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Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)Platform & Workflow by: [Open Journal Systems](#)<https://doi.org/10.55966/assaj.2025.4.1.075>**Product Naming: Analyzing Customer Preferences****Dr. Sadia Siddiq**

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The first thing that represents a product is its title or name. It is observed that sometimes a very quality product can go unnoticed because of ineffective titles or names. The area, thereby, needs to be under a constant lens of observation. Despite that, previous research in this domain has been less explored. Thereby, the current study aims to explore and investigate customer preferences for product names. The researcher uses qualitative method to collect the data in the form of interviews. The study uses Bernard Berelson's content analysis and Braun and Clarke's thematic analysis. The findings revealed that product names significantly influence customer preferences, with emotionally evocative, imaginative, and simple names being the most favored. Younger participants preferred poetic and adventurous names such as Fragrance Like Dancing Stars, while older individuals favored comforting and dependable names such as Reliable Fragrance. Gender and professional background also shaped preferences, with creative individuals drawn to expressive names and structured professionals leaning toward familiar and trustworthy options.

Keywords: Customer preferences, Product names, Communication theory

INTRODUCTION

An effective product name can create a favorable image and help develop and enhance product awareness. Companies are distinctive enough to be noticed and carefully create product names that carry an intended image to target consumers. Product managers consider that a well-developed and chosen name can bring inherent strength to the product (Kohli, C., & Suri, R., 2000). A product name is the foundation of a product's image. Products with strong images can influence the customers' choices in the marketplace (Kohli, C., & LaBahn, D. W., 1997). According to Kohli and Suri (2000), the importance of product names is becoming vital. Choosing the proper product name is considered a masterpiece when introducing a new product. Meaningful names for the product convey relevant product information and can be observed as

eternal advertising with a consistent message. Moreover, customers' preferences related to product names are vastly different from each other, and they may prefer different characteristics for the same product. The domain of highlighting customers' preferences for product names remains a less explored area. To fill the gap, this research study aims to explore and investigate customer preferences for product names.

Statement of the problem

An ineffective name can make a very promising piece of product go unnoticed. Despite that, this domain remains less explored in the previous researches. Thereby, the current study aims to explore and investigate customer preferences for product names.

Research Aim

The current study aims to explore and investigate customer preferences for product names.

Research Gap

Based on these arguments, the general application of pragmatics in the selection of product names is gradually gaining prominence in today's brand management strategy. Similarly, the significance of the proper choice of names for particular products is intensifying today (Cheng and Lee, 2023). In the context of the marketplace, customer preferences, choices, and tastes related to selecting products can be influenced by factors including product name, quality, fashion, and price. The importance of product names is incredibly enhanced. Choosing the proper product name that best suits the customer preferences is considered a masterpiece in introducing a new product, which is less explored in the literature. Therefore, the current study aims to explore and investigate customer preferences for product names.

Research objectives

- To explore the linguistic features of the preferred titles.
- To compare the product name preferences amongst the different segments of the sample.

Research Questions

- What are the linguistic features of the preferred titles?
- What is the comparison of product name preferences amongst the different segments of the sample?

Significance of the Research

The findings of the study are a valuable addition to sociolinguistic discourse. The findings of the study can be incorporated into the various courses offered to the language and marketing students. The students and the businessmen alike can benefit from the findings of the study, whereby different training sessions can be arranged for academic and non-academic audiences for enhancing their expertise to generate effective product names.

Organization of the study

The study is organized into five chapters. Chapter I provides an introduction to the research topic, outlines the research questions and objectives, discusses the significance of the study. Chapter II includes a documented review of the literature related to the study. Chapter III contains a brief description of the research design, research methodology, data collection method, data analysis procedure, and participants of the study. Chapter IV includes the analysis of the collected data

using Bernard Berelson's content analysis and Braun and Clarke's thematic analysis by applying Communication theory of Claude Shannon. Chapter V provides the conclusion on the basis of revealed findings. It also suggests recommendations for the upcoming researchers.

Literature Review

As a subfield of linguistics, pragmatics studies how meaning is interpreted by the context in which these communicative acts are involved. Taguchi and Kadar (2023) believe that understanding the use of linguistic forms like product names requires a look into the social and cultural contexts of such usage. The product names did not qualify as labels alone; they were effective instruments for communication, the communicator influencing the emotions, associations, and perceptions. Pragmatics is a practical approach companies strategically employ to name their product, resonating with their consumers that the desired message is delivered correctly. In the case of an ID feature being a technology company's name like 'Apple' has a brand name of simplicity, innovation and creativity (Durgee & Stuart, 1987), In line with the brand name's character and values (Durgee & Stuart, 1987). That shows how pragmatics fills the gap between language and consumer perception and is thus an essential concern about branding. In cross-cultural branding, the role of pragmatics becomes more significant. According to Smith and Johnson (2021), the linguistic nuances of a product name can profoundly impact how consumers perceive a product, especially in international markets. For example, a name that is good in one language or culture may not be good in another linguistically or culturally. As such, cultural adaptation in naming strategies also becomes essential. Brands must conduct thorough linguistic and cultural analysis before products are launched into new markets, as shown in these examples. This is under Kohli and Suri's (2000) opinion that descriptive and suggestive names are more efficient than arbitrary or coined names as they make numbers of information immediately related and dynamic to the consumers. Both descriptive names, "General Motors", directly explain what the business does, and suggestive names, "Netflix", require further effort to understand what kind of service it offers; they're more memorable and meaningful.

Kohli and LaBahn (1997) indicate the strategic importance of the brand naming process to emphasize that companies spend a lot on making and picking brand names that complement the brand identity and market positioning. Research by their team also shows that a good name is a distinguisher which allows brands to be differentiated in packed markets. For example, Tesla is a forward-thinking brand, and it is an homage to Nikola Tesla, a pioneer in the field of electrical engineering. This proves that the correct name for a brand carries a lot when it comes to communicating the values and mission of a brand and building a firm footing for the customer's loyalty and trust. Brand names are important in consumer decision-making, influencing perceptions, preferences, and purchasing behaviour. A well-named brand can have strong associations, generate brand recall, and develop emotional connections with consumers. Processing fluency and phonetic symbolism in brand name preferences indicate the psychological mechanisms that influence brand naming, including simplicity, cultural relevance, and emotion.

Malik and Akhtar (2021) add the influence of phonetic symbolism on product name effectiveness in Pakistan. The study concludes that sounds and syllables can also evince specific emotions and associations that may alter consumer perceptions. For instance, soft-sounding syllables might

hint that the feelings conveyed are gentleness and luxury,, or harsher consonants can signify strength. The phonetics of a product name in Pakistan can have considerable bearing on how consumers perceive them, with language being a huge part of emotional connection in the country,, which means that product naming is not purely about how one's name relates to meaning and being culturally relevant, but also about the emotional resonance in the name. A nice-sounding product name or one that invokes positive associations can make a a good first impression and can have a bearing on the purchasing choice.

Further, the power of phonetics in product names extends from linguistic considerations to a broader cultural understanding of the same. Some sounds may have different connotations from what they do in Pakistani society based on historical, cultural, or even religious connections. Those aware of these subtleties can create product names that match the emotional tone they wish to set for their brands, thereby improving the image the brand conveys and its appeal. For example, if a brand wants to feel modern and upscale and names with nice smooth melodic phonetics, a brand that wants to be more rugged or traditional might select names with more assertive, more, strong, wet, and hard words.

Based on these arguments, the general application of pragmatics in the selection of product names is gradually gaining prominence in today's brand management strategy. Similarly, the significance of the proper choice of names for particular products is intensifying today (Cheng and Lee, 2023). In the context of the marketplace, customer preferences, choices, and tastes related to selecting products can be influenced by factors including product name, quality, fashion, and price. The importance of product names is incredibly enhanced. Choosing the proper product name that best suits the customer preferences is considered a masterpiece in introducing a new product, which is less explored in the literature. Therefore, the current study aims to explore and investigate customer preferences for product names.

Methodology

This paper presents an exploration of customer preferences for product names. To comprehensively explore the customer preferences for product names, the researcher conducted a qualitative method. Semi-structured interviews are used in the study.

Population

The population for this study is the customers from three different malls in Islamabad and Rawalpindi, Pakistan.

Sample

For collection of qualitative data, a sample of random customers at malls was selected. A random sampling was used. The sample comprised of customers from three different malls i-e Centaurus Mall, Gold Safa Mall in Islamabad and Giga Mall in Rawalpindi, Pakistan.

Data Collection

Data collection plays a significant role and is considered an essential step in research, as all the results and findings are drawn based on collected data. The researcher used the qualitative method and conducted two hundred one-on-one structured interviews with two hundred participants from three malls, i.e., Centaurus, Gold Safa, and Giga malls. Each interview contained three questions, and the responses of all interviewees were recorded on a device for later transcription. The data were collected in the form of recording files.

Method of Analysis

The data analysis of this research uses a qualitative approach to examine customer preferences for product names. The analysis is based on the content analysis by Bernard Berelson and the thematic analysis by Braun and Clarke of the collected data. The analysis began by gathering qualitative data from respondents. This included structured interviews with participants across different demographics (age, gender, and profession). Participants were asked to choose from a list of fragrance names and share their thoughts, emotional reactions, and reasons behind their preferences. From the collected data, the researcher identified the five most frequently selected fragrance names: Fragrance That Calls, Beyond Ordinary Fragrance, Fragrance Like Dancing Stars, Simple Fragrance, Forest Fragrance, and Sweet Vanilla Fragrance. These titles stood out for their selection frequency and emotional resonance, forming the foundation for deeper content and thematic analysis. The linguistic features of the preferred titles were analyzed by using content analysis. After that, the responses of the customer preferences for the preferred fragrance names were analyzed thematically. Participants' comments were coded according to emotional appeal, psychological need, and lifestyle alignment. Using the data presented in Tables 1, 2, and 3, participants were segmented by Age group, Gender, and Professional background for demographic segmentation and comparative analysis.

Analytical Framework

The analytical framework for this study is based on the combination of two methods i-e Content analysis by Bernard Berelson and Thematic analysis by Braun and Clarke. This involved collecting data through interviews to explore customer preferences for product names.

Theoretical Framework

This researcher uses the Communication Theory by Claude Shannon (1948) as a theoretical framework to explore customer preferences for product names. The core idea of this theory is that how information is transmitted: it involves five steps i-e (the origin of message) information source, transmitter (encoder, converts the message into a signal), channel (the medium through which the signal travels) and receiver (decoder, converts the signal back into a message), and destination (the ultimate recipient of the message). In my research, the information source is the intended message of the product name that conveys. In second step, the act of creating a product names is involved, where the company's intended message is transformed into a linguistic "signal". This involves deciding the specific words, sounds, and linguistic features. In third step, the various ways customers encounter the product name is involved (channel). In fourth step, customers' preferences are formed, their brain decodes the product name interpreting its sounds, words, and meanings (decoder). In fifth step,

Content Analysis of Fragrance Names:**Fragrance That Calls**

Most of the respondents clearly gravitated toward a select group of fragrance names that offered strong emotional and linguistic appeal. When analyzing the customer preferences, five names stood out as the most frequently chosen: First Fragrance That Calls / Beyond Ordinary Fragrance, second Fragrance Like Dancing Stars, third Reliable Fragrance, fourth Simple Fragrance / Forest Fragrance, and fifth Sweet Vanilla Fragrance. These titles emerged as the top preferences across the sample due to their emotional resonance, simplicity, vivid imagery, and relevance to the

respondents' lifestyles and psychological needs. The linguistic features of the selected titles have been analyzed to explore the reasons behind customer preferences.

The product name "Fragrance That Calls" effectively utilizes a combination of linguistic features to create a highly engaging and evocative impression. The central element is the active verb "Calls," which imbues the fragrance with agency, suggesting it's not merely a passive scent but an entity that actively engages and invites the consumer. This active voice makes the fragrance dynamic and appealing, implying an experience beyond mere application—one that demands attention and elicits a response.

The overall tone is inviting and engaging, appealing to consumers seeking a scent that feels alive and interactive.

Phonetically, the soft fricatives (/f/, /s/) in "fragrance" and the liquid consonant (/l/) in "calls" create a smooth, calming auditory effect, evoking elegance and tranquility. This gentle sound, coupled with the name's easy memorability, aligns with research suggesting that brand names with soft consonants and flowing phonetic structures are perceived as emotionally soothing and trustworthy (Yorkston & Menon, 2004).

Structurally, the phrase employs a purposeful 2-1-1 syllabic pattern (fra-grance / that / calls), with natural stress falling on "fragrance" and "calls." This rhythmic balance adds lyrical quality, mirroring a call-and-response rhythm that reinforces the idea of the fragrance initiating an emotional dialogue. The "that" acts as a pivotal, grounding force, creating a dynamic interplay between softness and strength. This trochaic-anapestic hybrid stress pattern (FRA-grance that CALLS) lends a lyrical cadence, like a whisper rising to a gentle beckoning, and subtly aligns with the metaphorical meaning of emotional engagement (Nakamura et al., 2012).

The subtle consonance of the recurring /s/ sound in "fragrance" and "calls" creates a delicate sonic unity, mimicking the diffuse nature of a scent. While not a full rhyme, the half-rhyme between "that" and "calls" (due to shared or comparable consonant endings) adds texture and a near-poetic cadence without feeling artificial, reinforcing the emotional tension of a quiet voice calling for attention. This interplay of consonance and half-rhyme contributes to the name's musicality and memorability (Yorkston & Menon, 2004).

Semantically, "Fragrance That Calls" avoids direct scent description, instead suggesting a metaphysical pull. The personification of the fragrance is something alive, communicative, and emotionally interactive that fosters deeper consumer emotional investment, transforming the product into a companion or emotional catalyst. This figurative language and semantic narrative resonate with consumers seeking identity and depth in their fragrance choices, while maintaining a versatile balance between poetic ambiguity and semantic transparency (Lindstrom, 2005).

Beyond Ordinary Fragrance

Beyond Ordinary Fragrance is a meticulously crafted name that leverages comparative language, subtle phonological elements, and rhythmic structure to convey exceptionality and appeal. The core of its linguistic power lies in the word "Beyond," which functions as a comparative marker, immediately setting the fragrance apart from typical offerings. This term, while a preposition, suggests a metaphorical journey past conventional limits, resonating with consumers who associate fragrance with status and personal identity (Zaltman & Zaltman, 2008).

The crucial juxtaposition of "Beyond" with "Ordinary" creates a semantic contrast without explicit claims of superiority. "Ordinary" acts as a neutral baseline, a familiar reference point from which "Beyond" launches the fragrance into an extraordinary realm. This understated opposition invites consumers to personally define what "beyond" signifies, fostering a sense of discovery and individual aspiration. The word "fragrance" then anchors this abstract concept to a tangible, sensory product, completing a narrative that moves from desire through contrast to fulfillment (Lindstrom, 2005; Oswald, 2012).

Phonologically, the name exhibits subtle consonance with the repetition of soft consonants like /n/ in "beyond," and /r/ and /d/ in "ordinary" and "fragrance." The pervasive /r/ sound creates a smooth, rolling rhythm that mimics the fluid nature of scent, reinforcing a sense of refinement and sophistication. The /d/ sounds provide gentle rhythmic stops without disrupting the overall fluidity, balancing structure with smoothness. This sonic harmony contributes to the name's elegance and memorability, crucial for premium branding.

Metrically, the phrase "Beyond Ordinary Fragrance" comprises eight syllables (be-YOND, OR-di-nar-y, FRA-grance), typically stressed as be-YOND OR-di-NAR-y FRA-grance. This creates an iambic-anapestic blend with a confident, elegant cadence. The stressed syllables (YOND, NAR, FRA) highlight the emotionally charged components, while the soft ending on "fragrance" provides gentle auditory closure. This rhythmic flow enhances memorability and elegance (Leech, 1969).

The strategic placement of "fragrance" at the end of the phrase is also significant. As a soft, multisyllabic word, it evokes sensory refinement and acts as a delicate conclusion to the aspirational promise. It absorbs and reflects the elevated tone established by "beyond ordinary," transforming the product from a mere scent into a symbol of transcendence, identity, and elevated experience. Overall, the name effectively uses comparative semantics, poetic sound devices, and rhythmic symmetry to position the fragrance as sophisticated, aspirational, and distinct, appealing to consumers seeking quality and individuality (Keller, 2003).

"Fragrance Like Dancing Stars" is a name rich in poetic and linguistic appeal, artfully combining simile, vivid imagery, and rhythmic qualities to create a captivating sensory identity. The central linguistic feature is the simile "Like Dancing Stars," which functions as a cohesive unit. This comparison invites consumers to perceive the fragrance not merely as a scent, but as something that moves, shimmers, and engages with the grace and energy of celestial bodies. This elevates the product from a static item to an imaginative, embodied sensation—a scent that "dances" with the wearer and transforms each moment with radiant motion (Lindstrom, 2005).

The imagery of "dancing stars" evokes sensations of elegance, freedom, and radiant beauty. "Dancing" suggests a lively, expressive, and evolving nature, implying the scent is light, playful, and responsive to the wearer's movement and mood. This positions the fragrance as an active companion rather than a passive application. "Stars," on the other hand, introduce layers of meaning, symbolizing celestial beauty, mystery, aspiration, and even cultural icons or admired figures. This dual interpretation subtly suggests that wearing the fragrance can make one feel radiant, admired, and memorable, connecting the user with universal beauty while hinting at qualities of celebrity and visibility (Kövecses, 2010; Escalas & Bettman, 2005).

Phonetically, the phrase is carefully composed for auditory softness and rhythmic flow. Soft fricatives like /f/ in "fragrance" and the liquid /l/ in "like" set a delicate tone. The blend of voiced consonants (/d/, /g/, /z/) and unvoiced consonants (/k/, /s/) adds nuanced rhythm and texture. The recurrent /s/ sound, particularly in "dancing" and "stars," creates a sibilant, whisper-like quality that mimics the subtle diffusion of scent, enhancing the sensual allure and memorability of the name (Yorkston & Menon, 2004).

Metrically, the name follows a 2-1-2-1 syllabic pattern (FRA-grance like DAN-cing stars), with primary stresses on "FRA-grance" and "DAN-cing." This creates a musical, undulating cadence reminiscent of a waltz or twinkling stars, reinforcing the themes of motion and light. This rhythmic elegance communicates that the fragrance is refined, playful, and emotionally expressive, appealing to consumers who value depth and beauty in product presentation (Leech, 1969).

Emotionally, "Fragrance Like Dancing Stars" taps into a deep human desire for beauty, transformation, and transcendence. It offers an escape from the mundane, promising a portal to an elevated version of self. The combined imagery of dance and stars speaks to a personal fantasy of living with elegance and presence, encouraging consumers to view fragrance as a form of personal expression and a tool for emotional elevation and social presence (Thompson, Rindfleisch, & Arsel, 2006; Schembri, Merrilees, & Kristiansen, 2010).

Reliable Fragrance

Reliable Fragrance is a brand name that powerfully communicates trustworthiness and consistency through its straightforward linguistic features. The central element is the adjective "Reliable," which instantly conveys dependability and predictability, positioning the product as a stable and practical choice for daily use. This appeals directly to consumers who value routine and seek products that offer unwavering performance without surprise or inconsistency (Lerman & Garbarino, 2002).

The name's strength lies in its semantic clarity and linguistic transparency. Unlike abstract or metaphorical fragrance names, "Reliable Fragrance" offers immediate, unambiguous meaning. This accessibility broadens its appeal, as consumers readily understand its promise without needing to decode complex symbolism. This directness builds immediate brand trust, assuring consumers that the product will consistently meet expectations (Keller, 1993).

Emotionally, "Reliable Fragrance" taps into a fundamental human desire for certainty and comfort. It functions as a source of psychological security, promising that the scent will remain constant, familiar, and agreeable. For consumers, who integrate fragrance into their daily identity or routine, this offers emotional ease and acts as a stabilizing element in their lives, providing a small, consistent source of reassurance amidst daily unpredictability (Thomson, MacInnis, & Park, 2005; Aaker, 1997).

Phonetically, the name "Reliable Fragrance" has a smooth, balanced rhythm. Consisting of six syllables (Re-LI-a-ble FRA-grance), with natural stress on "LI" and "FRA," it creates a steady, unobtrusive cadence. The prevalence of voiced consonants like /r/, /l/, /b/, and /g/ lends a warm, resonant quality, while unvoiced consonants like /s/ and /k/ provide a crisp finish. This interplay of fluidity and structure mirrors the brand's promise: emotionally comforting yet practically

effective. The consistent /r/ sound acts as a phonological anchor, enhancing cohesion and memorability, subtly reinforcing the message of calm dependability (Klink, 2000).

Ultimately, "Reliable Fragrance" is a confident brand promise rooted in practicality and emotional grounding. It does not seek to dazzle with exoticism but instead offers clarity, functional reliability, and a quiet sense of assurance. This approach resonates powerfully with consumers who prioritize consistency, quality, and emotional stability in their product choices and daily routines, making the name both memorable and deeply appealing.

Simple Fragrance

Simple Fragrance is a brand name that derives its strength from the straightforwardness of the adjective "Simple." This term immediately conveys clarity, ease, and effortlessness, positioning the fragrance as uncomplicated and approachable. In an industry often characterized by elaborate and metaphorical naming conventions, "Simple Fragrance" offers a refreshing contrast, signaling a product that prioritizes straightforward olfactory pleasure over intricate sensory or cognitive demands (Lowrey & Shrum, 2007; Aaker, 1997).

The word "Simple" also subtly suggests purity and honesty, implying a fragrance free from unnecessary complexity or artificiality. This resonates with consumers who seek authenticity and find satisfaction in fundamental qualities, emphasizing that efficacy and enjoyment do not necessitate elaborate formulations. The inherent humility of "Simple" focuses on clarity and efficiency, rather than opulence (Aaker, 1997).

Paired with the direct noun "Fragrance," the name leaves no ambiguity about the product's nature, ensuring immediate understanding. This combination reinforces the idea of a no-fuss, easy-to-use scent for everyday wear, appealing to a broad consumer base that values practicality and reliability (Schmitt, 1999).

The overall tone is humble, approachable, and refreshing. It evokes feelings of calm, clarity, and trust, positioning the fragrance as a dependable choice for those seeking a relaxed and uncomplicated sensory experience (Gobe, 2001). This semantic simplicity contributes to the name's linguistic accessibility, ensuring universal understanding and fostering a sense of comfort and ease (Lowrey & Shrum, 2007).

Forest Fragrance

Forest Fragrance is a name that powerfully leverages the noun "Forest" to evoke rich natural imagery and sensory associations. The word "Forest" immediately conjures vivid mental pictures of lush greenery, earthy textures, and fresh air, positioning the fragrance as organic, grounded, and intrinsically linked to nature. This appeals to consumers seeking tranquility, rejuvenation, and a connection to the natural world, suggesting a scent inspired by the purity and serenity of a wild, untainted environment.

Paired with the straightforward noun "Fragrance," the name clearly communicates the product's identity while emphasizing its natural origins. This combination suggests a scent profile that is likely earthy, green, and invigorating, offering a sensory escape to the outdoors. The tone is natural, refreshing, and calming, resonating with individuals who appreciate the simplicity and purity of natural elements and seek to integrate that peaceful, restorative feeling into their daily lives.

Psychologically, "Forest" resonates deeply with consumers who view fragrance as a tool for emotional grounding and well-being. In an era of heightened eco-consciousness and mental health awareness, the term signals alignment with values of sustainability, mindfulness, and authenticity. It appeals to those who desire scents that reflect their lifestyle choices and provide moments of escape and sensory stillness, transforming the fragrance from a mere cosmetic accessory into a conduit for harmony with nature and self.

Sweet Vanilla Fragrance

Sweet Vanilla Fragrance is a meticulously crafted name that leverages the connotations of its two primary adjectives to create a compelling and emotionally resonant product identity. The adjective "Sweet" immediately triggers universal positive sensory associations, implying pleasantness, warmth, and indulgence. This evokes feelings of calm, relaxation, and softness, positioning the fragrance as comforting and non-overpowering (Hagtvedt & Brasel, 2017).

The second adjective, "Vanilla," carries equally significant connotations of warmth, natural sweetness, and familiarity. It evokes imagery of home and comfort, aligning with classic, timeless scents that appeal to a broad audience seeking gentle, richly satisfying aromas (Batra, Ahuvia, & Bagozzi, 2012; Krishna, 2013). Combined, "Sweet" and "Vanilla" create a sensory landscape of emotional appeal and soothing comfort.

The name's strength also lies in its vivid descriptive imagery, particularly within the sensory domain. "Sweet" suggests indulgence and pleasure, implying an inviting and emotionally satisfying scent. "Vanilla" further reinforces this with associations of baking and warmth, conjuring feelings of familiarity and safety (Kemp, 2012; Schmitt, 2012). This collective imagery positions the product as accessible and safe, offering a soft, comforting embrace rather than an overwhelming sensory experience.

Operating within a semantic field of comfort, simplicity, and familiarity, the name "Sweet Vanilla Fragrance" establishes an emotional connection with the consumer through universally understood concepts. Its simplicity ensures accessibility and relatability, fostering positive associations and enhancing purchase intent. The tone and voice are consistently gentle, welcoming, and approachable, signaling a non-intrusive, calming fragrance suitable for daily use and appealing to consumers seeking reliable and pleasant sensory experiences without surprises.

Thematic Analysis:

Comfort and Familiarity

Participants widely favored the name Fragrance That Calls also referred to by some as Beyond Ordinary Fragrance because it stirred a deep emotional response rooted in aspiration and self-connection. Rather than triggering memories of the past, it spoke to a sense of purpose or future identity. Several participants described this name as something that "reaches out to you," as though the fragrance invites you to discover or embrace a deeper version of yourself. For many, it felt empowering a call to something meaningful, intimate, and individual. The idea of something "beyond ordinary" was not interpreted as extravagant, but as emotionally and spiritually rich. It promised more than just scent; it offered significance. One participant said, "It feels like a name that understands me," suggesting that the appeal came from how the name connected with their internal emotional aspirations.

The emotional response to Fragrance That Calls was particularly strong among individuals who viewed fragrance as part of their personal identity. These participants spoke about fragrance not as a cosmetic tool but as a reflection of self. The name gave them a sense of elevation, of stepping into a version of themselves that is intentional and emotionally engaged. The duality of the name something that “calls” and something “beyond ordinary” captured a kind of spiritual and emotional longing. It offered a subtle narrative of transformation, making wearers feel that the product aligns with their evolving personal journey. In this way, the name became emotionally symbolic, not just practical.

Dependability and Simplicity

Reliable Fragrance was often associated with trustworthiness and simplicity. People preferred fragrances they felt would suit everyday life and provide consistency. Theme Dependability and Simplicity revolves around the Reliable Fragrance, which consistently resonates with participants who value straightforwardness, trustworthiness, and consistency. These fragrances often provide an emotional sense of security, which appeals to people seeking ease in their daily routines.

For example, in Interview 6, one participant expressed a strong preference for “Reliable Fragrance”, saying: “Reliable Fragrance sounds dependable, and Sweet Vanilla is comforting and warm.” This statement reveals the dual role that fragrances like “Reliable” play in consumers' lives: not only do they need the scent to be pleasant, but they also seek a product they can trust to fit seamlessly into their daily life. The word “reliable” directly communicates emotional stability and the assurance that the product will perform consistently, day after day.

Further reinforcing the need for simplicity, another participant in Interview 12 shared: “I tend to go for scents that are dependable and comforting.” This comment reflects how reliable products those with names like “Reliable Fragrance” create a psychological cushion in people’s lives. The name alone assures consumers that the fragrance will not surprise them, offering a predictable experience they can rely on, especially in a fast-paced world where decision-making can feel overwhelming.

The idea of simplicity as an emotional asset was echoed in Interview 18, where a participant described their fondness for “Reliable Fragrance” because it’s something they “can count on every day”. This type of language points to the reassurance that comes from a product that doesn’t add complexity to an already busy life. Choosing a fragrance with a name like “Reliable” helps users feel confident that they are making the right choice without second-guessing, which is particularly important when people are selecting products to use regularly.

In Interview 10, a participant noted: “Reliable sounds like something I can count on every day... I like practical fragrances I can use daily.” This practical mindset ties into the larger idea that simplicity does not equal boredom it provides comfort. People are not seeking extravagance or the latest trend; instead, they crave products that integrate smoothly into their routines. “Reliable Fragrance” thus becomes a symbol of everyday comfort and ease, much like a favorite shirt or pair of shoes that can be counted on, no matter what.

Moreover, Interview 21 highlighted this straightforward appeal further: “Reliable Fragrance sounds like something I can wear every day... I love simple, everyday scents.” The participant appreciates the name “Reliable” for that it doesn’t promise, no complexity or gimmicks, only a

consistent, emotionally stable experience. This speaks to the desire for products that are simple yet fulfilling, products that provide value without unnecessary flourish.

Nature and Freshness

Fragrances like Forest Fragrance were popular for their earthy and fresh qualities. Many participants expressed a strong connection with nature, appreciating scents that evoke outdoor or natural experiences. The theme "Nature and Freshness" reflects the strong emotional connection that participants have with fragrances that evoke outdoor or natural experiences. In interviews, fragrances like "Forest Fragrance" were especially popular for their earthy and fresh qualities, often described as connecting users to the calming presence of nature. One participant, for example, described "Forest Fragrance" as grounding, evoking imagery of a serene and calming forest environment. This connection to nature goes beyond simply enjoying a scent it taps into a deep-seated emotional need for renewal and tranquility that many people seek in their fast-paced lives.

In Interview 5, a participant expressed a preference for names like "Forest Fragrance," stating that it reminded them of nature and evoked feelings of calm. This is a common sentiment among participants who appreciate the connection to outdoor elements like trees, greenery, and the fresh air found in natural settings. Such fragrances can be particularly appealing because they provide a sense of peace and rejuvenation, allowing people to mentally escape from the stresses of daily life.

Participants also reflected on how these nature-based fragrances provide an emotional sanctuary, an escape into a world where everything feels more grounded and natural. One interviewee, when talking about "Forest Fragrance," described it as evoking the feeling of being "in the moment" with nature. This connection with nature provides a much-needed sense of stillness and serenity that many people crave in the busy modern world.

Another element that emerges from the responses is how participants view these fragrances as "refreshing," which also ties into the theme of nature and its revitalizing qualities. As one participant shared, "Forest Fragrance makes me feel calm and grounded," illustrating how the scent evokes both a mental and physical response, bringing relaxation and a refreshing sense of peace. The natural world, with its restorative properties, offers people the chance to reconnect with something pure and untainted by the complexity of urban life.

Interestingly, some participants also noted that these fragrances remind them of past outdoor experiences whether it was a hike through the woods or a simple walk in the park. This sense of nostalgia and connection to personal memories enhances the appeal of nature-inspired fragrances, making them not just a sensory experience but an emotional journey as well. "Forest Fragrance" doesn't just smell like trees; it evokes memories of time spent outdoors, bringing those past experiences into the present.

From these responses, it's clear that fragrances tied to nature and freshness aren't just about scent they represent a deeper desire to reconnect with the natural world, to find peace and calm, and to be transported away from the pressures of daily life. These names create an emotional bond that feels organic, authentic, and deeply satisfying for many individuals.

The findings from the interviews reveal a clear emotional divide between fragrance names like "Reliable Fragrance" and "Forest Fragrance," as each one resonates deeply with distinct

consumer needs. Reliable Fragrance, for instance, appeals to individuals who prioritize dependability and simplicity. As one participant described, the fragrance “sounds like something I can count on every day,” highlighting the psychological importance of consistency in their daily routines (Krishna, 2012). The word “reliable” plays a pivotal role in conveying trust and emotional stability, something that consumers increasingly value in their fast-paced, unpredictable lives. For many consumers, fragrance is not just a sensory experience but a ritual that provides comfort and familiarity, and “Reliable Fragrance” fulfills this emotional need for a predictable, dependable product that integrates seamlessly into their everyday lives (Schmitt, 1999).

Mystery and Intrigue

Participants frequently described how certain fragrance names made them “feel at ease,” “emotionally grounded,” or simply “comfortable.” In Interview 21, one individual remarked, “Sweet Vanilla sounds like a classic scent... comforting.” While brief, this comment encapsulates a profound emotional dynamic. The word “classic” is especially revealing, it doesn’t just point to something traditional, but to something dependable, emotionally secure, and timeless. The term evokes a sense of permanence and trust, as if “Sweet Vanilla” is not just a fragrance but a familiar companion through different stages of life. Participants were not merely seeking novelty or uniqueness in fragrance they were looking for a moment of stillness, a psychological exhale, in the rush of modern living.

Further elaborating on this idea, the same participant explained, “Sweet Vanilla is a cozy, familiar scent, and Reliable just gives me the feeling of dependability.” Here, two seemingly simple names are associated with powerful emotional states. The words cozy, familiar, and dependable form a pattern of emotional language that surfaced again and again throughout the interviews. These names were more than aesthetic preferences they served as emotional anchors. They allowed participants to access a sense of security, tranquility, and internal steadiness through nothing more than a name. The scent hadn’t even been smelled yet, and still the emotional groundwork had been laid.

The desire for emotional peace and internal quietude was a recurring theme. Many participants indicated that they weren’t necessarily looking for fragrances to excite or dazzle them. Instead, they wanted names that offered comfort even before the bottle was opened. “Sweet Vanilla,” for instance, brought with it connotations of warmth, stillness, and nostalgia. These emotions were not fleeting they were stable, enduring, and rooted in the familiar rituals of everyday life. In this way, the name operated more like an emotional balm than a product label. Like a soft blanket or the smell of freshly baked cookies, it recalled deeply personal, emotionally grounding experiences.

Interestingly, participants also viewed these names as universal in their appeal. “Sweet Vanilla” was not seen as a scent limited by gender, age, or cultural background. Instead, it offered something that many people, across different life contexts, could relate to. The “classic” nature of the name contributed to this feeling of inclusivity. It didn’t challenge or exclude it welcomed. Much like a cup of tea or a favorite pair of shoes, the name offered psychological ease and emotional safety.

Participants were clear that the strength of these names lay not in their novelty but in their emotional resonance. These were not names trying to impress; they were names that simply felt

right. As, one participant said, “Sweet Vanilla is simple but inviting” (Interview 27). Simplicity here was a virtue. In contrast to the complexity of modern life, names, that were easy to understand and emotionally accessible brought relief. They didn’t need to be interpreted they could just be felt.

This same emotional sensibility extended into Interview 26, where the participant stated: “‘Reliable’ gives me a sense of consistency... Sweet Vanilla feels warm and familiar.” The juxtaposition of emotional and functional language “consistency” and “familiarity” highlights that these names succeed because they work on two levels. They reassure users emotionally and practically. The participant went on to say, “Both names speak to what I want in a fragrance something that feels grounded.” The word “grounded” is particularly important here. It expresses a desire for emotional rootedness in a fast-paced, often disorienting world. “Reliable Fragrance” wasn’t just seen as pleasant it was seen as stabilizing.

The emotional and functional interplay continued in Interview 57. A freelance writer explained, “‘Reliable’ sounds dependable and familiar... I prefer fragrances that I can wear every day and feel good about.” This quote touches on another important aspect of comfort: low emotional and cognitive risk. For someone in an unpredictable career like freelance writing, where daily routines are fluid and structure is self-imposed, the emotional benefit of a dependable fragrance becomes critical. Choosing a fragrance that requires no second-guessing reduces cognitive load and offers a moment of stability. The name “Reliable” functions here like a reliable schedule or a trusted routine it becomes part of how the participant copes with the variability of daily life.

Findings

The research aims to understand how customers perceive and respond to product names. Product names are a critical component of marketing, as they can influence consumer decision-making and brand image. The study specifically examines the linguistic features, emotional impact, and market segmentation. Linguistic features refer to the structural and phonetic elements of product names, such as the choice of words, the sounds they produce (phonetics), and how these elements affect the way consumers interpret and remember the names. The study found that five fragrance names stood out as the most frequently preferred by the respondents: Fragrance That Calls, Beyond Ordinary Fragrance, Fragrance Like Dancing Stars, Reliable Fragrance, Simple Fragrance, Forest Fragrance and Sweet Vanilla Fragrance. The product names in the study had a profound impact on how participants made their fragrance selections. These names were chosen most often because they captured the attention of participants, making them feel emotionally connected to the products. The names were easy to remember and had an impactful presence, which likely played a significant role in their popularity. What made these names so compelling was the combination of emotional appeal and vivid imagery. For instance, Fragrance That Calls and Fragrance Like Dancing Stars evoke dynamic, lively imagery, suggesting that the fragrance is more than just a scent it offers a sensory experience that engages the consumer on a deeper emotional level. These names convey a sense of movement, freedom, and inner connection, inviting consumers to engage with the product on a more intimate and personal level. This imagery made the product names feel inviting, enhancing their emotional resonance with the participants. the linguistic strength of the preferred fragrance names lies in their ability to balance simplicity with emotional depth, crafting names

that are easy to remember and rich in meaning. These titles were specifically chosen because they incorporate various linguistic features such as personification, simile, imagery, and dynamic action, enhancing their emotional appeal and resonance with consumers.

For example, *Fragrance That Calls* uses the active verb "Calls," imbuing the name with energy and motion. This verb creates a sense of action, inviting consumers to engage with the fragrance actively. It suggests that the fragrance is not just something to be worn but something that reaches out and draws the consumer in, establishing an emotional connection. The dynamic quality of the name makes it feel more alive, engaging, and inviting, elevating it beyond just a product to an experience.

Similarly, *Fragrance Like Dancing Stars* uses a simile ("Like") to evoke a vivid, dynamic image of movement and elegance. The phrase "Dancing Stars" introduces a sense of grace and playfulness, transforming the fragrance from a simple product to something filled with energy and beauty. This linguistic choice appeals to consumers seeking a fragrance that embodies joy, sophistication, and a lively spirit. The imagery makes the name emotionally engaging and adds an artistic richness, making it more memorable. However, names like *Reliable Fragrance* and *Simple Fragrance* follow a different linguistic approach, focusing on clarity and comfort. These names use concrete language, relying on familiar, straightforward words to evoke a sense of trust, consistency, and dependability. While less figurative than the previous examples, these names resonate emotionally with consumers who value stability and reliability. *Reliable Fragrance* offers security and assurance, while *Simple Fragrance* suggests ease and straightforwardness, reinforcing the emotional comfort of no-frills dependability. The simplicity of these names doesn't detract from their emotional strength. Instead, it allows linguistic features to evoke reliability and stability, appealing to those who seek a dependable and uncomplicated fragrance. The comparison of product name preferences across gender, age, and profession revealed clear patterns in how different consumer segments are drawn to specific fragrance names. This segmentation sheds light on the significant role emotional needs, lifestyle, and personal values play in shaping consumer preferences. For instance, younger women, especially those exploring their identities or seeking products that reflect their personal aspirations, were more likely to favor names with emotional and aspirational tones, such as *Fragrance Like Dancing Stars*. The vivid imagery of "Dancing Stars" evokes feelings of elegance, excitement, and joy, appealing to their desire for personal transformation, self-expression, and uniqueness. These names connect with their need for beauty, glamour, and the energy that comes with a sense of vitality and creativity. Younger women in particular tend to favor fragrances that offer more than just a scent; they want a product that promises an emotional experience, aligning with their quest for individuality and personal growth.

Moreover, this preference for aspirational names also highlights how younger consumers are increasingly driven by emotional branding, seeking products that reflect their personal journeys and identities. *Fragrance Like Dancing Stars* and similar names resonate deeply with this group because they promise more than a sensory experience, they offer a narrative of transformation and self-expression. In a world where identity and self-expression are central to many people's lives, especially younger generations, the choice of a fragrance becomes an extension of who they are or aspire to be. The emotional appeal of these names creates an immediate bond with

consumers, drawing them in not just for the product itself, but for the experience and emotional connection it promises. For these consumers, a fragrance is not merely a scent; it is a tool for emotional expression, offering them a sense of connection to their own evolving sense of self. This trend demonstrates how marketing strategies that tap into emotional needs and personal values can be especially effective in appealing to younger, more identity conscious consumer segments.

On the other hand, older participants and those in more professional settings preferred fragrance names that conveyed reliability, consistency, and practicality. Names like Reliable Fragrance were favored by this demographic because they emphasize trustworthiness and dependability qualities that resonate with individuals seeking stability and assurance in their purchases. These consumers are more likely to gravitate toward products that fit seamlessly into their routine and promise a reliable, consistent experience. For them, fragrance is not about emotional highs or aspirations but about practicality and familiarity. The appeal of names like Reliable Fragrance reflects a lifestyle that values predictability, stability, and trust. The fragrance serves as a familiar part of their daily routine, offering emotional security and reliability.

Conclusion

In conclusion, this study provides valuable insights into the critical role product names play in shaping consumer preferences, especially in the fragrance market. The study found that five fragrance names were most frequently preferred: Fragrance That Calls, Beyond Ordinary Fragrance, Fragrance Like Dancing Stars, Reliable Fragrance, Simple Fragrance, Forest Fragrance and Sweet Vanilla Fragrance. These names stood out due to their emotional appeal, vivid imagery, and simplicity. Names like Fragrance That Calls and Fragrance Like Dancing Stars evoked dynamic, inviting images that engaged consumers emotionally, while simpler names such as Reliable Fragrance conveyed stability and trust, appealing to those valuing consistency. The findings revealed that product names significantly influenced how participants made fragrance selections. Emotionally charged names acted as cues that guided participants toward fragrances matching their desires and emotional states. For example, Fragrance That Calls created a sense of invitation and engagement, encouraging consumers to connect with the product on a deeper level. Similarly, Reliable Fragrance appealed to those seeking trustworthiness and dependability. These emotionally resonant names simplified decision-making by reducing cognitive load and enabling consumers to make confident, aligned choices quickly. The study highlighted that the linguistic construction of product names balanced clarity and emotional depth. Preferred names used active verbs, similes, and phonetic devices such as alliteration and consonance to enhance memorability and emotional impact. For instance, the verb "Calls" in Fragrance That Calls adds energy and a sense of interaction, transforming the name into an experience. Meanwhile, Fragrance Like Dancing Stars employs vivid imagery and rhythm to evoke elegance and playfulness. In contrast, straightforward names like Reliable Fragrance use clear, functional language to convey trust and reassurance effectively. The study found distinct preferences based on demographic factors such as age, gender, and profession. Younger consumers, particularly women, favored aspirational and emotionally rich names like Fragrance Like Dancing Stars that aligned with their desires for self-expression and personal growth. On the other hand, older participants and professionals preferred names emphasizing reliability and consistency, such as

Reliable Fragrance, reflecting their preference for stability and trust in their purchasing decisions. This segmentation highlights the need for marketers to tailor product names to meet the emotional and lifestyle needs of diverse consumer groups.

Overall, this research emphasizes the strategic importance of crafting product names that integrate emotional appeal, linguistic creativity, and demographic understanding. Such names serve as powerful emotional cues that guide consumers toward products resonating with their identities and aspirations, fostering stronger brand engagement and long-term success in the fragrance market.

Recommendation for the future study

- Analyzing reasons for preferring specific product names might show if attitudes and emotions change among cultures. Not all names for products feel positive to every culture: similar names might lead to different emotions. Knowing about these cultural differences lets businesses give their products names that suit different markets better.
- Looking at product names in cosmetics, electronic devices, and food could show if there are language and emotion aspects that people prefer for all types of products or just some. Thanks to this, companies can check if their chosen names suit the industry they operate in.

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