

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

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Abstract—The purpose of this study is to investigate the development and meaning of morphological structures and the cultural importance of tearooms and coffeeshops' naming conventions. Over time, store names became bolder and less literal, more impactful and with symbolic meaning, as did the consumer favor and the branding technique. The research reveals that a store's name plays a significant role in shaping the consumer perception about the brand, building brand loyalty, and creating the identity of the market. A survey of female undergraduate students in Qassim, Saudi Arabia, using a mixed methods approach, showed that in coffeeshops, certain names in English and colloquial Arabic are preferred, whereas in tearooms, preferential naming is in Standard Arabic. The findings are analyzed, and it is found that trilateral Arabic names are preferred in coffeeshops and cultural names in tearooms. The study thus emphasises further the importance of linguistic elements (phonetics, semantics) in building brand recall, consumer engagement, which the study has subsequently proven. The research in general states that to create a strong brand identity and attract consumers in competitive market conditions, they have to use a culturally relevant and memorable naming strategy. As a topic for future research, the morphological characteristic is proposed to be explored in a variety of cultural contexts and industries.

Index Terms—branding, methodology, morphological structures, naming conventions

I. INTRODUCTION

Naming a business in the food and beverage industry is an important factor in how consumers perceive the business and how the business builds its brand identity. The tearooms and coffee shops are very popular social gathering space, and branding strategies are effective in attracting and retaining customers. Throughout the decades, store names went from simple, descriptive names to more creative, symbolic names that reflected the modern values of the consumer and the cultural diversity of the times. Well-chosen names have been found to bring an emotion, develop brand loyalty and leave a lasting impression on customers. In this case, names are considered important linguistic factors in the formation of attractive and efficient brand identities.

This study aims to explore the linguistic differences in the naming of tearooms and coffee shops in the Qassim region of Saudi Arabia. The research is built with a mixed methods approach that combines quantitative and qualitative research techniques to study linguistic characteristics such as naming strategies of tearooms and coffeeshops. Therefore, the findings are useful not only for the research community to expand the knowledge of the interdependence of language and branding, but also for business owners who are trying to deal with the intricacies of the act of naming products and services in a multicultural environment.

II. LITERATURE REVIEW

The names of retail establishments have experienced major changes during the last few decades to match modern consumer trends and marketing methods and branding techniques. The early retail sector used names that described their product range or location such as 'The Grocery Store' or 'Main Street Hardware' (Aaker, 1996). The functional purpose of these names alongside easy understandability resulted in branding characteristics that remained undistinguished. Current retail stores select names that showcase creativity and symbolism in their branding choices. Research indicates the market demand for brand differentiation along with distinct market identity requires brands to shift from generic names to more specific and unique ones (Keller, 1993; Kotler & Keller, 2016). Name choices that evoke feelings and build identity as well as deliver enduring consumer memories have been fundamental to this trend according to the research by Aaker (1996) and Grewal et al. (1998). When we entered a time of consumer culture where brand differentiation was all, businesses began using names that would naturally bring to mind certain values, imagery, or associations. Hilgenkamp and Shanteau (2010) studied Starbucks and Apple to show that their names were not unique, but also because they could evoke the positive brand associations and emotional responses.

A. Choosing a Brand Name: Factors and Regulations

The business sector recently moved toward brand names with abstract meanings and creative solutions. The naming choices of contemporary companies embrace modern values as well as cultural trends and aspirational life styles that can be observed in brands like Whole Foods along with Urban Outfitters while remaining easy to say and connect directly to the desired consumer identity. Strategic importance of brand names has increased dramatically in the modern marketing era according to Oswald (2012). The competitive market forces companies to adopt names that generate attention while building brand love as well as establish uniqueness in market. Companies achieve these branding goals by migrating from standard descriptive names to more significant meaningful names.

The branding approaches used by tearooms and coffee shops determine how customers perceive them as well as their ultimate business achievement. According to Grewal et al. (1998) and Hilgenkamp and Shanteau (2010) and Mollah (2014) and Harun et al. (2023) store names can either boost or weaken marketing effectiveness by shaping customer actions. The selection of brand names for intended audiences requires cultural alignment as the main criterion because cultural specificity remains essential in this context. The Qassim region of Saudi Arabia has witnessed significant changes in its tearoom and coffee shop industry throughout the recent years. The essential condition for today's branding success requires designers to focus on names that align with regional cultural values and current market developments. Three main factors determine the naming process for these establishments: the uniqueness of the name and its connection to services and its cultural and linguistic background. Culture establishes itself at the centre of how organizations develop their branding actions worldwide and international market plans. Many cosmetic brands struggle to connect with their target markets because their names create perceptions of inappropriate or suggestive cultural associations according to Olwi and Alshammari (2024).

The research study through participant surveys showed that product names containing explicit sexual content received stronger memory retention from survey participants compared to names with more subtle sexual implications in the beauty industry. The survey participants showed recognition of these product names which indicates their knowledge of these products available in the market. The study found that inappropriate language usage received total cultural rejection from 44.4% of participants but 38.3% felt uncomfortable with it. Most participants expressed embarrassment about product names that appeared too inappropriate and wanted these names changed to align with Saudi cultural values. These results demonstrate Saudi consumers' strong reaction to improper branding practices which proves that cultural sensitivity remains vital for Saudi marketing and branding approaches.

Marketing strategies need to have regional adaptations because linguistic elements form essential parts of corporate image and positioning objectives. Harun et al. (2023) explain that brands should use local and Arabic terms to create emotional connections while staying true to religious principles in their messaging. The implementation of culturally tailored branding which follows Islamic values represents a common and effective marketing approach throughout Gulf countries according to Kushwah et al. (2019).

B. Linguistic Aspects of Store and Brand Names

Brand name generation requires language to be a fundamental element. A brand name selection process exceeds basic steps because it establishes brand identity and delivers memorable first impressions that drive customer engagement thus holding linguistic elements as essential strategic factors. Brand name memorability gets stronger when marketing professionals choose names with rhyming patterns together with onomatopoeic sounds and appended verbal elements. According to Lowrey et al. (2003) linguistic attributes serve as important memory triggers especially for brands not yet well-known to consumers. Lowrey et al. (2003) conducted a study of brand name recall through evaluation of nine distinct linguistic elements which included rhyme, onomatopoeia, initial plosives, acronyms, unconventional spellings, affixation, paronomasia, metaphor, and semantic appositeness. According to their research distinctive brand spelling together with semantic meanings drives memorability directly for lesser-known brands. The process of selecting an optimal brand name demands substantial work because its linguistic elements determine how well the brand connects with its target market.

Brand names demonstrate four fundamental linguistic features which include phonology and semantics and morphology and syntax. Phonology is crucial in branding. The human brain perceives certain speech sounds as more enjoyable and easier to remember according to Yorkston and Menon (2004). Strategic implementation of alliteration and consonance and additional phonetic devices enables brand names to obtain unique meaning and recognition (Pogacar & Ögel, 2019). The letter "k" at the beginning of brand names creates superior memorability and prevalence because of its distinctive qualities and flexibility (Schloss, 1981; as cited in Kahle & Kim, 2006). Research by Vanden Bergh et al. (1984) confirms that brand names with plosive sounds receive better recall than names starting with softer consonants or vowels. Pogacar (2018) discovered that brand names which sound feminine (ending in vowels) achieve superior performance than those with masculine sounds (ending in consonants). Brand attributes receive their shape from the way consumers perceive them through sound effects. Brand names that use harsh sounds create consumer perceptions of robust product attributes or harsh marketing strategies which align with certain product characteristics (Yorkston & Menon, 2004). Brand names that use soft phonetic sounds create an image of gentleness in product characteristics. According to Ögel (2019) consumers select brand names with front vowels and fricative sounds for smaller delicate items but choose names with back vowels and stop consonants for larger bulkier products (p. iv).

Brand names contain dual meanings which consist of their actual definitions and their implied interpretations. Brand creators develop names through descriptive aspirational imaginative language which represents both the product

characteristics and brand image and social identity (Shipley et al., 1988). The integration between advertising format and brand name proves beneficial toward remembering product descriptions explicitly stated in brand names (Keller et al., 1998; Thoma & Wechsler, 2021). Brand names constructed from compound words create better recall ability and consumers perceive them as simpler than standard names (Lowrey et al., 2003). A product requires somatization to transform into a brand which develops its unique meanings and rhetorical connections (Danesi, 2013).

The brand name WD-40 benefits from alphanumeric naming because it combines phonetic elements with semantic meaning which works well for technical chemical products (Yan & Duclos, 2013). The understanding gained from visual and conceptual branding allows businesses to develop product names which citizens link to their merchandise for increased long-term brand awareness and customer involvement. Alliteration serves Coca-Cola as a phonetic strategy to achieve global brand appeal according to Lowrey et al. (2003). Brand names that focus on linguistic elements allow companies to develop names which match cultural norms while strengthening their branding approach. Brand names communicate product features and functionality by using linguistic tools which include syllable structure and tonal quality and compounding and semantic associations (Huang & Chan, 2005). Brand naming requires linguistic elements including graphic, lexical, stylistic, semantic and morphological dimensions which Chulakova et al. (2024) and Francis et al. (2002) explain create distinctive memorable brand names.

Brands utilize several morphemes within their names to establish particular semantic connections. Brand names derive their shape through morphological analysis of prefixes and roots and suffixes into smaller meaningful units. Ali and Abdullah (2023) conducted a morphological analysis of American brand names which revealed that their corpora contained four main word formation processes: abbreviations, acronyms, compounding and blending. American brands primarily used word formation through compounding to create their names. The majority of business names in Korea use English elements through word compounding and shortening techniques (Kang, 2020). The majority of Indonesian stores use compound words in their English names while compound nouns represent the most common word type according to Giyatmi et al. (2014). Rutkiewicz-Hańczewska (2014) established that Polish retail and service names feature specific suffixes and incorporate references to other names. Linguistic and marketing factors influence the morphological naming approaches that different linguistic communities use for their stores and products.

The researcher who grew up in Qassim noticed that the area contains both straightforward and intricate brand names. Brand names classified as simple consist of independent words or basic roots that function as "True" or "Bash." Nair and Venkatesh (2018) state that basic names improve memorability because they make it easy for customers to identify products or services. Pathak et al. (2019, p. 951) establish that basic brands succeed best with simple (mono-syllabic) names yet luxury brands achieve better results through longer tri-syllabic or multi-syllabic names.

Complex names differ from simple names through their use of compound and blended structural elements. Business names that combine multiple words like "Fanjan Café," "Sulaiman Tea," and "Moroccan Tea Leaves" provide detailed descriptions of the business specialty through their compound structure. Klink (2000) demonstrates that compound names function well to explain business nature while targeting customer interests and cultural connections and specific preferences. The Qassimi cultural heritage is visible in "Sulaiman Tea" through the name which connects to the Qassimi cultural roots. Brand identifiers which combine various word elements like "Breakaway" form inventive and memorable company names. Klink and Smith (2001) demonstrated that blended names in business settings create contemporary or fun impressions which assist companies in standing out during market competition.

Brand names become more appealing and easier to understand through affixation which adds prefixes and suffixes to them. The brand names "TeaTime Café" and "CoffeeHouse" use affixation to create an impression of high-quality products and classic atmospheres. Karvonen's (2020) research demonstrates that affixation appears frequently in antidepressant brand names which shows its wide usage in brand morphology. Through affixation companies can create more innovative branding which develops multiple layers of significance and appeal in their names. The grammatical role of a word changes through conversion when "Brew" becomes a noun in "Brew Café." The naming technique produces unique brand names which appeal to consumer audiences.

C. *People's Perceptions of Store Names*

Establishing brand names plays an essential role in consumer perception since they are first points of connection that create influence for potential buyers. Consumer perception requires individuals to understand and give meaning to different stimuli including brand names along with logos and product imagery. Grewal et al. (1998) established that consumers rely on store names and brand names and price discounts as their main indicators for developing brand or store perceptions. The strength of a store name directly influences how customers perceive the store. Business success through effective association of store name with store image requires a perfect alignment of name against the observed image presence. The quality perception customers have about a brand directly impacts their view of the store thus retailers must deliver products that match their desired image.

Brands gain their identity from linguistic and cultural factors together with strategic marketing decisions which create consumer perception strategies. Retail businesses now use imaginative brand-focused names instead of basic product descriptions because they follow market trends and consumer taste evolution. Companies need to master linguistic and cultural elements to succeed with their global business operations (Olwi & Alshammari, 2024). The current research investigates this topic through the following research question:

The participants show awareness of morphological differences between tearoom and coffeeshop names in Qassim.

III. METHODOLOGY

This research utilized a mixed research technique to gain a complete understanding of the phenomenon being studied.

A. Instrument

The survey was created and distributed through the Google platform. The research instrument collected information about how participants view the tearoom and coffeeshop names throughout the city. The survey asked students to identify the morphological elements in tearoom and coffeeshop names through statements about trilateral and compound names and names that originate from other processes. The survey instrument used a 5-point Likert scale to evaluate participant perceptions about brand names. The researchers developed the scale so it could effectively measure participant opinions while maintaining a straightforward interpretation for the readers. The research instrument allowed researchers to gain detailed insights into how participants understand the morphological variations between tearoom and coffeeshop names in Qassim. The results underwent quantitative analysis through IBM SPSS (Version 25) to derive meaningful findings regarding naming conventions with morphology and cultural relevance and simplicity effects on brand perception. The survey's concluding section included an open-ended section for comments and suggestions, which underwent qualitative analysis.

B. Participants

The research instrument was distributed to 76 female students from the English Language and Translation Department at Qassim University. The cleaning process eliminated three survey data rows because they contained missing values. The research included 73 female participants who studied English Language and Translation at Qassim University and resided in Buraydah, Qassim. All participants were between 21 and 25 years old. The researchers determined that the demographic similarities between participants regarding age, gender, academic discipline, and geographic origin would not affect the analysis results. The demographic variables show no significant variations between the participants. These young women who approach graduation in higher education have extensive exposure to cultural and linguistic influences that shape their opinions about brand names without any distortion from their defining characteristics. Their education in English Language and Translation teaches them to identify linguistic details, which makes them ideal candidates to assess naming practices in coffee shops and tearooms. The study benefits from an unchanged cultural environment in Buraydah, Qassim, because all participants reside there, which minimizes the impact of regional differences. The number of variables that could influence the research results decreases. The subjects' high degree of similarity ensures that research outcomes will show universal brand perception patterns instead of being influenced by demographic variations.

The data in Figure 1 demonstrates that participants reported different academic levels throughout the study. The data shows that the highest occurrence of "8" appears 25 times, while "4" appears only twice as the lowest value. The participant numbers show substantial differences between academic levels 5 and 8. The wide range of academic levels observed at levels 5 and 8 demonstrates that the research sample contains participants from diverse educational backgrounds. The inconsistent data collection method produces different understandings of tearoom and coffeeshop names regarding their linguistic and morphological patterns. Individuals who possess varying levels of education tend to interpret linguistic choices and branding strategies, and the cultural meanings of names differently. The diverse responses from participants suggest that the sample size contains fewer uniform perceptions about the impact of name morphology on business outcomes. The analysis becomes more complex because of this approach, which reduces our ability to reach definitive conclusions about insights, even though nuances can be intricate and nuanced.

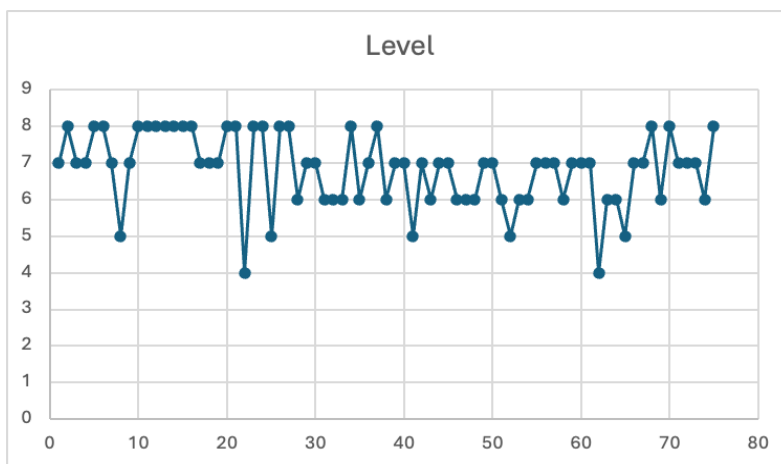


Figure 1. Participants' Academic Level

IV. ANALYSIS AND RESULTS

The analysis of the questionnaire yielded the following results.

A. *Languages and Dialects*

Table 1 demonstrates the main linguistic choices that appear in coffee shop and tearoom naming conventions. The survey results show a combination of language preferences for coffeeshops, with 24.7% (n=18) respondents disagreeing and no one selecting strongly disagree. The survey participants observed English names in coffeeshops frequently because 57.5% (n=42) of them agreed with this statement, and 17.8% (n=13) stated it happens always. English names dominate the naming landscape of coffeeshops, although they do not completely dominate it. The survey results show that English names for tearooms occur less frequently than for coffeeshops, since 12.3% (n=9) of respondents agreed to this pattern and 1.4% (n=1) strongly agreed that it happens always. This data indicates that tearooms and coffee shops have different naming preferences. Survey participants observed Standard Arabic names on coffeeshops frequently (60.3% combined) while most participants confirmed that coffeeshops frequently use colloquial Arabic naming (86.2% combined).

TABLE 1
LANGUAGES AND DIALECTS

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

*n: Frequency; %: percentage

Both locations follow traditional naming customs because of cultural preferences. The research findings presented in this work support previous studies about brand name effects including Keller's (1993) brand equity model and Chulakova et al.'s (2024) linguistic and extralinguistic factor analysis. The research introduces new perspectives about the unique naming methods of coffeeshops and tearooms while examining their usage of English and Standard Arabic and colloquial Arabic which has not been studied in previous work.

Multiple linguistic influences exist based on the changes seen in naming practices. The choice between English, Standard Arabic or colloquial Arabic names for coffeeshops and tearooms creates different effects on how customers perceive cultural identity and branding strength. The name of a business holds significant importance despite the fact that some people believe it has minimal impact because it directly influences how customers experience and perceive the brand. The essential relationship between language and branding exists as a critical factor while producing obstacles for businesses that operate in multicultural settings.

B. *Morphological Structure*

The public displayed diverse opinions about how the names of coffeeshops differ from tearooms. The survey results showed that 83.5% of respondents either agreed or strongly agreed that these establishments have different morphological names. The agreement demonstrates that respondents have a clear understanding of how linguistic structures differ between these two types of establishments. A substantial number of participants detected structural differences between coffeeshop names and tearoom names as well as what each type of establishment represents. A minority of 8.2% (n = 6) disagreed that these establishments have different morphological structures.

The data reveals 8.21% of respondents (n = 6) expressed neutral opinions about the differences between coffee shop and tearoom names. The respondents showed no interest in the naming variations between tearooms and coffeeshops. The neutral responses indicate the complexity of this issue because many people do not have enough experience or knowledge about naming conventions to make a definite decision. The results match those from Chulakova et al.'s (2024) linguistic and extralinguistic brand name formation study and validate Klink and Smith's (2001) argument about linguistic elements driving consumer perception changes.

TABLE 2
MORPHOLOGICAL STRUCTURES

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

The research into naming patterns of coffeeshops and tearooms in the city demonstrated that trilateral, quadrilateral and quinqueliteral structures were the most commonly used naming choices. Research findings demonstrate that 57.5% (n = 42) of respondents strongly agreed and 21.9% (n = 16) agreed that trilateral names are common in coffeeshops because they are easy to remember. The usage of trilateral names in tearooms stands lower than coffeeshops since 17.8% (n = 13) strongly agreed and 26.1% (n = 19) agreed. The data showed that tearooms differed from coffeeshops when it comes to branding preferences since 52% of respondents disagreed with quadrilateral names while 11% of participants disagreed with this pattern in coffeeshops.

The study revealed tearooms use quadrilateral names at a higher rate since 21.9% (n = 16) participants agreed and 12.3% (n = 9) strongly agreed to their use. The survey results showed that 15.1% (n = 11) of respondents agreed with the use of coffeeshops while 8.21% (n = 6) strongly agreed. The collected data shows that both metroidsyllabic names and distinct names achieve balance in naming conventions at a moderate level. The majority of respondents from both tearooms and coffeeshops showed negative reactions to quadrilateral names since 75.3% (n = 55) of coffeshop participants and 56.2% (n = 41) of tearoom participants disagreed with these four-syllable brand names.

The usage of quinqueliteral names remains sparse according to both tearoom and coffeeshop participants since their strong agreement reached less than 10%. The survey results showed that 47.9% (n = 35) of participants did not approve of quinqueliteral names in coffeeshops and 53.4% (n = 39) disapproved of such names in tearooms. The majority of participants showed strong disagreement toward the names of coffeeshops at 39.7% (n = 35) and tearooms at 30.1% (n = 22).

The study findings support Lowrey et al. (2003) who demonstrated linguistic structure enhances brand name recall and the research of Hilgenkamp and Shanteau (2010) about brand names affecting perceived quality. The survey results indicate that trilateral and quadrilateral names are preferred in general but the preference patterns differ between coffeeshops and tearooms. In marketing terms every specific commercial sector develops its own set of branding methods according to its distinct cultural and market orientation. The numerous neutral responses across naming types indicate that participants showed limited familiarity or opinions about specific morphological forms which prevents broader generalization of the findings.

C. Common Nouns and Nouns With Definite Articles

The survey data shows that coffeeshops and tearooms in the city use different common nouns and definite articles as their naming conventions (see Table 3). The survey results showed that 53.4% (n = 39) of participants agreed with the statement about coffeeshop names using common nouns because such names are easy to recognize. The survey results showed that 34.2% (n = 25) participants strongly agreed with the statement and 9.7% (n = 7) disagreed and 2.7% (n = 2) strongly disagreed. The majority of participants agreed with the use of common nouns in tearoom names since 17.8% (n = 13) strongly agreed and 78.1% (n = 57) agreed. The survey results showed that 15.1% (n = 11) participants disagreed with the statement. A high level of agreement exists regarding the use of common nouns for naming tearooms and coffeeshops.

Most participants (65.7% or n = 48) disagreed that coffeeshop names frequently include definite articles while 23.3% (n = 17) strongly disagreed with this statement. The remaining survey participants split their responses with 4 individuals (5.5%) agreeing and 3 participants (4.1%) strongly agreeing. Most participants thought coffeeshop names do not use definite articles yet a significant number of respondents observed their occasional use in these names.

TABLE 3
USE OF COMMON NOUNS AND NOUNS WITH THE DEFINITE ARTICLE

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

Tearooms exhibited a comparable pattern. Most participants ($n = 61$; 83.5%) expressed disagreement with the statement that tearoom names regularly contain definite articles. The results show participants strongly oppose the use of definite articles in tearoom naming which matches the coffeeshop naming pattern. The research results match Danesi's (2013) analysis of phonetic elements in consumer branding semiotics. The naming practices of coffeeshops and tearooms share some commonalities but differ in their use of common nouns and definite articles which results in widespread acceptance of common nouns yet general disapproval of names with definite articles.

D. Proper Nouns

The study data shows that respondents demonstrate different brand choices depending on their ratings of proper nouns and titles in naming conventions (see Table 4). A total of 21.9% ($n = 16$) among the participants agreed with the use of proper nouns in coffeeshop names while 6.8% ($n = 5$) strongly agreed. A significant portion of 27.4% ($n = 20$) disagreed with the practice while 11% ($n = 8$) strongly disagreed about it. The participants showed neutral responses at 32.9% ($n = 24$). The data shows that proper nouns in coffeeshop branding receive limited support from respondents for creating personal or easily recognizable images but the even distribution of responses makes it difficult to draw final conclusions.

TABLE 4
PROPER NOUNS AND TITLES IN BRANDING

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

The research data about proper noun usage in tearoom names produced clear outcomes. The survey results showed that participants mostly agreed with the use of proper nouns in tearoom names. Only one person ($n = 1$; 1.4%) strongly disagreed yet 46.6% ($n = 34$) agreed and 31.5% ($n = 23$) strongly agreed. The survey results indicated 9.6% ($n = 7$) of respondents disagreed with the use of proper nouns in tearoom names while 11% ($n = 8$) maintained neutrality. The data shows that tearoom proprietors frequently choose proper nouns for their business names because they want to create a personalized atmosphere or emphasize cultural heritage.

This research explores how proper nouns and titles deliver cultural and semantic value to coffeeshop and tearoom names through their strategic and symbolically meaningful applications. The analysis shows that tearooms use proper nouns more often than coffeeshops do which demonstrates tearoom owners focus more on personal or cultural branding elements. According to public perception coffeeshops choose names which resemble titles to create an impression of exclusivity or uniqueness.

E. Compound Nouns

Observations about branding divergences across coffee shops and tearooms become apparent by using compound nouns in their business names (See Table 5). The data shows that 38.3% of respondents ($n = 28$) either agreed or strongly agreed that compound nouns appear frequently in coffeeshop names. The research showed that 57.7% ($n = 42$) of participants disagreed that compound nouns are standard naming practices in coffeeshops. Survey participants showed no strong agreement toward using compound nouns in coffee shop branding. The survey results demonstrate that people show either no strong feelings or slight opposition to compound nouns being used in this manner.

The statement about compound nouns in tearoom names achieved greater acceptance from respondents since 60.3% ($n = 44$) agreed with this naming practice. The survey showed that 19.2% ($n = 14$) of respondents strongly agreed and 10.9% ($n = 8$) agreed with this naming approach in tearooms. Tearoom owners tend to use compound nouns in their names because they want to establish distinctive branding identities or descriptive names. The substantial number of respondents demonstrate their preference for distinctive names which effectively represent what their business stands for. Tearooms deliberately choose particular names to develop distinctive identities which appeal to clientele while establishing their desired atmosphere. The naming choices of coffeeshops follow conventional or traditional approaches which produces fewer compound structures compared to tearooms.

TABLE 5
COMPOUND NOUNS

Statements	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
'Compound Nouns are used as names of coffeeshops in my city'.	2	2.73	26	35.6	3	4.10	32	43.8	10	13.7
'Compound Nouns are used as names of tearooms in my city'.	14	19.2	44	60.3	2	2.73	8	10.9	5	6.85

According to Keller’s (1993) brand equity model compound nouns in coffeeshop names contribute to brand identity development. The cultural branding mechanisms affect how names develop in modern branding decisions. Tearooms tend to use traditional naming styles according to Kushwah et al.’s (2019) research. The findings show that branding strategies need to consider the mutual influence of brand value with cultural adaptability as well as verbal structures to achieve success.

F. Additional Comments

The survey’s last question enabled participants to provide supplementary comments (See Table 6). Numerous opinions and cultural understandings about the naming tradition of coffee shops and tearooms emerged from the responses collected.

TABLE 6
SAMPLE OF RESPONSES TO ADDITIONAL COMMENTS

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

The diverse range of answers fits into categories which match the main research topic about how morphological elements affect naming practices. The responses highlight four main themes which are linguistic origins, simple structure, cultural importance and unique morphological characteristics. The next part provides an extensive examination and thematic evaluation of the collected comments.

Linguistic Origin and Adaptation. The respondents observed that coffeeshops choose names from non-Arabic origins which still contain Arabic elements in their written form. The names of these shops derive from English and French origins while using Arabic script for their presentation. The data contains two examples of coffee shop names: "كوفي بيرسون" which translates "person and coffee" and "كوفي لادوسير" which comes from French and means "gentleness." Many coffeeshop owners select names from foreign origins because they want to create an international atmosphere or benefit from Western language sophistication. The branding techniques find equilibrium between traditional local essential elements with universal global components by using Arabic script. Consumer perception changes as a result of this method which demonstrates broader concepts of linguistic adaptation. Coffee businesses that use foreign names written in Arabic language attract customers because they offer both worldwide coffee culture accessibility and language understanding for Arabic speakers. The approach enables businesses to present themselves as contemporary global enterprises that maintain their cultural foundations.

Simplicity and Memorability. The main recommendation theme focuses on keeping naming conventions straightforward. A participant emphasized that names should remain brief and easy to remember for customers to increase popularity. The competitive market benefits from simple names because they help customers remember brands more easily and pronounce them better and develop brand associations quickly. Two names "كوفي راف" and "يول" use only three letters without clear meaning which makes them easy to remember and accessible to a wide audience. Many coffeeshops choose simple branding approaches because they want to create strong accessible brand identities. The notion is supported by a comment which mentions 'لامادي لاونج' (Gray Lounge) as a compound noun. The combination of words in compound nouns produces short yet detailed business names which deliver essential business characteristics while avoiding complicated language. These terms achieve a perfect blend of simplicity and brand identity which helps businesses express their operational purpose or environment through direct messaging.

Cultural Relevance and Appropriateness. The local cultural context serves as a major determinant for people's preference of names. A respondent showed preference for tearoom and café names with local meaning including 'بوق' (Booq), 'نمق' (Namaq), 'شاهي ساير' (Shai Sayir), 'عودي' (Oudi), and 'ناحية' (Nahiyah). The names incorporate cultural elements that match their surroundings and create nostalgic feelings and local pride as well as traditional associations. The name "عودي" creates mental connections to traditional cultural elements while expressing a feeling of belonging to native local traditions. Corporate entities that select names based on local cultural traditions can better engage their target market which produces better brand loyalty and increased support from the community. The tearoom naming approach demonstrates a higher level of sophistication compared to cafés because tearooms prefer formal names. The comparison reveals opposing cultural attitudes toward these two business types. The tearoom name "زقرت" ('Zagrat') uses its humorous tone to represent the casual atmosphere that tearooms usually have. This type of name would not fit the typical coffeeshop environment because these establishments usually present themselves as sophisticated cultural spaces.

Novelty and Unique Naming Trends. New brand names increasingly favor unique and interesting choices according to multiple recommendations. The new brand ممر ناحية (Mamar Nahiyah) distinguishes itself through its original naming approach. The compound name Mamar Nahiyah blends ممر (passage) with ناحية (aspect) to create a name that represents visual and experiential elements. The selection of inventive brand names helps businesses achieve market distinction since they stand away from competitors while simultaneously grabbing consumer attention through their unique essence.

Place-Based Variability. The research shows that names of people together with place names and words demonstrate major differences across different cities. The naming practices differ across cultures because names acquire distinct meanings based on their specific regional backgrounds. The preceding analysis demonstrates that naming preferences exist beyond universality because they develop from regional customs and linguistic characteristics and local community values. The significance of cultural history and population traits emerges as brand names should be adapted to the particularities of each location because what suits one locale may prove detrimental in another one.

Combined cultural background and linguistic background and branding approaches create the factors that drive the naming process of coffeeshops and tearooms. Establishments functioning in this market need to select names that are easy to remember along with being culturally attuned and maintaining consistency with their brand. The research evidence shows that naming choices in Qassim are formed through a combination of cultural and linguistic elements. The names of coffeeshops remain straightforward and contemporary because they represent both social gathering spaces and globalized urban symbols. These businesses unite Arabic heritage elements with modern branding techniques to produce a combination of classic heritage values and modern contemporary elements. Tearooms establish their Middle Eastern cultural heritage through proper nouns and figurative language which creates unique expressions of identity. Society shows a trend of combining traditional roots with contemporary innovations which forms the concept known as 'modernataire.' Consumer language uses tearooms to represent traditional heritage while coffeeshops represent modern innovation in social culture. These two establishments provide comprehensive knowledge about how language and culture influence consumer behavior.

V. CONCLUSION

A brand's name undergoes specific linguistic and grammatical and cultural deliberations to create brand imagery that engagement convinces consumers at multiple intellectual and emotional levels. The research investigated the structural variations between tearoom and coffeeshop names in Qassim while studying their effects on customer perception. The naming conventions for coffeeshops differ substantially from tearooms because they use modern terminology which includes foreign words and brewing process references and abstract terms to attract younger customers who are globally minded. Tearoom names use words that create feelings of warmth and comfort to match their traditional and conservative cultural image.

Consumer perceptions strongly depend on the language features used in brand naming. The public perception of coffeeshops emphasizes modernity and style but tearooms create associations with historical authenticity together with relaxed hospitality and rural charm. A business must carefully choose its brand name because the morphological structure should match both its desired image and its target market. Brand recall and consumer engagement benefit significantly when consumers focus on the primary linguistic elements of phonetics along with semantics and syntax according to study results. Consumer experiences connect emotionally to brand names that develop naturally from their experiences. Brand names that have appeal through sound design or link to product features or agree with cultural background will create more positive interactions between businesses and their customers. Brands with alliterative names or names that have association to cultural symbols easily stay in memory which in turn enhances consumer trust in the brand. The shift from plain generic names to complex brand names which bring cultural relevance demonstrates a fundamental change in how brands seek to form strong emotional bonds with their target audiences. When brand names contain components that create phonetic attractiveness and semantic complexity and morphological complexity they grow more likely to achieve memorability and cultural relevance and emotional impact. Thoughtful brand naming in multicultural environments emerges as a critical business strategy to develop market presence through maintaining brand identity and customer loyalty for achieving sustained business success.

This research study generates multiple promising research paths through its collected findings and insights. Future studies should analyze how brand names morphologically affect the brand perception that considers language structures and social factors across world nations. The investigation of universal patterns across countries should be combined with studies about cultural influences that affect how people perceive brand names globally. The analysis of morphological differentiation through business sector expansion to fashion and beauty industries would generate valuable insights. The proposed extension helps experts within the design field to understand how naming conventions differ between industries together with their effects on consumer responses. The research would be strengthened by integrating participants who have varying educational experiences because this approach would enhance the breadth of acquired insights across different backgrounds.

The research should move forward by studying how brand names affect phonetics and semantics. A study about how phonological aspects in brand naming (including rhyme behavior and alliterative effects and vowel choice schemes) impact consumer affective engagement and sense of connection could boost comprehension particularly in relatively new brand scenarios. Studies examining this topic would make significant contributions to the linguistic brand naming

model through their ability to compare naming systems across different contexts. Investigations into these matters will play a critical role in driving strategic brand identity development because of the expanding digitalized world markets today.

ACKNOWLEDGEMENTS

The researcher would like to thank the Deanship of Graduate Studies and Scientific Research at Qassim University for financial support (QU-APC-2025).

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