

Product Naming: Analyzing Customer Preferences

Sadia Siddiq¹ Bibi Amina² Savera Naheed³

ABSTRACT: 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 a 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

¹ Assistant Professor, Humanities, CUI Islamabad Campus, Islamabad, Pakistan.
Email: sadia_siddiq@comsats.edu.pk

² MS Scholar, COMSATS University Islamabad, Islamabad, Pakistan.
Email: bibi79753@gmail.com

³ MS Scholar, COMSATS University Islamabad, Islamabad, Pakistan.
Email: saveranaheed@gmail.com

Corresponding Author: Bibi Amina
✉ bibi79753@gmail.com

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 (Smith & Aaker, 1992). A product name is the foundation of a product's image. Products with strong images can influence the customers' choices in the marketplace (Müge Arslan et al., 2010).

According to Pires et al. (2006), 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 research. 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. 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 to enhance 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 Clarkes' 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 believe that understanding the use of linguistic forms like product names requires a look into the social and cultural contexts of such usage (Ahmad et al., 2015). 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. In line with the brand name's character and values. 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 & Johnson, 1992) 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 Pires et al., (2006) 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.

Müge Arslan et al., (2010) 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.

Some sounds may have different connotations from what they do in Pakistani society based on historical, cultural, or even religious connections (Gobe, 2010). 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. 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 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 name of the product "Khushboo JO" says "Conderly connects different linguistic elements to a smart - one that attracts attention and increases a reaction.

The general mood is warm and invited, looking for a smell that looks vibrant and interactive. Structurally, the term follows a thoughtful 2-1-1 course pattern (from grance / that / call), with natural emphasis on "scent" and "calling". This rhythmic current adds a lyrical touch, resonating a rhythm rhythm confirming the idea of promoting an emotional interaction to the scent. The word "as" acts as an important anchor, which creates a living mutual action between tenderness and strength.

In "Fragrance" and "Call", the mild dish of repetition / s / sound creates a subtle sound harmony, reflecting the evasive nature of the scent. Although this is not perfect poem, the half-rime depth between "it" and "call" (thanks to their similar dishes) increases) and an almost-poetry rhythm the emotional bridge to a soft voice for attention, without firmness. This mixture of sect and semi -support contributes to the music to the name and makes it memorable. At a deep level, "the scent that says" direct fragrance details, indicates a spiritual attraction instead. By expressing the aroma as some living, communication and emotionally attractive, it encourages a strong emotional relationship to consumption

Beyond Ordinary Fragrance

The name "regular scent beyond" is designed to stand carefully, using a rhythmic flow to express smart language, subtle sounds and its unique and attraction. The appeal has the word "Beyond" in the heart, which acts as a comparison marker, immediately separates this aroma from normal alternatives. Although technically a pre -curling, it provokes a metaphorical journey outside normal, reflecting with consumers who connect the aroma to their position and personal identity. The smart pair of "Beyond" with "simple" provides a meaningful contrast without making bold claims of superiority. The "simple" acts as a well -known reference point, from which "beyond" raises the aroma in an extraordinary place. This subtle opposition encourages consumers to find out what the meaning of "beyond", nourishment of the spirit of personal discovery and ambition.

From the perspective to a sound, the name has a mild dish with soft sounds of "Beyond" and / R / and / D / in "regular" and "scent". Repetitive / R / sound creates a smooth, liquid rhythm that reflects the essence of odor, improves the feeling of elegance and sophistication. / D / sounds provide soft rhythmic pose without breaking the general liquidity, breaking the balance between structure and lubrication. This sound is important for elegance and memorabilia called Harmony, which is important for premium branding. When it comes to rhythm, "beyond regular scents" have eight syllables (B-Yond, Ya-D-Nar-Y, from-grace), usually emphasized as B-Yond or-D-Nar-Y-Y-Fragrance. This creates a blend of iambic and anapestic rhythms with a confident, graceful cadence. The stressed syllables (YOND, NAR, FRA) emphasize the emotionally resonant parts, while the soft ending on "fragrance" offers a gentle auditory closure.

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.

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.

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.

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. Emotionally, the "reliable scent" is linked to a deeply sitting human need for safety and comfort. It acts as a source of psychological safety, and assures us that the scent will be consistent, known and pleasant. For those who weave fragrance in their daily life and identity, it provides emotional comfort and acts as a stable power, and offers a small but stable source of self-confidence in the midst of everyday unpredictable everyday life. Poly, the name "reliable scent" flows with a smooth, balanced rhythm. With six syllables (Re-Li-Bow from-Greens), the natural emphasis on "lee" and "from" creates a stable, uninterested beetroot. The presence of voice consonants such as /r /l /, /b /and /g /gave it a warm, resonant feeling, while inevitable dishes such as /s /and / /k /k /k /add a sharp finish. This mixture of liquidity and structure reflects the promise of the brand: emotionally comfortable, yet comfortable. Finally, "reliable scent" is in the form of a confident brand lift that is based on practical and emotional support. This is not the goal of influencing foreign nature, but gives a calm sense of clarity, reliable quality and insurance. This approach is strongly repeated with consumers who affect stability, quality and emotional stability in their choices and daily routine, making the name both memorable and deeply attractive.

Simple Fragrance

Simple scent is a brand that draws its strength from the essence of the word "simple". This word immediately takes into account the feeling of clarity, spontaneity and spontaneity, which makes the scent feel simple and welcome. In a world where many brands choose wide and metaphor names stand out by indicating "simple" purity and honesty. It suggests a scent that is free of unnecessary complexity or artificial elements, which actually resonates with consumers in search of authenticity. They appreciate that happiness and efficiency do not come from complex formulas. When the noun is connected directly with the "scent", does not leave the name product anywhere for confusion around it, make sure everyone understands it immediately. This combination confirms a trouble-free, simple scent for everyday use, appeals to a wide range of consumers who prefer practical and reliability.

Forest Fragrance

Forest scent is a name that beautifully taps the word "forest", immediately takes into account the lively images of juicy green areas, soil texture and fresh scent of clean air. This option with the word is something organic and depth to nature. It echo with people looking for a band of peace, rejuvenation and natural world, pointing to a smell that catches the sanctuary and peace of an unspoilt forest. The direct noun combined with "fragrance", the name clearly conveys the product termination by emphasizing its natural origin. This combination suggests an odor profile that is probably soil, green and light, which gives a sensory escape to the outside. The tone is natural, refreshed and calm, repeated with individuals who appreciate the simplicity and purity of natural elements and try to integrate the peaceful, restorative spirit 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. It develops feelings of calm, relaxation and tenderness.

The other adjective, "Vanilla," has an important significance of the same as warm, natural sweetness and knowledge. It develops the imagination of home and comfort, matches classic, timeless scents that appeal to a wider audience, looking for gentle, richly satisfactory aroma.

The strength of the name actually shines through its lively imagination, especially when it comes to our senses. The word "sweet" provokes the feelings of joy and joy, indicating an odor that is both invited and emotionally satisfactory. Then it is "vanilla", which combines this heat, takes into account the comfortable feelings of baking and safety. Together, these images make the product feel available and comfortable, giving a mild hug instead of a sensory sensory experience.

By utilizing the subjects with comfort, simplicity and acquaintance, the name "Sweet Vanilla Fragrance" creates an emotional tape with consumers, who are through the concepts that all can be related. It is easy to get in touch with its directness, encourage positive feelings and promote the possibility of buying. The general tone is soft, welcome and friendly, suggests a cool scent that is perfect for everyday use - ideal for those looking for a reliable and pleasant sensory experience without surprise.

Thematic Analysis

Comfort and Familiarity

The participants were actually designed for the fragrance name, which calls, which some also call beyond the usual scent. It resonated with them at a deep emotional level, utilized ambitions and feelings of self - connection. Instead of bringing back memories of the past, it seemed to talk to their purposes and a sense of future. Many people told the name something that "approaches you", almost scent invites you to find or embrace you deeply. For many people, it felt strong - a call for a meaningful, intimate and personal. The idea of being "outside ordinary" did not come as attractive; Instead, it felt rich in emotional and spiritual depth. It promised more than just a scent; It gave a sense of significance. One participant also said, "It sounds like a name that understands me," and said how the name resonated with their internal emotional ambitions.

The emotional response to the scent as the conversation was particularly strong among those who saw the scent as part of their identity. These participants talked about the scent not only as a cosmetics, but also as a real reflection. The name gave him a sense of height, as if he was entering a more intentional and emotionally engaged version. The duality of the name - something like "call" and some "beyond simple" - saw the spirit of spiritual and emotional urge. It told a subtle story of change, which makes users feel that the product was in the sink with their developed personal journey. In this way, the name exceeded only practically; It became emotionally symbolic.

Dependability and Simplicity

Reliable scent was often associated with reliability and simplicity. People liked the scents that they felt that they would fit everyday and provide continuity. Theme addiction and simplicity are reliable aroma, as continuous resonance with participants that affect right, reliability and stability. These aroma 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.

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 (Grant, 2012).

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 favourite shirt or pair of shoes that can be relied upon, 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

Scents such as Forest Fragrance were well-liked due to their earthly and fresh characteristics. A large number of participants indicated a strong affinity for nature, enjoying scents which remind them of outdoor or natural experiences. The theme “Nature and Freshness” indicates the strong emotional affinity that participants have with scents which remind them of outdoor or natural experiences. In interviews, scents such as “Forest Fragrance” were particularly favored for their fresh and earthy nature, and were generally characterized as causing a sense of being connected to the soothing presence of nature. As an example, one subject characterized “Forest Fragrance” as grounding, bringing to mind a peaceful and soothing forest setting. This tie to nature is more than just the pleasure of smelling something it satisfies an innate emotional desire for rejuvenation and peace that many individuals are searching for in their hectic lifestyles.

Interview 5 had a favorite name such as "Forest Fragrance" and mentioned that it brought nature to mind and relaxed them. This is a general opinion among respondents who value the touch of nature elements such as trees, grass, and the fresh air in the great outdoors. Such scents may be especially attractive because they offer individuals a feeling of serenity and renewal, enabling them to psychologically leave behind the daily hassles.

Another aspect that comes out through the responses is the way in which participants perceive such fragrances as "refreshing," and this also relates to the nature theme of its rejuvenating qualities. As one respondent explained, "Forest Fragrance makes me feel calm and grounded," showing how the scent elicits a mental and physical reaction, one of tranquility and a fresh sense of peace. The outdoors, having healing qualities, provides humans with an opportunity to reconnect with something natural and uncorrupted by the intricacies of city life.

Surprisingly, even some of the participants have mentioned that these scents bring back memories of outdoor activities whether it was a walk through the woods or merely strolling through the park. This nostalgia and association with personal memories make the nature-scented fragrances more appealing, not only a sensory experience but an emotional one as well. "Forest Fragrance" doesn't smell like trees; it smells like the memories of being outside, transporting those past experiences into the present.

From the answers, it's obvious that scents associated with nature and freshness are not only about smell they mean an inner longing to return to nature, to relax and unwind, and to get swept away from the stress and anxiety of everyday existence. Such names evoke an emotional connection that is natural, genuine, and extremely fulfilling for a lot of people (Cheng and Lee, 2023).

The interview results indicate a stark emotional contrast between such names as "Reliable Fragrance" and "Forest Fragrance," each emotionally connecting with specific consumer requirements. Reliable Fragrance, for example, offers itself to those who value being reliable and uncomplicated. As one respondent explained, the scent "sounds like something I can rely on day in and day out," underlining the psychological significance of predictability to their lives (Clarke & Braun 2022). The term "reliable" is a key word in evoking trust and emotional security, one that consumers are more and more seeking in their unstable, hectic lives.

Findings

The purpose of research is to understand how customers experience product names and how they react. The product name is an important component of marketing, as they can influence the decision on consumers and brand image. The study examines specifically linguistic characteristics, emotional effects and market division. Linguistic features refer to structural and phonetic elements in product names, such as the choice of words, those who produce sounds (phonetics), and how these elements affect the way to explain consumers and remember the names. The study showed that the names of the five scents that actually stood out as the top images among the respondents: the scent that calls, beyond simple scents, scent such as dance stars, reliable scent, simple scent, forest scent and sweet vanilla scent. The names of these products played an important role as how the participants chose their scent. For example, scent that smells conversations and dance stars lively, lively images, that these aromas provide more than just a scent - they provide a sensory experience connected to consumers at a deep emotional level. These names provoke the feelings of

movement, freedom and personal relationships, and encourage consumers to contact the product in a more intimate way. This picture said, and welcomed the names, increased their emotional impact on the participants. The strength of the names of the preferred aroma lies in their ability to mix simplicity with emotional prosperity, which is memorable and meaningful to these names. These titles were carefully chosen that various linguistic elements such as individualization, upma, images and use of dynamic action, which promote their emotional appeal and relationship with consumers.

For example, call the conversation; The active action gives a sense of energy and speed to the name "Call". This option with the word invites consumers to engage actively with aroma, it suggests that it is not just something to wear, but something that reaches out and promotes them an emotional tape. The lively quality of the name makes it feel more alive and invited, and transforms it only from one product to a full experience (Gharib et al., 2025). Similarly, the scent of dance stars appoints an upma (such "to portray a detailed picture of movement and elegance. The word" dance stars "adds a touch of grace and obscurity, actually increases the scent from a single element to something special.

Conclusion

In summary, the current research provides practical understanding of the important part played by product names to create preferences among consumers, especially in the Aroma market. Names that smelled dance stars such as conversations and scents were welcome to images that appealed emotionally to consumers, while small names such as reliable aroma included qualities of stability and reliability, and appealed to those who preferred stability. The results indicated that the names of the products largely impressed the method that the participants made an alternative to scent. Emotional names served as a sign, which directly refers the participants to Aroma to fit their wishes and emotional states. For example, the scent that invites to the invitation and interaction that was brought forward when consumers were invited to connect deeper with the product. Similarly, reliable scent with individuals resonated in search of trust and reliability. These effectively developed names made decisions easier by reducing cognitive stress and allowing consumers to take solid, consistent alternatives in a short time. Research reported that the linguistic structure of product names was given a balance between clarity and prosperity. Special-two names used active actions, similes and phonetic techniques such as alliterations and dishes to increase the memoirs and emotional resonance. For example, the verb provides "conversation" in the scent "conversation" that says, mobility and conversation, as the name becomes an experience. At the same time, scent as dance stars uses rich imagination and rhythm to inspire elegance and obscurity. On the other hand, simple names use as reliable aroma common features to portray self -confidence and insurance with clarity. The study identified clear preferences according to the demographic variables such as age, gender and business. Young consumers, especially women, prefer asphalt and developed names that smell like echoes with their ambitions of self -realization and personal development. On the other hand, old players and professionals favored the names who introduce credibility and stability, such as reliable scent, and showed that they also prefer stability and confidence to buy decisions. This partition indicates the importance of the names of violent design products to address the emotional and lifestyle requirements of different consumer groups.

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