new brand called "ممر ناحية" (Mamar Nahiyah) is referred to as an interesting name, which shows creativity in the naming and evokes curiosity. The terms "ممر" (passage) and "ناحية" (aspect) at once form an intriguing compound that can generate a visual and give an experiential element to the brand. Creative appellations of this kind help a brand stand apart from others and may create consumer interest because of its uniqueness.

Place-Based Variability. One comment is that the names of people, places, and even words differ from one city to another. That shows differences in cultures in the naming system because some names may have different meanings or connotations in particular cultural contexts. The discussion above shows that name preferences are not the same everywhere; they differ widely according to local traditions, linguistic differences, and communal choices. The difference again states a point when brand naming, local culture, and demographics must be considered because a name that works wonders in one city may fail miserably in another.

Therefore, these themes present the interplay of various factors, including linguistic, cultural, and branding considerations, in naming coffeeshops and tearooms. Businesses must cope with these by creating names that will be memorable, attractive, culturally appropriate, and reflect their brand identity. Additionally, the results reveal distinct naming preferences for coffeeshops and tearooms in Qassim, shaped by cultural and linguistic influences. Coffeeshops favor simplicity and modernity, reflecting their role as communication hubs and symbols of urban, globalized communities. Their naming adapts traditional Arabic elements to

contemporary branding, bridging heritage and modernity. Tearooms, by contrast, use figurative and proper nouns to emphasize individuality and their deep roots in Middle Eastern traditions, serving as cultural representatives. This balance between tradition and modernity highlights a society respecting its linguistic heritage while adapting to change. Coffeeshops symbolize innovation, while tearooms preserve identity and tradition, offering valuable insights into the interplay of language, culture, and consumer behavior.

Conclusion (خاتمة)

The linguistic, grammatical, and cultural features of choosing a brand name are highly critical in developing a brand image in the mind-to-heart aspect of consumers. The present study aimed to test the morphological disparities in names between tearooms and coffeeshops in Qassim, as well as the impact of such disparities on consumers' perspectives. The results show an evident difference in the kinds of words used to define each business type. Coffeeshop names aim for modernity, using foreign words, often the language of a brewing process – even obscure elements are used to appeal to hipper, younger, and more cosmopolitan crowds. By contrast, tearoom names seem to prefer more traditional and localistic vernaculars by including words that form images of warmth, comfort, domesticity, and consistent with the familial and conservative image of the tearoom.

These linguistics differences have some weight in consumers' perceptions of each type of business. There is a stereotype, namely that coffeeshops are chic, contemporary, and perhaps even glamorous, whereas tearooms have qualities of heritage, slow hospitality, authenticity, and country town life. These distinctions highlight the need to choose the proper morphological structure in a brand name according to what one is trying to convey to its target customer population.

Further, this study highlights how phonetics, semantics, and syntax as linguistic descriptives are important in elevating brand recall and consumer interaction. Brand names that rely on phonetic catchiness, semantic associations to product qualities, or culturally-relevant terms are more useful in establishing positive consumption–brand relationships due to the strong emotional bonds that arise from these nonrandom connections between brands and consumers. Alliterative names or those that evoke well-known cultural symbols are easier to remember and engender consumer trust and confidence. These findings suggest that developing a brand name should be conducted carefully with consideration of cultural and linguistic sensitivity to create sustainable relations between consumers and brands and long-term market success.

To summarize, this evolution in brand naming from generic descriptors to morphologically deep and culturally rich names fits the greater trend of brands aiming for a more meaningful emotional connection with their audiences/consumers. Phonetics, semantics, and morphology can make brands more memorable, culturally relevant, and emotionally evocative. This study reiterates the significance of consideration in brand naming in a multi-cultural context as an essential instrument for the market establishment through enhanced brand identity, customer retention, and long-term business success.

Based on the findings and insights derived from this study, significant areas for further research are revealed. First, future research may investigate the impact of the morphological characteristics of brand names in countries that differ in culture in terms of languages and social structures. This would be beneficial in understanding if there are any universal patterns or significant cultural differences across the globe in the perception of the names and their subsequent memory. For the second time, it would be prudent to encourage the scope of the study of morphological differentiation of business types and expand it, for instance, for fashion or beauty niches. This way, through a larger selection of the middle segment, stylists, and

decorating industries, experts could determine whether the morphological attributes of naming vary per industry and its effect on the customers. Therefore, students from different departments and academic levels would contribute diverse perspectives and a broader range of comments to the study.

Also, the phonics of a brand name, let alone the meaning attached to a name, also form a point of interest for further studies. This would be a further correlation to understanding how phonetics such as rhyme, alliteration, or vowels can act to elicit consumer attention and emotional attachment to brand names, especially for new and less well-known brands. Finally, while this research contributes to the understanding of the linguistic theory of brand naming, facilitating comparison across different contexts, will be necessary in the future to advance and add more value to branding in the global and digital environment

Acknowledgment (شكرو وتقدير)

The author extends sincere appreciation to all parties who contributed, directly or indirectly, to the completion of this research. The insights gathered from real-world branding practices provided meaningful perspectives that enriched the analysis. Gratitude is also expressed for the constructive suggestions and critical reflections received throughout the writing and revision process. This study would not have been possible without the support, feedback, and encouragement from the academic and professional communities engaged in linguistic and branding research.

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