

# Naming of Brands Proven Successful in Korea: A Linguistic Approach\*

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## Abstract

Noh, Jeonpyo & Suh, Jinhee. 2003. **Naming of Brands Proven Successful in Korea: A Linguistic Approach**. *The Sociolinguistic Journal of Korea*, 11(2). This expanded study explores the grammar of successful brand names in Korean from a linguistic perspective. Specifically, this study investigates the linguistic principles of brand names based on analyses of 568 successful Korean brand names. We first looked at selected brands from three linguistic areas: phonetic/phonological features, morphological/syntactic structures, and semantic interpretations. Based on the analyses, the proposed seven research hypotheses governing the naming of successful Korean brands were verified. Each of the major linguistic components proves to be effective, and this result may set up a general branding framework applied to all products. A knowledge base of the best practices in the brand-naming must serve a base model for successful brand management. Understanding the underlying causes for the successes in the naming of brands will enable firms to better do business and to efficiently use resources.

**Keywords:** brand-naming, Korean brands, linguistic approach

## I. Introduction

Names are ultimately a condensation of meanings and associations. Brands like Arm and Hammer, Tide, Visa and Xerox are all packed with meaning and associations, from the immediate connotations in the names themselves to the equity of the major branding efforts in which their companies have engaged. Phonetics, roots, symbolism, themes, allusion and alliteration are some of the tools marketers use to pack brand names like these with meaning and power.

Since, like naming in general, the naming of brands is the identification of a particular product or service, the linguistic element is the essence in the naming of brands which directly affects the function of brand names. As Charmasson (1988) has pointed out, the degree of market promotion and legal protection that can be derived from the use of a commercial name depends almost entirely on the intrinsic characteristics of the syllables, words, and phrases. In practice, a variety of linguistic filters are used to see if brand names are unpronounceable or have meanings in other markets (Miller 1999).

It is generally believed that linguistic principles in the naming of brands include the following: being easy to pronounce, showing positive connotations, and bearing product characteristics. Similarly Robertson (1989) espoused nine qualities of strategically desirable brand name, including simplicity, distinctiveness, meaningfulness, and association with the product class.

Despite their practical implications, these principles still lack the theoretical background and in-depth linguistic foundation enough to guide the naming of brands in Korean. Huang and Chan (1997a, 1997b) and Chan and Huang (2001) conducted a series of studies on Chinese naming of brands through content analysis from a linguistic perspective. There are, however, few studies that investigate successful Korean brand names from a linguistic viewpoint and that propose principles in terms of main linguistic areas comprehensively and systematically.

This study expands the previous investigation attempted by Noh and Suh (2002), and explores the grammar of successful brand names in Korean from a linguistic perspective. Specifically, this study investigates the linguistic principles of brand names in Korean based on analyses of 568 successful Korean brand names. This study attempts to generalize the characteristics of Korean naming of brands and identifies the preferred syllable, morphological/ syntactic and semantic patterns.

As mentioned earlier, a knowledge base of the best practices in the brand-naming must serve a base model for successful brand management. Understanding the underlying causes for the successes in the naming of brands will enable firms to better do business and to efficiently use resources.

## II. Review of Literature

Whether overt, abstract or evocative, finding a name that really stands out is one of the major factors behind the success of a brand. Most organizations select a name based on their abilities and goals, their organizational style, and their intended audience. For example, an organization would not call itself "WebSavvy," a very descriptive name, if its employees had no web experience, nor any desire to attain it. A button-down, conservative insurance company probably would not select a name like "Zappppp," which relies on onomatopoeia and metaphor. Similarly, a test preparation service would probably not misuse metonymy and association, naming their company "Flunk's Testing," if they wanted to build enrollment.

Selected naming tools and styles are listed in the Table 1. Each of these linguistic tools has its place in naming, although their application often requires skill, attention to nuance, and most frequently, a well-defined methodology to evaluate competing approaches and determine the most advantageous name strategy.

It is widely recognized that brand names play a crucial role in marketing products and services and in their acceptance by the public (Charmasson 1988). Prior research on naming has primarily focused on characteristics and functions of English names. For example, Peterson and Ross (1972) found that it is important to select names that build on familiar words, because consumers may already have positive notions about such words. Similarly Meyers-Levy (1989) showed that brand name associations depend on how common the related words are. Other research has demonstrated that the favorability of a brand name is used as a heuristic cue when consumers make product

judgments (Maheswaran et al. 1992), and that brand names that communicate benefits will later facilitate advertisement recall (Keller et al. 1998). Such research has uncovered important name-selection criteria and provided key insights into name-decision process (Zhang and Schmitt 2001).

STYLES	SAMPLE NAMES
Allusion/Evocative/Suggestive	London Fog, V-8, Frigidaire, In-n-Out Burgers, Kitchen Aid, Handy Andy, 7-Eleven
Analogy	KitchenAid, Kool-Aid, Amtrak, Gateway 2000
Appropriation	Soap (for software), Bloody Mary's (for a restaurant), Java, Colt, Dart, Poppy, Barracuda
Arbitrary	Apple, Marimba, Red Pepper, Poppy
Classical Roots	Pentium, Quattro, Avis
Combination/Semantation	Cambozola (Camembert & Gorgonzola), Studebagels, Nutrasweet, Kodak, Qualcomm, Victorinox
Composition	LaserJet, PowerBook, PageMaker, ImageWriter
Descriptive	Bed, Bath and Beyond, Bath & Body Works, Airbus, Volkswagen, Caterpillar
Foreign Language	Häagen Daz, El Pollo Loco, Encanto, Fuego Technology, Volare, Quattro, Montero, Samurai
Founders	Hewlett Packard, Hilton, Disneyland, Ford, Rolls Royce
Fusion	Lego, Eveready, Travelodge, Harvestore Silos, DirecTV, ReaLemon
Historical/Geographical	Winnebago, Winn Dixie, Rocky Mountain Chocolate Factory, Farallon, Cisco Systems, Silicon Valley Bank
Ideophonemes	7-UP, 7-Eleven, Union 76, V-8, WD-40, 3COM, Cambio 16
Journalistic	Silicon Valley, Cow Palace, New England
Metonymy (use of name or concept for related one)	Silicon Alley, Silicon Gulch, Starbucks
Morpheme Construction	Amtrak, Victorinox, Unisys, Qualcomm, Compuserve, Goretex, Granola, Accuvue, Sanka, Bisquick, NyQuil

Table 1. The Styles of Naming of Brands and Companies  
(Source: Naming Styles, Retrieved January 15, 2003, from <http://www.cintara.com/naming-overview-styles.html>)

However, because English has specific linguistic characteristics and is represented by a specific writing system, the generalizability of prior research is limited. Prior research has thus made little progress toward a conceptual understanding on the structure and process of the naming of brands from a linguistic perspective. This research also fails to incorporate brand names in other languages than in English.

The process of developing brand names can be effective when sufficient linguistic research is done in preparation before launching products and services. The linguistic component of the naming of brands includes three parts: phonetically, a brand should be easy to pronounce and pleasant to be heard; morphologically, it should be short and

simple; and semantically, a brand should present a positive connotation (for the details, see Huang and Chan (1997b)).

The linguistic component is the essence in the naming of brands because it directly affects the function of brand names. The function of brands is to make the branded products or services recognizable and distinguishable for promoting and selling in the market. A brand competes better when it is legally protected from the adaptation and imitation from any potential competitors. However, the degree of market promotion and the legal protection that can be derived from the use of a commercial name depends almost entirely on the intrinsic characteristics of the syllables, words, and phrases (Charmasson 1988). In the same context, Miller (1999) argued that in the brand-naming process legal and trademark filters should be preceded by linguistic filters through which truthful, unique, and highly contagious brand names could be chosen for further evaluation.

Chan and Huang (2001) and Huang and Chan (1997a, 1997b) conducted a series of studies on Chinese naming of brands using content analysis from a linguistic perspective. Huang and Chan found out that three requirements of Chinese naming of brands are: morphologically, it was of two-morpheme compounds with a structure of modifier-noun, phonologically, it had the second syllable high toned, and semantically, it had a positive connotation. Huang and Chan (1997a) found that a good brand name in Chinese is of two-syllable length, of an H-H tone combination, of a positive connotation, and of a noun-noun morphemic structure. Similarly Huang and Chan (1997b) confirmed the four linguistic principles in Chinese naming of brands in general. A Chinese brand name is preferably two-syllable structured; it has a modifier-noun compounding pattern; phonologically, the second syllable of the brand is high-toned; and semantically the brand is positive.

There exist few studies that investigate Korean brand names from a linguistic viewpoint. Exceptionally Lee (1998) conducted case studies of Korean advertising language from a linguistic perspective and proposed that the advertising language should be analyzed based on pragmatics. The author insists that the meaning of language is considered as integrating sentence meaning and context knowledge. The author also suggests that further studies should be directed to the effects of linguistic approaches to advertising upon consumers' cognitive responses. Noh and Suh (2002) examined Korean brand names of soft drinks and spirits from a linguistic perspective and argued that a study differentiating successful and unsuccessful brand names needs to be performed to find key success elements in the naming of brands. Still, as mentioned earlier, few studies exist that investigate best practices of Korean brand naming to serve as a base model for successful brand management and propose principles in terms of main linguistic areas in a comprehensive and systematic way.

### **III. Research Hypotheses**

For the present study, we focus on three linguistic areas in the naming of brands: phonetic/phonological features, morphological/syntactic structures, and semantic interpretations. We propose seven research hypotheses based on a pilot study of sample Korean brand names and on propositions that are believed to be governing the area of naming of Korean brands.

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## 1. Hypothesis 1: Syllables

Previous studies characterized the majority of Korean brand names as more than two-syllable brand names. As predicted in Hypothesis 1, successful Korean brand names should follow the same principle. Therefore we hypothesize that there will be a strong preference for multi-syllable names for successful Korean brands.

H1: For successful Korean brand names, there will be a strong preference for multi-syllabic brand names, preferably three or more syllables (Jejusamdasu '제주삼다수', Pokariseuweteu '포카리스웨트', Helrouangpang '헬로우앙팡').

## 2. Hypothesis 2: Codas

Generally speaking, it is easy to articulate names with nasal and liquid codas in Korean. Avoidance of consonant clusters can also be understood in the same context. One of the basic principles in the naming of brands is to make it easy to pronounce. Therefore, for successful Korean brand names it is hypothesized that there will be a strong preference for brand names without coda; if there are codas, they will be liquids and nasals; there will also be a strong tendency to avoid consonant clusters.

H2: For successful Korean brands, there will be a strong preference for syllables without coda; if there are codas, they are liquids or nasals (l 'ㄹ', n 'ㄴ', m 'ㅁ', ng 'ㅇ', Seoljungmae '설중매', Maeil Mammamil '매일 맘마밀', Deurimpopaeseu '드림포페스'); there will also be a strong tendency to avoid consonant clusters.

## 3. Hypothesis 3: Compounding structure

Previous studies exploring Korean soft drink and spirit brand names indicate the strong preference for multiple morphemes in Korean brand naming. As predicted in Hypothesis 3, this principle may also be applied to successful Korean brand names, and the compounding structure will follow the pattern of modifier-noun, preferably the pattern of noun-noun.

H3: For successful Korean brand names, there will be few mono-morphemic brand names, and the compounding structure follows the pattern of noun-noun (Achimhaetsal '아침햇살', Haneulbori '하늘보리', Suneungseupai '수능스파이').

## 4. Hypothesis 4: Positive connotations

Chan and Huang (2001), in their study dealing with Chinese brand names, report 32 percent of positive connotations and 68 percent of neutral connotations. Very similarly, Noh and Suh (2002), in their study for the sample of Korean soft drinks and spirits, also report 39 percent of positive connotations and 61 percent of neutral connotations. For the sample of successful Korean brand names we predict that the compounding brand name will have a positive connotation as appeared in Hypothesis 4.

H4: For successful Korean brand names, the compounding brand name will have a positive connotation (Cheongjeongwon Sunchang ‘청정원 순창’, Enkeurin ‘엔크린’, Amseuteurong ‘암스트롱’).

#### **5. Hypothesis 5: Semantic association**

The brand-naming experts have focused on semantic associations -- that is, names whose parts evoke some desirable association. For example, Qualcomm suggests quality and communications, and Intel is associated with intelligent and electronics. Since we predict that the preference for associative and suggestive brand names is one of the most recent trends in the brand-naming practices, we hypothesize that there is a recent trend that associative and suggestive brand names are preferred to descriptive brand names in Korea.

H5: For successful Korean brand names, associative and suggestive brand names will be preferred to descriptive brand names (Agisarang ‘아기 사랑’, Deowisanyang ‘더위사냥’). And this trend will become stronger during the period of 2000-2002 than the period of the 1950’s.

#### **6. Hypothesis 6: Foreign-sounding brand names**

Country-of-origin studies (e.g., Han and Terpstra 1988) report that Korean consumers generally have a very strong preference for foreign-made brands. Accordingly, foreign-sounding brand names will be more likely to be recommended and chosen in the brand-naming process. Consequently, we predict that for successful Korean brand names non-Korean brand names will be preferred to Korean brand names, and this trend will become stronger during the period of 2000-2002 compared with the period of the 1950’s.

H6: For successful Korean brand names, non-Korean brand names will be preferred to Korean brand names (Tugedeokeulraeseu ‘투게더클래스’, Delmonteu ‘델몬트’, Raendeuroba ‘랜드로바’). And this trend will become stronger during the period of 2000-2002 compared with the period of the 1950’s.

## 7. Hypothesis 7: Phrasal brand names

As we predicted in Hypothesis 3, preference for compounding structures will lead to the possible phenomenon that phrasal brand names will also be preferred. Again this trend will become stronger during the period of 2000–2002 as compared with the period of the 1950's.

H7: For successful Korean brand names, phrasal brand names will be preferred to non-phrasal brand names (2% Bujokhal ttae '2%부족할 때', Mangboneun Tajoal '망보는 타조알', 4 Juganui Yeonhyu '4주간의 연휴'). And this trend will become stronger during the period of 2000–2002 as compared with the period of the 1950's.

## IV. Research Methodology

This study investigates 568 successful Korean brands consisting of two separate data sets. The first data set includes 506 award-winning brand names in Korea for the period of 2000–2002. These brands were awarded either by press or marketing-related institutions based on consumer surveys and the opinions of naming experts. The second data set involves 62 brand names for the period of 1950–1959. Unlike the first set of data, these 62 brands were chosen in our judgment based on their reputation and consumer recognition because there existed no award-winning brands in the early stages of the 1950's. The first data set was used to test hypotheses 1, 2, 3 and 4. For longitudinal analysis both data sets were used to test hypotheses 5, 6, and 7 since the comparison of the two data sets could well demonstrate the time effect. In other words we deliberately chose and compared the period of 2000–2002 and the period of the 1950's to make a sharp contrast.

Before carrying out content analysis, a careful scanning of the list was done. We excluded company brand names (e.g., Jinro). This has to do with family brand names that apply to different products of the same category by the same company. English-spelling names (e.g., Starbucks) were also excluded as the purpose of this study is to stress the linguistic characteristics of Korean naming of brands. Brands registered as logos, signs, and symbols were also excluded. After scanning and exclusion, we obtained the final sample for data analyses, which includes 568 brand names.

To conduct content analysis, we first looked at selected brands from three linguistic areas: phonetic/phonological features, morphological/syntactic structures, and semantic interpretations. Based on the analyses, the proposed seven research hypotheses governing Korean naming of brands were verified. To test the proposed hypotheses, both qualitative and quantitative methods were used. For qualitative methods, the sample brands were content analyzed. For quantitative methods, descriptive statistics were used.

One-way ANOVA was also employed to test longitudinal effects between different time periods.

## V. Results and Discussion

### 1. Test of Hypothesis 1

H1 predicts that there will be a strong preference for multi-syllabic brand names preferably three or more syllables (Jejusamdasu ‘제주삼다수’). Table 2 shows that one-syllable brand names are very rare, only accounting for 0.8 percent, and multi-syllable brand names altogether account for 99.2 percent in our sample data. Three- or more-syllable brand names account for 85.8 percent. As predicted in Hypothesis 1, there is a strong preference for multi-syllabic brand names preferably three or more syllables. Regarding the order of preference, four-syllable brand names (29.6%) are the most preferred followed by three- (22.9%), five- (16.6%) and two-syllable (13.4%) brand names.

This result is very consistent with Korean brand names of soft drinks and spirits (Noh & Suh 2002), and in contrast to Chinese brand names that are preferably two-syllables (Huang & Chan 1997). One possible explanation is that two syllables are typical in Chinese words and brand names in Sino-Korean used to have two syllables, while relatively recent brand names are made of pure Korean and have more syllables.

Number of syllables	1	2	3	4	5
Number of brand	4(0.8%)	68(13.4%)	116(22.9%)	150(29.6%)	84(16.6%)
Number of syllables	6	7	8	9	14
Number of brand	46(9.1%)	14(2.8%)	14(2.8%)	8(1.6%)	2(0.4%)

Table 2. The Number of Syllables for the 506 Korean Brand Names

### 2. Test of Hypothesis 2

H2 hypothesized that there will be a strong preference for syllables without codas; if there are codas, they will be liquids or nasals (l ‘ㄹ’, n ‘ㄴ’, m ‘ㅁ’, ng ‘ㅇ’, Seoljungmae ‘설중매’); there will also be a strong tendency to avoid consonant clusters. Being different from our expectation, the part of a strong preference for syllables without coda was not confirmed. Table 3 shows that the brand names without codas in our data account for only 22.9 percent. The second half of H2, however, turns out to be supported since the majority of the brand names (53.4%) have codas of nasals and

liquids. It was also found that there is a strong tendency to avoid consonant clusters. The proportion of brand names with consonant clusters is only 16.2%. Consequently it is confirmed that there is a strong tendency that brand names with coda of liquids/nasals are strongly preferred.

Preference for codas	No coda	Coda with nasals or liquids	Others
Number of brands(%)	116(22.9%)	270(53.4%)	120(23.7%)

Table 3. The Preference for Codas for the 506 Korean Brand Names

Nasals and liquids in most cases of brand names with coda are explained for the phonological reason, i.e., for the ease of articulation. Avoidance of consonant clusters is also due to the same phenomenon. There is a possibility that these two types of consonants as coda are used specifically more for brand names proven successful than for other brand names. The present study has a limitation to present any conclusive answer for the possibility and we leave it for future research.

### 3. Test of Hypothesis 3

H3 states that there will be few mono-morpheme brand names, and more compounds and wherein the compounding structure follows the pattern of noun-noun (Achimhaetsal ‘아침햇살’). As shown in Table 4, in terms of compounding structures, the majority of the brand names in our data show a preference for multiple morphemes. The mono-morpheme brand names account for 28.1 percent while the multiple morpheme brand names account for 71.9 percent. Two-morpheme brand names account for 55.7 percent; three-morpheme brand names account for 13.4 percent. Additionally 56.9 percent among the multiple morpheme brand names showed the structure of noun-noun. Therefore, it is confirmed that the majority of brand names in our data have a compounding structure, but not confirmed that the compounding structure follows the pattern of noun-noun.

Preference for morphemes	Mono morphemes	Multiple morphemes
Number of brands(%)	142(28.1%)	364(71.9%)

Table 4. The Morpheme Preference for the 506 Korean Brand Names

H3 is directly related to H7 in a recent trend for phrasal names since a phrase consists of more than one morpheme. But an increase of multi-morpheme names even on the word level shows that names should not only sound good but also be meaningful. In other words, a brand name in recent years tends to contain its function, substance, and origin so that the product can be differentiated from other brands of the same category. The general guiding principle of morphological simplicity in the naming of brands seems

to be contradictory here. But it also appears to be true that the number of brand names bearing product characteristics is increasing. As a result, the effect of this morphological principle can be lessened.

#### 4. Test of Hypothesis 4

H4 proposes that the compound brand names will have a positive connotation (Cheongjeongwon Sunchang ‘청정원 순창’). Table 5 shows that positive connotations of brand names are clearly demonstrated by the large proportion of the brand names in our data. 36 percent of the brand names have direct and/or indirect positive meanings; the remaining 64 percent are neutral in meaning (Seouluyu ‘서울우유’, Harim ‘하림’). It is quite interesting that very similar results were found in Chinese naming of brands analysis (Chan and Huang 2001). Chan and Huang (2001) reported 32 percent of positive connotations and 68 percent of neutral connotations. No negative connotations were found in either Korean or Chinese.

Preference for connotations	Positive connotations	Neutral connotations
Number of brands(%)	182(36%)	324(64%)

Table 5. The Preference for Connotations of 506 Korean Brand Names

#### 5. Test of Hypothesis 5

H5 predicts that there will be a recent trend that associative and suggestive brand names (Agisarang ‘아기사랑’) are preferred to descriptive brand names (Gwangdongssanghwatang ‘광동쌍화탕’, Sinramyeon ‘신라면’). As indicated in Table 6, the majority of the brand names showed associative and suggestive characteristics. About one third of the brands showed descriptive characteristics. Therefore semantic associations that brand names evoke some desirable association were verified for successful Korean brand names.

Preference for associative/ suggestive	Associative/ Suggestive	Descriptive
Number of brands(%)	340(67.2%)	166(32.8%)

Table 6. The Preference for Associative/Suggestive Brand Names

To test the trend in time difference predicted in Hypothesis 5, one-way ANOVA has been used to compare the means of associative/suggestive and descriptive brand names across the following five categories of years: before 1946, 1946-1959, 2000, 2001 and 2002. As reported in Table 8, there did exist statistically significant differences between the five different time categories ( $F=3.539$ ,  $P<0.01$ ). Additionally, in Table 7, the mean scores for the earlier two categories of years (1960>) are much lower than those for the

recent categories of years (2000–2002). Therefore, the recent trend proposed in Hypothesis 5

Years	Number of brands(%)	Mean*
1946<		
1946-1959	20(3.5)	1.35
	42(7.4)	1.55
2000	226(39.8)	1.66
	166(29.2)	1.64
2001	114(20.1)	1.74
2002		
Total	568(100%)	1.65

Table 7. The Preference for Associative/Suggestive Brand Names by Years (\*1=descriptive brand names, 2=associative/suggestive brand names)

Sources of variances	SS*	DF**	Approximate F	Significance
Between groups	3.16	4	3.539	0.007
Within groups	125.82	563		

Table 8. The Comparison of Means of Associative/Suggestive Brand Names in Five Different Time Categories

(\*Sums of square, \*\* Degrees of freedom)

## 6. Test of Hypothesis 6

H6 hypothesized that there will be a recent trend that foreign-sounding brand names is preferred (Tugedeokeulraeseu ‘투게더클래스’). Table 9 shows that non-Korean brand names in our data account for 84.6 percent; Korean brand names account for 15.4 percent. The non-Korean brand names include mixed brand names (10.3%) with Korean and foreign names, foreign brand names (66.0%), and Korean brand names sounding foreign names (8.3%).

Preference for foreign-sounding	Korean	Mixed	Foreign	Foreign-sounding
Number of brands(%)	78(15.4%)	52(10.3%)	334(66.0%)	42(8.3%)

Table 9. The Preference for Non-Korean Brand Names

To test the trend in time difference predicted in Hypothesis 6, one-way ANOVA has been used to compare the means of foreign-sounding brand names across the following five categories of years: before 1946, 1946-1959, 2000, 2001 and 2002. As reported in Table 11, there did exist statistically significant differences among the five different time categories ( $F=28.161$ ,  $P<0.01$ ). Additionally, in Table 10, the mean scores for the earlier two categories of years (1960>) are much lower than those for the recent categories of years (2000–2002). Therefore, the recent trend proposed in Hypothesis 6 has been

confirmed.

Sources of variances	SS*	DF**	Approximate F	Significance
Between groups	15.68	4	28.161	0.000
Within groups	78.39	563		

Table 10. The Preference for Foreign-sounding Brand Names by Years

Years	Number of brands(%)	Mean*
1946<		
1946-1959	20(3.5)	1.25
	42(7.4)	1.38
2000	226(39.8)	1.87
	166(29.2)	1.88
2001	114(20.1)	1.75
2002		
Total	568(100%)	1.79

Table 11. The Comparison of Means of Foreign-sounding Brand Names in Five Different Time Categories

(\* Sums of square, \*\* Degrees of freedom)

Interestingly enough, we found the small decrease of foreign-sounding names in the most recent year, which is probably related to the increase of phrasal names that may be more likely to be Korean brand names.

## 7. Test of Hypothesis 7

Finally H7 states that there will be a recent trend that phrasal brand names is preferred (2% Bujokhalttae '2%부족할 때'). Table 12 shows that phrasal brand names account for 25.3 percent; non-phrasal brand names account for 74.7 percent. It is also noteworthy that the preference for the phrasal brand names is stronger than that reported in the previous study (Noh and Suh 2002) analyzing Korean soft drinks and spirits. This implies that preference for the phrasal brand names may be associated with the market performance of brands.

Preference for phrasal brand names	Phrasal	Non-phrasal
Number of brands(%)	128(25.3%)	378(74.7%)

Table 12. The Preference for Phrasal Brand Names

To test the trend predicted in Hypothesis 7, one-way ANOVA has been used to compare means of phrasal brand names across the following five categories of years:

before 1946, 1946–1959, 2000, 2001 and 2002. As reported in Table 14, there exist statistically significant differences between the five different time categories ( $F=6.668$ ,  $P<0.01$ ). Therefore, the recent trend proposed in Hypothesis 7 has been confirmed. Additionally, in Table 13, the order of mean scores also confirms that it is a recent tendency in

Years	Number of brands(%)	Mean*
1946<		
1946-1959	20( 3.5)	1.00
	42( 7.4)	1.00
2000	226( 39.8)	1.23
	166( 29.2)	1.23
2001	114( 20.1)	1.33
2002		
Total	568(100%)	1.23

Table 13. The Preference for Phrasal Brand Names by Years

(\* 1=non-phrasal brand names, 2=phrasal brand names)

Sources of variances	SS*	DF**	Approximate F	Significance
Between groups	4.49	4	6.668	0.000
Within groups	94.67	563		

Table 14. The Comparison of Means of Phrasal Brand Names in Five Different Time Categories

(\*Sums of square, \*\*Degrees of freedom)

## VI. Conclusion

Naming a brand is a complicated task and the linguistic aspect of brand names is of particular concern to those who want a successful product. As a result, companies invest substantial resources in brand-name creation both in a domestic and an international context. The crux of the matter for industry is to find which linguistic styles would be best for the naming of brands.

Each of the major linguistic components proves to be effective in the analyses of the 568 successful Korean brand names, and this result may set up a general branding framework applied to all products. This framework is composed of morphological features (compounds with a structure of modifier- noun), phonological features (multi-syllable names, foreign-sounding names, names in syllables without coda or with coda of liquids or nasals), semantic features (names with positive connotation, and associative and suggestive characteristics), and syntactic features (phrasal names). As mentioned earlier, a knowledge base of the best practices of the naming of brands must serve a base model for successful brand management.

In this study we attempted to generalize the characteristics of Korean naming of brands from a linguistic perspective and identified the preferred syllable, morphological/syntactic, and semantic patterns. Our belief is that the result could contribute to the establishment

of an in-depth linguistic foundation for guiding principles in the naming of brands in Korean and that it provides insights for further research in the future.

Despite of the important contributions of the present study, it has some limitations which may be further clarified in future research. Strategic consideration of the naming of brands was one limitation that had not been taken into consideration in the present study. Often the naming of the brands is guided by the rules of competition in the marketplace where the linguistic principles of the naming of brands are not put in the first priority. Further research may be performed to investigate how the linguistic approach to the naming of brands can be practically applied to the situation that the naming of brands is dominated by strategic considerations.

Another limitation of the present study is related to the generalizability of the results of the study. The main theoretical foundation of this study is so descriptive that this study could not explain the occurrence of particular linguistic qualities which might in fact not be the result of planning, or adherence to known linguistic alternatives. For example, orthographic such as incorrect spelling (e.g., Kool Aid) cannot be fully explained by the framework of this study. Consequently, further research should encompass even fortuitous linguistic combinations in the naming of brands. Only when science and art go in tandem, the naming of brands will be successful.

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