

Tearooms and Coffee Shops: Morphological Structures in Branding

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

Keywords: Brand Identity, Coffee Shops, Marketing Strategies, Morphological Structures, Tearooms, Phonology

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1. Introduction

The naming of a business plays a pivotal role in shaping consumer perceptions and establishing brand identity, particularly in the competitive landscape of the food and beverage industry. Tearooms and coffee shops, as popular social spaces, rely heavily on effective branding strategies to attract and retain customers. Over the decades, the evolution of store names has transitioned from straightforward, descriptive titles to more creative and symbolic identifiers that resonate with contemporary consumer values and cultural contexts. This shift reflects broader trends in consumer preferences, marketing strategies, and the increasing importance of brand differentiation.

As markets become saturated, the significance of a store's name extends beyond mere identification; it serves as a crucial element of branding that influences consumer behavior. Research has shown that well-chosen names can evoke emotion, enhance brand loyalty, and create memorable customer experiences. In this context, morphological structures—such as the use of trilateral, compound, or blended names—emerge as essential factors in crafting appealing and effective brand identities. Furthermore, the cultural relevance of names cannot be overlooked, as they must align with the values and expectations of target audiences to foster positive emotional connections.

This study aims to explore the morphological differences in the naming conventions of tearooms and coffee shops, focusing on their impact on consumer perceptions in the Qassim region of Saudi Arabia. By employing a mixed-methods approach that combines qualitative and quantitative research techniques, this research analyzed how linguistic characteristics, cultural significance, and naming strategies influence brand identity and consumer engagement. The findings contribute to a deeper understanding of the interplay between language and branding, providing insight for business owners seeking to navigate the complexities of naming in a multicultural marketplace. Ultimately, this study underscores the importance of thoughtful branding as a critical component of marketing strategy, capable of driving consumer preference and enhancing market presence.

2. Literature Review

Store names have evolved significantly over recent decades, reflecting broader trends in consumer preferences, marketing strategies, and branding practices. Initially, many stores operated under generic names that were straightforward and descriptive. These names often simply indicated the types of goods sold or the store's location, such as "The Grocery Store" or "Main Street Hardware" (Aaker, 1996). Such names were practical and functional but lacked distinctive branding elements. In contrast, contemporary store names are becoming more attractive by being increasingly creative and symbolic, as will be discussed in the following paragraph. Competition increased and markets became more saturated, which in turn caused businesses to begin to recognize the importance of creating a unique identity to stand out. This shift from generic names to more creative and symbolic ones was driven by the need to differentiate brands and build a strong market presence (Kotler & Keller, 2016). By the mid-20th century, branding experts and marketers emphasized the role of names in evoking emotion, building brand image, and creating memorable customer experiences. For example, studies have shown that creative and symbolic names can significantly influence consumer perceptions and enhance brand loyalty more than generic ones (Grewal et al., 1998). The rise of consumer culture and the focus on brand differentiation drove the adoption of inventive names. Businesses started employing names that conveyed specific values, imagery, or associations that might reflect a particular culture. Research has demonstrated that names like "Starbucks" or "Apple" were chosen not only for their uniqueness but also for their ability to evoke positive brand associations and emotional responses (Hilgenkamp & Shanteau, 2010). This shift reflects the growing importance of creating a compelling brand identity and fostering deeper connections with consumers.

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

2.1. Choosing a Brand Name: Factors and Regulations

In the bustling world of tearooms and coffee shops, the way names are crafted through morphological structures significantly impacts consumer perception and branding effectiveness, prompting an exploration of their importance in achieving market success. Furthermore, the importance of store names lies in several key aspects. Firstly, a store's name significantly shapes the initial impression consumers have of the store, which can influence their overall perception and attraction to the business (Keller, 1993). Secondly, a well-chosen store name not only captures attention but also conveys essential information about the store's identity and values, playing a crucial role in branding and marketing strategies (Aaker, 1996). Additionally, store names can impact consumer decision-making processes by affecting their perceptions of quality, credibility, and desirability. Research has shown that store names can directly affect consumer behavior. For example, Grewal et al. (1998) found that store names significantly affect purchase intent, underscoring the importance of selecting a name that resonates with the target market. A name that resonates with the cultural context of the target market can make the store more relatable and appealing, thereby increasing its potential for success. This proves, as has been highlighted in previous research, that a store's name can enhance or detract from the effectiveness of marketing efforts and influence consumer behavior (Rao & Monroe, 1989; Grewal et al., 1998; Mollah, 2014; Harun et al., 2023). Thus, store names are integral to branding and consumer psychology, serving as a critical factor in shaping buyer decisions and establishing a store's market position.

Choosing the appropriate store name is crucial, with cultural considerations playing a key role in the process. Besides what has been mentioned previously, a well-chosen name can significantly enhance brand identity and establish a strong connection with the target audience that will last in the consumer's mind for a longer time. Store names that align with cultural values and preferences can foster a positive brand image and improve customer engagement (Kotler & Keller, 2016). Additionally, research indicates that a store name contributes to

the overall perception of brand quality and can influence consumer trust and loyalty (Rao & Monroe, 1989). By carefully selecting a name that reflects the store's brand values and cultural nuances, businesses can enhance their market positioning and drive consumer preference (Aaker, 1996).

A study by Hilgenkamp and Shanteau (2010) revealed that consumers are significantly influenced by brand names, often placing more value on the brand than on the product itself. They gave an example of chips, where when the chips were presented without packaging, ratings were consistent across all samples. However, when the same chips were presented in less desirable packaging, the ratings shifted noticeably, indicating that consumers "tasted the label" rather than the actual product. This underscores a strong brand equity effect, where the brand name substantially impacts perceptions of quality. The study also found that brand equity effect varies by product type, with different patterns for tissues, chips, and crayons. Generic brands consistently received the lowest quality ratings across all product categories, reflecting a general bias against generic labels. In contrast, products presented without brand names showed only minor differences in ratings, suggesting that negative perceptions associated with generic brands diminish product quality evaluations. Additionally, Hilgenkamp and Shanteau's research supports the idea that consumer perceptions follow an averaging model, integrating both the product's brand name and sensory attributes to form an overall assessment of quality.

Rao and Monroe (1989) conducted a meta-analysis study to assess how price, brand names, and store names influence consumers' perceptions of product quality, commonly referred to as brand equity. Their findings revealed that both price and brand names had statistically significant effect on perceived quality, with higher prices and stronger brand names enhancing perceptions of quality. Notably, brand names had a more substantial effect on perceived quality than either price or store name. This underscores the critical role that brand identity plays in shaping consumer perceptions, highlighting that a strong, recognizable brand is more influential in determining perceived product quality than price or the retail environment in which the product is sold (Rao & Monroe, 1989).

Recently, the Qassim region in Saudi Arabia has experienced a notable transformation in its coffee shop and tearoom industry, underscoring the growing importance of strategic brand name selection to align with local cultural preferences and market trends. The naming of tearooms and coffee shops is crucial for brand identity as discussed earlier, with morphological considerations significantly affecting consumer feelings and memorability. Key factors include the uniqueness of the name, its relevance to the offerings, and cultural or linguistic implications. Research shows that culture extremely influences global advertising strategies, and this extends to brand names as well. For instance, Olwi and Alshammari (2024) noted that many cosmetic brand names are poorly integrated into target cultures and are often described as "sexually-oriented." These researchers, which employed a survey to explore respondents' attitudes toward controversial product names in the beauty industry, revealed that the majority of respondents recalled product names with explicit sexual terms, such as "Better Than Sex Mascara" (54.2%) and "Orgasm Blush" (33.9%), more readily than those with subtler sexual connotations. Furthermore, respondents were familiar with these names, indicating their awareness of such products in the market. Regarding inappropriate language, 44.4% of respondents rejected its use entirely as not aligning with our culture, while 38.3% indicated they were merely bothered by it. In this study, 53.8% of respondents had never lived outside Saudi Arabia, and those who had lived abroad were notably more sensitive to these names. Overall, the majority felt embarrassed by products with what could be deemed overly inappropriate names and supported changing such names to align better with Saudi cultural norms. Hence, these findings point to a significant sensitivity to culturally inappropriate product names and highlight the necessity of considering cultural norms in branding and advertising strategies in the Saudi context.

In addition, exploring morphological elements in brand naming reveals how language shapes brand identity and consumer feelings. Effective brand name selection is crucial in product marketing, affecting consumer choice and competitive advantage. Moreover, linguistic factors are intertwined with corporate characteristics and market presence, with significant variations in marketing strategies needed for different regions. For example, in Arab world markets, brand names must adhere to cultural norms and Islamic principles, which indicates the use

of Arabic or Arabized terms and the avoidance of foreign words (Ministry of Commerce, n.d.). As researchers have noted, companies strive to appeal to consumers by developing brand images that align with Islamic marketing principles. The concept of brand religiosity image, which reflects a social trend, includes the integration of religious principles, symbols, and language. This strategy is anticipated to play a key role in shaping the future of Islamic marketing (Idris et al., 2019).

Additionally, selecting a brand name involves legal and cultural considerations. Trademark law is crucial for protecting names, logos, and slogans from unauthorized use. Furthermore, cultural sensitivity is particularly important in Arab world markets, as mentioned earlier, where names with sexual references may be considered offensive due to religious and moral values (Olwi & Alshammari, 2024). Some believe that the use of local and Arabic terms can enhance brand communication by creating emotional connections and aligning with religious values (Harun et al., 2023). Thus, successful branding in Gulf countries often involves culture-specific approaches, choosing the one that aligns with Islamic branding (Kushwah et al., 2019). Therefore, international companies should carefully translate names, consult local experts, and ensure their brand identities align with the target culture's values as creating strong brand names is critical for marketing managers, often more influential than packaging or promotional strategies (Kohli & LaBahn, 1997). To address this, it is recommended that companies establish clear objectives, generate diverse name options, and conduct thorough evaluations to ensure alignment with marketing strategies and avoid registration issues (Kohli & LaBahn, 1997). Ultimately, strong brand names can influence customer choices and provide immediate value, with a systematic approach being essential for success (Kohli & LaBahn, 1997).

2.2. Factors Influencing Brand Name Recall

Linguistic features such as rhyme, onomatopoeia, and affixation can enhance brand name memorability, but other factors, particularly brand familiarity, often play a more significant role. Research by Lowrey et al. (2003) suggests that while linguistic characteristics contribute to recall, brand familiarity is a more influential factor. Their findings indicate that linguistic features are more effective for less familiar brands, as familiar brands benefit from inherent recall advantages that can diminish the impact of these features. The interaction between linguistic elements and brand familiarity shows stronger effect for less familiar brands (Lowrey et al., 2003). In addition, Lowrey et al. (2003) examined how various linguistic characteristics affect brand name memory, noting nine key factors, which are: rhyme, onomatopoeia, initial plosives, acronyms, unusual spellings, affixation, paronomasia, metaphor, and semantic appositeness. The study found that while these features can enhance brand name recall, their effectiveness is influenced by brand familiarity. They also suggested that for less familiar brands, features such as unusual spellings and semantic appositeness improve recall. Conversely, for more familiar brands, these features were found to have less impact, with some, like blending, even showing negative effect. Thus, linguistic attributes may be more beneficial for recall in less well-known brands (Lowrey et al., 2003).

2.3. Linguistic Aspects of Store and Brand Names

One major concept in brand name generation is the crucial role of language, which serves as a primary means of communication and plays a significant role in shaping brand identity. Language is a means of communication using sounds from the speech organs and serves as a tool for self-expression and identity (Rabiah, 2018). The selection of a brand name is more than just a preliminary step; it is fundamental to the product's market presence and success. Language not only reflects the brand's values and mission but also influences consumer feelings and emotional responses. Therefore, choosing a suitable name requires considerable effort, as the linguistic aspects of the brand name—such as phonetics, semantics, and cultural relevance—can greatly impact its effectiveness and resonance with the target audience. A well-crafted brand name can show a strong identity, create a lasting impression, and enhance consumer engagement, making the linguistic dimension an essential consideration in brand strategy.

When studying the linguistic characteristics of brand names, several key aspects are commonly examined: morphology, phonology, semantics, and syntax. These elements are integral to understanding how brand names function across different languages. In terms of morphology, brand names often use various morphemes—the smallest meaningful units of language—to convey specific meanings and associations. As Arslan et al. (2023) highlight, morphology is essential for understanding language construction. It involves analyzing the structure and formation of words, including morphemes, which are the smallest meaningful units. Their study shows that corpus-based analysis can reveal key grammatical and semantic patterns in a language. Additionally, in the English language, a diminutive suffix such as the suffix “-ie,” which is often used to create endearing or informal names, such as “doggie” for a small or beloved dog, adds a sense of affection and familiarity to the term, while linguistic roots can signal the cultural origins of a product.

Phonology, or the study of sound, is crucial in branding as well. Certain phonemes or speech sounds may be perceived as more pleasurable or memorable (Yorkston & Menon, 2004). The strategic use of alliteration, consonance, and other phonetic devices can enhance a brand’s distinctiveness and memorability (Vanden Bergh, 1987; Bao, 2008; Pogacar, 2018; Ögel, 2019). For instance, brands starting with the letter “k” are notably more prevalent and memorable compared to those starting with other letters, attributed to the distinctiveness and versatility of this letter (Schloss, 1981, as cited in Kahle & Kim, 2006; Vanden Bergh, 1990). This finding is supported by studies showing that plosive sounds in brand names tend to be better recalled than names beginning with softer consonants or vowels (Vanden Bergh et al., 1984). Additionally, Pogacar (2018) found that brand names that sound more feminine (i.e., end with a vowel) top perform brand names that sound more masculine (i.e., end with a consonant). Moreover, another aspect that is termed “phonetic symbolism” also impacts consumer perceptions of brand attributes. For example, brand names featuring harder sounds can lead consumers to believe that the product attributes are more robust or harsh, which may align with certain product characteristics or marketing strategies (Heath et al., 1990; Yorkston & Menon, 2004). Conversely, softer sounds might suggest more gentle attributes. In her analysis of the relationship between sounds of brand names and consumers’ perceptions, Ögel (2019) found that consumers “would prefer brand names including front vowels and fricatives for smaller and thinner products; and brand names including back vowels and stops for larger and thicker products” (p. iv).

The context of semantics in branding involves both the literal and connotative meanings of brand names. Brands may choose names that are descriptive, aspirational, or whimsical to align with desired product attributes and brand image (Shipley et al., 1988). Semantic features of brand names are also crucial. Studies show that names perceived as congruent with the product category can generate more positive consumer attitudes (e.g., Glukhova, 2021; Hashem et al., 2024; Gupta et al., 2024). Names that suggest specific product attributes tend to improve recall, especially when advertising aligns with the brand name (Saegert & Young, 1983; Chisnall, 1985; Meyers-Levy et al., 1994; Keller et al., 1998; Zinkhan & Martin, 1987; Lowrey et al., 2003; Bandhan, 2019; Thoma & Wechsler, 2021). Finally, the syntactic structure of brand names, such as the use of compound words, can affect their perceived complexity and ease of recall (Lowrey et al., 2003). Additionally, the process of semiotization of a product is needed to make it a brand that has its own set of meanings and rhetorical associations (Danesi, 2013).

An interesting example is the combination of phonetic and semantic elements, such as in alphanumeric brand names (e.g., WD-40), which can enhance brand name effectiveness for technical or chemically formulated products (Pavia & Costa, 1993; Yan & Duclos, 2013; Tripathi, 2019). Hence, understanding these components helps companies strategically craft brand names that resonate with their target audience and their products, using linguistic features to enhance brand recognition and consumer engagement. For example, Lowrey et al. (2003) illustrated their point with Coca-Cola’s brand name, which uses the phonetic device of alliteration, which creates phonetic appeal and contributes to the product’s global success. Through careful consideration of these linguistic aspects, brands can better align their names with market preferences and cultural expectations, thus optimizing their overall branding strategy. Furthermore, the linguistic features of brand names, including syllable patterns, tone patterns, compounding patterns, semantic patterns, and the use of semantically associated words, all

contribute to conveying specific functions or features of products (Huang & Chan, 2005). Additionally, linguistic factors like graphic, lexical, stylistic, semantic, and morphological aspects significantly impact the process of brand name formation (Chulakova et al., 2024). The linguistic component of a brand name is considered critical to its recognizability and distinctiveness, affecting how well it stands out in the market (Francis et al., 2002). Studies have categorized brand names based on linguistic categories and demonstrated that certain linguistic features are more commonly used than others, emphasizing the importance of linguistic considerations in brand naming (Lowrey et al., 2003). As brands grow on a global scale, the linguistic elements of brand names—such as their sound, origin, and persuasive language—become crucial for effective translation and adaptation in diverse cultural contexts. Effective international brand names are characterized by consistent pronunciation across languages and positive meanings that align with the intended product attributes and positioning (Usunier & Shaner, 2002). Lastly, linguistic aspects are fundamental in shaping the identity, perception, and success of store and brand names. Understanding the linguistic features of brand names, including their phonetic, semantic, and cultural dimensions, is crucial for creating memorable, impactful, and culturally relevant brand identities.

When discussing store or brand names, the primary concern would be language, as it is used to convey the intended message. This is where morphology comes into play. Morphology is the study of word structure and formation; it examines how words are constructed from smaller meaningful units, such as prefixes, roots, and suffixes. This field involves identifying morphemes and understanding their patterns of combination. In the context of naming tearooms and coffee shops, morphological study is essential as it reveals how different word structures can affect consumer perception and memorability. As has been argued before, the internal structure of store names not only reflects a business's identity but also plays a critical role in attracting and retaining customers, highlighting the importance of morphological considerations in effective brand naming.

Recent studies have examined the morphological structures of store and product names across different languages. For example, in Korean business names, English elements are prevalent and seen in many stores, with compounding and shortening being the most common word formation methods (Kang, 2020). Similarly, in English store names in Indonesia, compound words are frequently used, with compound nouns being the most common type (Giyatmi *et al.*, 2014). In Polish retail and service names, fashionable morphological trends include the use of specific suffixes and references to other names (Rutkiewicz-Hańczewska, 2014). In his analysis of derivational morphological processes in Pakistani electronic advertisements, Malik (2015) found that brand names are not created in an arbitrary manner. Instead, there is a strong connection between the owner/producer, the consumer, and the product, which is often established through brand names created using various derivational morphological processes. These studies highlight the diverse morphological strategies employed in creating store and product names across different languages and cultures, which often involve balancing linguistic motivation and marketing effectiveness.

In tearooms and coffee shops in the Qassim context, for instance, simple names often consist of single roots or words, such as “True” or “Bash.” Research by Nair and Venkatesh (2018) shows that simple names are straightforward and memorable, providing a clear indication of the product or service. The simplicity of these names can enhance brand recall, making them easier for customers to remember and articulate. Another feature of simple or shorter names (i.e., mono-syllabic) is that they are “better suited to basic brands whereas longer names (tri-syllabic or more) are more appropriate for luxury brands” (Pathak et al., 2019, P.951).

In contrast to simple names, complex names incorporate compound and blended structures. Compound names, like “Fanjan Café,” “Sulaiman Tea,” or “Moroccan Tea Leaves” combine two or more words to create a descriptive and detailed insight into the business’s specialty. According to work by Klink (2000), compound names can effectively communicate the nature of the business, appealing to specific customer interests, and preferences or reflect the target customer culture. Considering the Qassimi culture, an example of that is observed in “Sulaiman Tea” where the name 'Sulaiman' is linked with the Qassimi culture. Blended names, such as “Breakaway,” merge parts of different words to create a unique and catchy brand identity. Klink and Smith

(2001) found that blended names can convey a modern or playful image, helping businesses differentiate themselves in a competitive market.

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

The effectiveness of these morphological structures is evident in their cultural resonance, memorability, and contribution to brand identity. Names that align with cultural expectations and are easy to remember and pronounce tend to enhance consumer engagement and brand recall (Aaker, 1991). For instance, “Brewed Awakening” blends “brewed” and “awakening” to suggest both a product and a positive experience, while “The Tea Lounge” implies a relaxed

environment, and “Café Java Jive” creates a lively brand image. Lastly, the previous examples illustrate how different morphological structures can shape branding and consumer perceptions, underscoring the practical application of morphology in business naming.

2.4. People’s Perceptions of Store Names

A brand name is a crucial element in consumer perception, serving as the initial point of contact and influence for potential buyers as it plays a significant role in determining the success of a product by shaping first impressions and conveying key aspects of the brand’s identity and value proposition. People’s perception refers to the process by which individuals interpret and make sense of various stimuli, including brand names and product images. It encompasses how people understand and evaluate a product based on their interpretations of its attributes and overall presentation. This perception influences attitudes and decisions regarding the product.

According to Grewal et al. (1998), consumers use cues such as store names, brand names, and price discounts as primary signals when forming perceptions about a brand or store. They argued that a store's name acts as an informational bridge to its overall image, with the name evoking a vivid store image in the customer's mind. As the strength of the store name increases, so does the perceived image of the store. The study concluded that a more positive store name leads to a more favorable perception of the store's image, and a more positive brand name enhances the perception of quality and increases the buyer's internal reference price. Additionally, there is a positive relationship between the buyer's perception of product quality and the store's image. Grewal et al. provided examples of stores that failed due to the neglect of these factors, which led to their bankruptcy. Some names are associated with a specific reference. For instance, the name "Nordstrom" is associated with luxury and high-quality service, aligning with consumer expectations. Retailers invest heavily in in-store design and branding to maintain competitiveness and shape customer perceptions (Grewal et al., 1998).

Moreover, Grewal et al. (1998) revealed that store image has a direct, positive impact on purchase intentions. Consumers often perceive added value based on the store’s image, which can influence their purchasing decisions. Retailers and manufacturers should ensure that store image aligns with brand positioning and leverage the image to attract more customers. Additionally, a strong relationship between store name and store image emphasizes the importance of consistency between the name and the image it projects. Retailers should be mindful when choosing or changing a store’s name to ensure it aligns with their desired image. The perceived quality of a brand also affects store image, suggesting that retailers need to offer merchandise that reflects their intended image. A study by Sari and Pradhana (2018) explored the impact of brand name, brand image, and word of mouth on consumers’ buying habits and loyalty in the context of online shopping. The results indicated that brand name and brand image significantly affect buying habits and customer loyalty, while word of mouth

does not show a significant impact on buying habits. This study demonstrates that brand name and image play a significant role in consumer behavior.

In summary, the literature review on store and brand name evolution highlights the dynamic interplay between linguistic, cultural, and marketing factors in shaping brand identity and consumer perceptions. Historically, store names have transitioned from functional descriptors to creative and symbolic identifiers, reflecting broader shifts in consumer preferences and branding strategies. Initially, names were simple and descriptive, serving a functional role in identifying products and locations. However, as markets became more competitive, there was a notable shift towards more distinctive and emotionally evocative names, which facilitated the creation of memorable brand identity and enhanced consumer loyalty (Aaker, 1996; Kotler & Keller, 2016).

The review also underscores the crucial role of store names in influencing consumer perceptions and decision-making processes. A well-chosen name can significantly impact brand equity by conveying key attributes and aligning with consumer values (Keller, 1993; Grewal et al., 1998). The literature review also reveals that names must be carefully crafted to consider cultural sensitivities and linguistic nuances, particularly in global markets. For example, names that resonate with local cultural contexts and linguistic patterns are more likely to succeed, as evidenced by the varying morphological strategies used across different languages and regions (Kang, 2020; Giyatmi *et al.*, 2018; Rutkiewicz-Hańczewska, 2014).

Furthermore, linguistic features such as phonetics, semantics, and morphology play a significant role in enhancing brand recall and effectiveness. The review highlights how phonetic elements like rhyme and onomatopoeia can improve memorability, especially for less familiar brands (Lowrey et al., 2003). Morphological structures, including compounding and affixation, also contribute to the distinctiveness and cultural relevance of brand names (Klink & Smith, 2001; Nair & Venkatesh, 2018). In addition, the impact of brand names on consumer perception and loyalty is profound. Research indicates that brand names are not only a reflection of the brand's identity but also a critical factor in shaping customer attitudes and buying habits (Grewal et al., 1998; Sari & Pradhana, 2018). As businesses expand globally, understanding and integrating these linguistic and cultural factors becomes increasingly important for effective brand communication and market success (Kohli & LaBahn, 1997; Olwi & Alshammari, 2024). Therefore, to expand the research on this topic, the current study established the following research question: Do participants perceive morphological differences between the names of tearooms and coffee shops in Qassim?

3. Methodology

A mixed research technique was utilized to achieve a comprehensive understanding of the phenomenon under investigation in this research. First, a survey was developed and shared via the Google platform with 76 female students in Qassim University's English Language and Translation Department. The survey was designed to obtain data from the respondents regarding how they perceive the names of the tearooms and coffee shops in the city. It included statements aimed at determining the students' perceptions of some morphological aspects of the names of these establishments, such as whether the names are or include trilateral, compound, or any name formed from other processes. The instrument included a 5-point Likert scale to measure attitudes, perceptions, or preferences, especially in evaluating these consumers' perceptions of brand names. The scale was constructed to provide enough variability to capture respondents' opinions while keeping it simple and easy to interpret. It also allowed for a range of responses (i.e., 1 = "strongly disagree" to 5 = "strongly agree"), which is useful for understanding the nuances of how people perceive the morphological differences between the names of tearooms and coffee shops in Qassim. Quantitative analysis of the results was conducted using IBM SPSS (Version 25), which is useful in drawing meaningful conclusions about the role of morphology in naming conventions and how different elements like cultural relevance and simplicity influence brand perception. Additionally, the final section of the survey invited comments and suggestions and was analyzed qualitatively.

Three survey data rows were removed due to missing values during cleaning data. Therefore, the study ended up with 73 female participants aged 21 to 25 years old studying English Language and Translation at Qassim

University and living in Buraydah, Qassim. Given the similarities in their demographic characteristics—i.e., age, gender, academic discipline, and geographic origin—these factors were deemed inconsequential in terms of their influence on the analysis. From the standpoint of demographic characteristics, such variables will not substantially differ. As these young women get closer to the end of their higher education studies, they are well-exposed to the cultural and linguistic influences that may shape their opinions of such phenomena as brand names without the introduction of biases stemming from their defining traits. Moreover, their educational background in English Language and Translation involves the study of the subtleties of language; this makes these individuals uniquely qualified to express intelligent opinions about such things as the naming norms of coffee shops and tearooms. Additionally, as all participants lived in Buraydah, Qassim, the study also benefits from an unchanged cultural environment where considerable regional differences have negligible effect. Hence, the possible confounding variables affecting the outcomes are lowered. In a nutshell, the fact that these subjects are so similar to each other guarantees that the results will reflect the general trends in brand perception rather than the differences caused by the diverse demographic backgrounds.

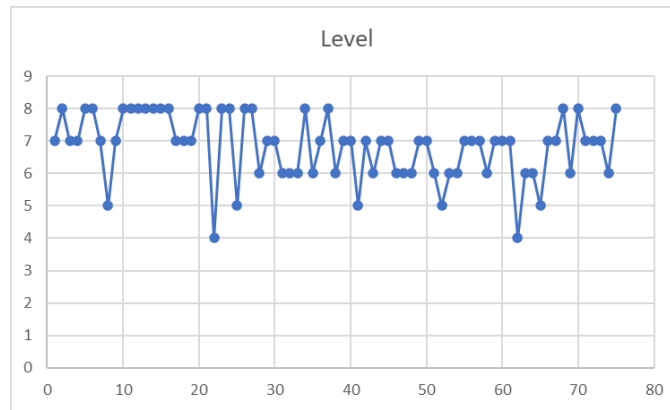


Figure 1: Participants' Academic Level

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

4. Results and Discussion

The analysis of the questionnaire yielded the following results, which are also presented on Table 1.

Statements	Never		Rarely		Sometimes		Often		Always	
	n	%	n	%	n	%	n	%	n	%
Coffee shops in my city have English names.	-	-	6	8.2	18	24.7	36	49.3	13	17.8
Tearooms in my city have English names.	15	20.5	37	50.7	11	15.1	9	12.3	1	1.4
Coffeeshops in my city have Standard Arabic names.	6	8.2	16	21.9	20	27.4	24	32.9	7	9.6
Tearooms in my city have Standard Arabic names.	3	4.1	9	12.3	10	13.7	35	47.9	16	21.9
Coffeeshops in my city have colloquial Arabic names	8	11.0	22	30.1	26	35.6	16	21.9	1	1.4

*n: Frequency; %: percentage.

Table 1: Languages and Dialects

This table elucidates substantial patterns of linguistic preferences in the naming conventions of coffee shops and tearooms. The responses of "rarely" 8.2% (n=6) and "never" (n=0) suggest that English names are not universally embraced, thereby indicating a mixed usage for coffee shops. English nomenclature is notably prevalent according to the participants, as approximately 49.3% (n=36) of respondents stated they "often" encounter such appellations and 17.8% (n=13) asserted they "always" do. This indicates a considerable, although not overwhelming, prevalence of English nomenclature. However, according to the survey responses, the names chosen for tearooms exhibit a marginally diminished propensity for English nomenclature, with 12.3% (n=9) of respondents stating this occurs "often" and 1.4% (n=1) maintaining it is "always" the case, thus revealing some divergence in naming preferences between coffee shops and tearooms. In the assessment of Standard Arabic nomenclature, tearooms disclosed a frequency at 47.9% (n=35) whereas 21.9% (n=16) of participants observed that coffee shops "often" incorporate colloquial Arabic into their names. This phenomenon reflects a cultural predilection for conventional naming practices across both venues.

The findings and analysis herein align with previous research on the cultural and linguistic impact of brand names, such as Harun et al.'s (2011) concept of Culture of Brand Origin (COBO) and Keller's (1993) examination of brand equity. The results also extend Chulakova et al.'s (2024) discussion of linguistic and extralinguistic factors by demonstrating specific preferences for Arabic linguistic variations. Furthermore, the current study offers new insights into the distinctive naming conventions of coffee shops and tearooms, particularly highlighting the nuanced differences in their use of English, Standard Arabic, and colloquial Arabic—an area previously unexplored in the existing literature.

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

Statements	Agree		Disagree		Neutral		Strongly agree		Strongly disagree	
	n	%	n	%	n	%	n	%	n	%
	Morphological difference between the names of coffeeshops and names of tearooms	40	54.8	5	6.8	16	21.9	11	15.1	1

Table 2: Brand Names

Respondents' views varied on this factor but the greatest proportion agreed. In this case, 54.8% (n = 40) of respondents agreed there is a morphological distinction in the names of such places, indicating substantial awareness of a difference in linguistic formative. A significant fraction of respondents perceived differences in how coffee shop and tearoom names are structured, pronounced, and/or what they refer to.

On the other end of this spectrum, 6.8% (n = 5) of respondents "Disagreed," suggesting they do not view the two as morphologically distant. This is further demonstrated by 21.9% (n = 16) selecting neutral, showing some ambiguity or no strong opinion on these names, which may indicate a lack, or indifference to the naming differences. The fact that such responses are neutral suggests how complicated the matter can be, as many people may lack sufficient experience or familiarity concerning naming conventions to tell one way or the other.

Further opinions, 15.1% (n = 11) of respondents answered, "Strongly agree," indicating that they perceive the morphological difference between the coffee shop and tearoom names. This group could have been around long enough to have learned the subtleties of language morphology or become more astute at branding. In contrast, just 1.4% (n = 1) of respondents "Strongly disagree," demonstrating little opposition to the statement that there is a naming difference.

This finding is consistent with Chulakova et al.'s (2024) linguistic and extralinguistic brand name formation study. At the same time, it challenges Keller et al.'s (1998) conclusion that brand names have a limited impact on consumer learning. It also supports Klink and Smith's (2001) emphasis on the role of linguistic elements in shaping consumer perceptions and Harun et al.'s (2011) concept of culture of brand origin (COBO), which emphasizes the satisfaction with nouns that reflect culture. This analysis aligns with Arslan et al.'s (2023) survey of morphological differences in Shahmukhi Punjabi and related to Huang and Chan's (2005) emphasis on the importance of language in marketing communications. Moreover, the findings reinforce Grewal et al.'s (1998) assertion that name morphology affects consumer perceptions, cultural identity, and branding resonance.

Morphological Structure

The analysis of the naming conventions of coffee shops and tearooms in the city revealed differing preferences for trilateral, quadrilateral, and quinqueliteral names. For example, coffee shop names tend to be more frequently trilateral, with 50.7% ($n = 37$) of respondents agreeing, indicating a preference for concise, memorable names. Tearooms also use trilateral names, but to a slightly lesser extent, with 31.5% ($n = 23$) agreeing, suggesting varied approaches in branding. For trilateral names, 21.9% ($n = 16$) strongly agreed for coffee shops, compared to 12.3% ($n = 9$) for tearooms. Disagreement is noted by 11% ($n = 8$) for coffee shops and 23.3% ($n = 17$) for tearooms, indicating slightly more scepticism about trilateral tearoom names.

Statements	Agree		Disagree		Neutral		Strongly agree		Strongly disagree	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Names of coffeeshops in my city are trilateral.	37	50.7	8	11.0	12	16.4	16	21.9	-	-
Names of tearooms in my city are trilateral.	23	31.5	17	23.3	24	32.9	9	12.3	-	-
Names of coffeeshops in my city are quadrilateral.	34	46.6	11	15.1	26	35.6	2	2.7	-	-
Names of tearooms in my city are quadrilateral.	28	38.4	11	15.1	28	38.4	6	8.2	-	-
Names of coffeeshops in my city are quinqueliteral.	23	31.5	19	26.0	24	32.9	6	8.2	1	1.4
Names of tearooms in my city are quinqueliteral.	23	31.5	18	24.7	24	32.9	6	8.2	2	2.7

Table 3: Morphological Structure

Quadrilateral names were found to be common for coffee shops, with 46.6% ($n = 34$) agreeing and for tearooms, where 38.4% ($n = 28$) agreeing, reflecting a moderate balance between simplicity and distinctiveness. Strong agreement for quadrilateral names was found to be lower, at 2.7% ($n = 2$) for coffee shops and 8.2% ($n = 6$) for tearooms. Disagreement was found to be 15.1% ($n = 11$) for both coffee shops and tearooms, while a substantial proportion of respondents remained neutral—35.6% ($n = 26$) for coffee shops and 38.4% ($n = 28$) for tearooms—indicating a mix of perceptions regarding four-syllable names.

For quinqueliteral names, both coffee shops and tearooms show relatively lower agreement levels, 31.5% ($n = 23$) each, suggesting that longer names are less common and might be used selectively to stand out. Strong agreement was limited to 8.2% ($n = 6$) for both, whereas disagreement was found to be 26% ($n = 19$) for coffee shops and 24.7% ($n = 18$) for tearooms. Strong disagreement was minimal at 1.4% ($n = 1$) for coffee shops and 2.7% ($n = 2$) for tearooms. Common neutral responses 32.9% ($n = 24$) for coffee shops and tearooms suggest that many respondents are unsure or indifferent regarding quinqueliteral naming.

These results are in accordance with those of Lowrey et al. (2003) regarding the function of linguistic characteristics in brand-name memory, as well as that of Hilgenkamp and Shanteau (2010) on the impact of brand names on quality perception. These findings do not, however, agree with those of Saegert and Young (1983) regarding minimal brand attribute differentiation. They span the findings of Shipley et al. (1988) through contemporary naming practices. In addition, they are Yorkston and Menon (2004) related to the role of familiarity in decision-making. Furthermore, the study advances Malik's study (2015) by incorporating a morphological viewpoint. Understanding consumer perceptions of trilateral versus quinqueliteral names is a new way of looking at brand names that previous investigations have not considered. It is thematically connected to discussions on brand familiarity, linguistic influence, and cultural adaptation in the literature review.

These findings emphasize that although trilateral and quadrilateral names are generally preferred for coffee shops and tearooms, the degree of congruence and dissonance varies. This reflects different naming preferences. Differences in the level of compliance, strong consistency, and the dissonance between coffee shops and tearooms. This indicates that unique cultural and commercial factors may influence each type of establishment in selecting branding strategies. The many neutral responses to all naming types also indicate a lack of clear opinion or familiarity with these specific morphological structures. This indicates that it might be difficult to generalize these findings to other contexts or draw consistent conclusions about the influence of name perception on consumer perception.

Statements	Agree		Disagree		Neutral		Strongly agree		Strongly disagree	
	n	%	n	%	n	%	n	%	n	%
Common nouns are used as names of coffeeshops in my city.	25	34.2	19	26.0	20	27.4	7	9.6	2	2.7
Common nouns are used as names of tearooms in my city.	27	37.0	13	17.8	22	30.1	11	15.1	-	-
Names of coffeeshops in my city have a definite article.	17	23.3	29	39.7	20	27.4	3	4.1	4	5.5
Names of tearooms in my city have a definite article.	25	34.2	15	20.5	24	32.9	4	5.5	5	6.8

Table 4: Use of Common Nouns and the Definite Article

The majority opinion that most coffee shops in the city do not have names with definite articles, although a substantial minority of the respondents asserted that they do.

On the other hand, 34.2% ($n = 25$) of respondents agree that tearoom names often use definite articles, along with the particular numbers of people stating the answers that reflect both the neutral responses (32.9%; $n = 24$) and the disagree responses (20.5%; $n = 15$). For the coffee shop names, 23.3% ($n = 17$) agreement and 39.7% ($n = 29$) disagreement were the recorded data, thus implying that there was some preference for tearooms for their names based on definite articles.

The results support Usunier and Shaner (2002) on the point of linguistic adaptation for brand relatability. They widen the scope of Heath et al. (1990) by bringing the issue of phonetic influence back to Danesi's (2013) study on the semiotics of consumer products and build on Kang (2020) who studies the role of the definite articles as well as Francis et al. (2002) on linguistic variations. The study particularly discloses the fact that consumers prefer to use common nouns as well as definite articles in tearoom and coffee shop naming, which is rather uncommon, and that there are morphological nuances that are neglected in previous research. These findings relate to the subjects of linguistic adaptation and semiotic influence that were discussed in the literature review.

To sum up, coffee shops' and tearooms' naming styles differ in some respects, as do their choice of common nouns and definite articles. Although common nouns are largely accepted as the terms of reference, many participants are undecided about whether to use them for naming a tearoom, as reflected in the neutral and strongly disagreeing responses. This variability in naming conventions suggests different cultural or marketing strategies that could influence the branding of these establishments, making it challenging to draw consistent conclusions about the impact of linguistic elements on brand identity and consumer perception.

Statements	Agree		Disagree		Neutral		Strongly agree		Strongly disagree	
	n	%	n	%	n	%	n	%	n	%
Proper nouns are used as names of coffee shops 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
Titles are used as names of coffee shops in	5	6.8	32	43.8	16	21.9	2	2.7	18	24.7

my city.										
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Table 5: Proper Nouns and Titles

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

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

Regarding the use of titles as names for coffee shops, 6.8% ($n = 5$) agree, which means they are not a prominent or widely accepted feature in the naming conventions. Meanwhile, 43.8% ($n = 32$) disagree, and 21.9% ($n = 16$) are neutral, which implies that a significant portion of respondents do not associate the use of titles with coffee shop names, indicating a general lack of preference for this naming convention. The relatively high percentage of neutral responses suggests some ambiguity or indifference. Of these, 2.7% ($n = 2$) strongly agree, indicating that titles are not a widely favored naming convention in this context. Furthermore, 24.7% ($n = 18$) provided a strong disagreement, which signifies this widely unaccepted naming tradition.

To sum up, the study's results align with several previous works in the research. It supports Meyers-Levy et al. (1994) regarding how name congruity affects brand evaluations and goes beyond the exploration of naming preferences by Pavia and Costa (1993) to alphanumeric styles. The outcomes are compatible with Kotler and Keller's (2016) reporting on strategic branding in constructing consumer perceptions. Furthermore, the study pointed to brand identity as important, as Aaker's (1996) ideas suggest.

Moreover, the results also confirm the conclusions of Lowrey et al. (2003) about the association of brand memory with linguistic characteristics. They align with Klink and Smith (2001) on the significance of linguistic properties in advertising. They promote Usunier and Shaner (2002) by the empirical demonstration of how linguistic adaptation contributes to the success of international brand names, and they also agree with Grewal et al. (1998) about the relationship of brand names with consumer evaluations. The research is similar to Huang and Chan (2005) on the subject of the interaction of language, culture, and marketing communication, and it is next to Yorkston and Menon (2004) in relation to phonetic symbolism in product evaluation.

This study illuminates the cultural and semantic significance of proper nouns and titles and their unique and even symbolically exploitative use in naming coffee shops and tearooms. These contributions add value to exploring the topics of cultural resonance and branding strategies, which have been discussed in the literature. Thus, the analysis shows that using proper nouns in tearooms is more frequent than in coffee shops, which may indicate the more personal or culturally significant naming of tearooms. It is believed that coffee shops have names similar to titles because they aim to create the atmosphere of a unique or exclusive establishment. The somewhat higher numbers of neutral responses and disagreements in many areas could be interpreted as different degrees of the respondents being more or less familiar with or having mixed perceptions about the naming conventions of those places. Such trends indicate that various factors, such as culture and marketing strategies, may influence the advertising of coffee shops and tearooms, which, in turn, may change the consumers' perceptions and emotional connections with the brands.

Statements	Agree		Disagree		Neutral		Strongly agree		Strongly disagree	
	n	%	n	%	n	%	n	%	n	%
Compound Nouns are used as names of coffee shops in my city.	31	42.5	6	8.2	6	8.2	30	41.1	-	-
Compound Nouns are used as names of tearooms in my city.	31	42.5	6	8.2	14	19.2	22	30.1	-	-

Table 6: Compound Nouns

The use of compound nouns such as coffee shop and tea shop names reveals some striking differences in the brand preferences of these establishments. For the message that compound nouns are used as coffee shop nouns, 42.5% ($n = 31$) of the respondents agreed, stating that compound nouns are often used with coffee shop nouns. This proves that this creates a sense of difference or a more descriptive brand. This significant proportionality emphasizes the popularity of composite structures, which can provide creativity and clarity in conveying the store's identity. In addition, 41.1% ($n = 30$) strongly agree, which further reinforces the prevalence of the use of compound nouns. Conversely, 8.2% ($n = 6$) disagree saying that some respondents may not view compound nouns as normal, and the same number pointed to Neutral points indicating a level of uncertainty or a lack of clear awareness associated with this naming convention. There were no respondents who strongly agreed with the choice. This represents little opposition to the idea that compound nouns are common in coffee shop names.

On the contrary, for the message that "a compound noun is used as the name of tearooms," the level of agreement is similar suggesting that a consistent, though not overwhelmingly strong, preference for such linguistic structures in these contexts. However, 19.2% ($n = 14$) of respondents were neutral, indicating a level of uncertainty or misunderstanding of the use of compound nouns in tearooms. 30.1% ($n = 22$) fully agree, which is a lower proportion compared to coffee shops. This indicates that there are fewer compound nouns used for tea shops. However, none of the respondents strongly agreed.

The analysis found that compound nouns were more often seen as cafeteria names than teahouses. This may be because cafeterias can aim to create distinctive or evocative names that resonate with consumers and convey a head shake or a specific atmosphere. On the contrary Tea shops may take a more straightforward or traditional approach to naming. As a result, there are fewer compound names. There is a high level of neutral response, especially in the tea rooms. This suggests that respondents have ambiguity or lack clear awareness regarding the prevalence of compound nouns, which may indicate a different naming convention or less visibility of the two salons' tea brands than the cafeteria. These insights suggest that different approaches to compound nouns may depend on the unique brand objectives for each type of establishment, potentially influencing consumer perceptions and emotional connections to the business.

The research shows that compound nouns in coffee shop names contribute to brand identity, consistent with Aaker's (1991) and Keller's (1993) theories on brand equity. It shows the naming practices that have been influenced by cultural branding; for example, the tearooms prefer the old-fashioned names, which are the findings of Idris et al. (2019) and Kushwah et al. (2019). In contradiction to Chisnall's (1985) statement that identical marketing strategies are adopted, the study discloses the different tactics that the coffee shops and the tearooms have used. Furthermore, it also supports Rao and Monroe's (1989) views on the brand names that influence quality perception, and it also furthers the study of Schloss (1981 as cited in Kahle & Kim, 2006), which is about the phonetics in brand name recall. In brief, the study underlines the interaction between brand equity, cultural appropriateness, and morphological elements in efficient branding techniques.

Comments

ايضا اود اضافة ان معظم أماكن القهوة تستخدم كلمة اصلها انجليزي أو فرنسي ولكن تقوم بكتابتها بأحرف عربية مثل (كوفي بيرسون اند كوفي عاندة إلى person and coffee) (بالإضافة إلى استخدام كلمات تتكون من ثلاث احرف فقط ليس لها gentleness و كوفي لادوسير تعود إلى اللغة الفرنسية وتعني 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 ماتمیل لمعانی أرقی وأعمق، علی عکس اسماء الشاهي، فمثلاً فيه محل شاهي اسمه زفرت! مستحيل قهوة یسمى کذا
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 coffee shop named ممر ناحية، which is an interesting name.

Table 7: Additional Comments

The last question of the survey asked respondents If they have any additional comments. Responses reveal diverse perspectives and cultural insights into coffee shop and tearoom naming conventions. They can be classified into different themes that align with the study's investigation of how morphology matters in naming conventions, focusing on aspects such as linguistic origins, simplicity, cultural relevance, and the use of specific morphological elements. The following provides a detailed analysis and thematic categorization of these comments:

Linguistic Origin and Adaptation

Some respondents noted using non-Arabic origin names for coffee shops, pointing out that even where the names have Arabic roots, they are often derived from English or French and only written in Arabic script. For example, the table above lists names such as "کوفي بیرسون" (transliteration of "person and coffee") and "کوفي لادوسير", which comes from French and means 'gentleness.' This strikes a pattern that perhaps the proprietors of these coffee shops are more inclined to foreign-origin names to project an image of internationalism or to tap into the supposed elegance of Western languages. Transcribing English or French names into Arabic script gives it a local flavor while keeping it global; hence it strikes a balance between cultural relevance and cosmopolitan identity. The effect this has on consumer perception is critical, with far-reaching implications for the practice of linguistic adaptation. Names of foreign origin printed in Arabic may attract more people. They fall within an allure that appeals to customers who love the universal essence of coffee culture while making them accessible to Arabic-speaking people. The strategy also applies to branding efforts aimed at projecting a cosmopolitan yet culturally embedded identity.

Simplicity and Memorability

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

Cultural Relevance and Appropriateness

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

tearoom, emphasizes the casually relaxed atmosphere of tearooms. It is unlikely that coffee shops would rarely use such names because they represent elegance and culture.

Novelty and Unique Naming Trends

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

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Place-Based Variability

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

Therefore, these themes present the interplay of various factors, including linguistic, cultural, and branding considerations, in naming coffee shops and tearooms. Businesses must cope with these by creating names that will be memorable, attractive, culturally appropriate, and reflect their brand identity. Additionally, the results reveal distinct naming preferences for coffee shops and tearooms in Qassim, shaped by cultural and linguistic influences. Coffee shops favor simplicity and modernity, reflecting their role as communication hubs and symbols of urban, globalized communities. Their naming adapts traditional Arabic elements to contemporary branding, bridging heritage and modernity. Tearooms, by contrast, use figurative and proper nouns to emphasize individuality and their deep roots in Middle Eastern traditions, serving as cultural representatives. This balance between tradition and modernity highlights a society respecting its linguistic heritage while adapting to change. Coffee shops symbolize innovation, while tearooms preserve identity and tradition, offering valuable insights into the interplay of language, culture, and consumer behavior.

5. Conclusion

Brand naming may be one of the most basic components of brand strategy, but it can have a major impact on consumer perceptions, loyalty, and overall market position. The linguistic, grammatical, and cultural features of choosing a brand name are highly critical in developing a brand image in the mind-to-heart aspect of consumers. The present study aimed to test the morphological disparities in names between tearooms and coffee shops in Qassim, as well as the impact of such disparities on consumers' perspectives. The results show an evident difference in the kinds of words used to define each business type. Coffee shop names aim for modernity, using foreign words, often the language of a brewing process—even obscure elements are used to appeal to hipper, younger, and more cosmopolitan crowds. By contrast, tearoom names seem to prefer more traditional and localistic vernaculars by including words that form images of warmth, comfort, domesticity, and consistent with the familial and conservative image of the tearoom.

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

Further, this study highlights how phonetics, semantics, and syntax as linguistic descriptives are important in elevating brand recall and consumer interaction. Brand names that rely on phonetic catchiness, semantic associations to product qualities, or culturally-relevant terms are more useful in establishing positive

consumption–brand relationships due to the strong emotional bonds that arise from these nonrandom connections between brands and consumers. Alliterative names or those that evoke well-known cultural symbols are easier to remember and engender consumer trust and confidence. These findings suggest that developing a brand name should be conducted carefully with consideration of cultural and linguistic sensitivity to create sustainable relations between consumers and brands and long-term market success.

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

Recommendations for Future Research

Based on the findings and insights derived from this study, significant areas for further research are revealed. First, future research may investigate the impact of the morphological characteristics of brand names in countries that differ in culture in terms of languages and social structures. This would be beneficial in understanding if there are any universal patterns or significant cultural differences across the globe in the perception of the names and their subsequent memory.

For the second time, it would be prudent to encourage the scope of the study of morphological differentiation of business types and expand it, for instance, for fashion or beauty niches. This way, through a larger selection of the middle segment, stylists, and decorating industries, experts could determine whether the morphological attributes of naming vary per industry and its effect on the customers. Therefore, students from different departments and academic levels would contribute diverse perspectives and a broader range of comments to the study.

Also, the phonics of a brand name, let alone the meaning attached to a name, also form a point of interest for further studies. This would be a further correlation to understanding how phonetics such as rhyme, alliteration, or vowels can act to elicit consumer attention and emotional attachment to brand names, especially for new and less well-known brands. Systematic evaluation of the impact of those elements on trust, quality perception, and purchase decisions has become a viable business tool for name selection.

An additional aspect that may warrant further research is the possibility of digital media extending enhanced memorability of brand terms through fan interventions. In the current context of the world, people often first come across names on websites and today on social networks or mobile applications where sound and visualization may matter to a great extent as far as the memory of consumers goes. It could be researched how different grammatical units of brand names are used in the advertising campaign on the internet as compared to the other marketing strategies in the general marketing mix.

Lastly, for such an investigative case, it will be useful to study why clients select to support particular brand names and why some trends may become obsolete but other new trends may become popular due to general changes within a nation or in the global context. Having gathered data about the changing perspectives of the clients towards an established brand name over the years, researchers would be able to study the long-term impact of word structure on brand strength and market competitiveness.

Finally, while this research contributes to the understanding of the linguistic theory of brand naming, facilitating comparison across different contexts, will be necessary in the future to advance and add more value to branding in the global and digital environment.

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