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**RESEARCH ARTICLE**

## Syllable Variation Impact on Brand Name Preference

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**ABSTRACT**

The current body of research in the language of advertising deals with the nature of segments, vowel quality, consonants, and vowel voicing, yet relatively little is understood about the impact of syllables on participants' behavior. This paper investigates syllable variation in brand names on customers' preferences in the language of advertising. A correlational-exploratory research design has been adopted. The instrument used to collect data was a questionnaire containing 40 fictitious brand names organized in two lists of 10 pairs. The first 10 pairs varied in terms of syllable type (open/ closed syllable), while the second 10 pairs varied in terms of syllable number (monosyllabic and disyllabic/ multisyllabic). The Participants were asked to choose from the first and second 10 pairs. Based on their responses, I calculated the Phi correlation coefficient ( $r_{\phi}$ ) to determine the correlation between variations at the syllabic level and brand name preference. The results revealed that there is a strong correlation between syllable variation in brand names and participants' preference with ( $p < .05$ ) and ( $r_{\phi}=.436$ ). In addition, participants preferred brand names containing open syllables. Moreover, Participants generally preferred disyllabic brand names. However, participants chose multisyllabic brand names over monosyllabic ones when choosing between the two. The obtained results have been very promising as they represent an initial step toward a framework that covers all variables in the language of advertising. Future work will concentrate on creating an exhaustive framework covering other stylistic and linguistic variables.

**KEYWORDS**

Syllable variation; Brand Names; Language of Advertising; Correlation

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**1. Introduction**

The language of advertising has received a lot of research attention since it plays an important role in this process. Foster (2001) argues that with the absurd number of indistinguishable products of the same type (e.g., Coca-Cola vs. Pepsi), marketers make use of language to make a product stand out from the rest of the products. In the same regard, Verdonk (2002) affirms that consumer behavior is significantly influenced by the use of different language stylistic variables. One of the pioneering works that dealt with the language of advertising is that of Leech (1966), who described linguistic devices used in advertising in Great Britain during the 60s. Following Leech's guidelines, several descriptive studies, including Cook (1996), Bruthiaux (1996), Goddard (1998), Janoschka (2004), Dyer (2008), Lazović (2014), and Fialová (2017) emerged. Other scholars such as Schloss (1981), Klink (2000), and Baxter and Lowery (2011) adopted experimental and statistical approaches to identify what makes advertising linguistically successful. In his work "Chickens and pickles", Schloss (1981) found that the three sounds ([c], [p], and [k]) are recurrent among the 200 top brand names from 1975 to 1979. Studies such as Klink's (2000), Baxter and Lowery's (2011), and Coulter and Coulter's (2010) analyzed the relationship between consumers' preference for brand names and sound symbolism. Two main issues concerning the language of advertising are still unexplored and unanswered. First of all, Miller and Toman (2016) argue that "A question left unanswered by this research is which types or combinations of linguistic devices are best for eliciting the most advantageous consumer responses" (p.16). Moreover, the current body of research in the language of advertising deals with the nature of segments (Schloss, 1981), vowel quality (Baxter & Lowrey, 2011), consonants, and vowel voicing (Klink, 2000). However, relatively

little is understood about the impact of syllables on consumers' behavior. This paper investigates syllable variation in brand names' impact on customers' preferences in the language of advertising.

## 2. Literature Review

### 2.1 Defining the Syllable

The syllable constitutes one of the basic elements of human language. Although it seems to be a simple concept, it is challenging to define. In this regard, Haugen (1956) says that "Everyone talks about syllables, but no one seems to do anything about defining them" (p. 196). In this section, various definitions of the syllable will be provided, and a definition for this study will be constructed. Miller and Brown (2013) define the syllable as "A unit for organizing speech sounds. The syllable is composed of an optional onset and an obligatory rhyme, or rime" (p. 429). In other words, a syllable is what organizes sounds in a comprehensive order. This definition is incomplete, so let us survey renowned scholars' definitions. In his famous work 'Phonology in generative grammar', Kenstowicz (1994) claims that "it is not a sound, but an abstract unit of the prosodic organization through which language expresses much of its phonology" (p. 250). It is safe to say that a syllable is a unit that belongs to the prosodic hierarchy presented below:

**Figure.1**

$\omega$ -word	prosodic word
F	foot
$\sigma$	syllable
$\mu$	mora

### 2.2 Prosodic Hierarchy

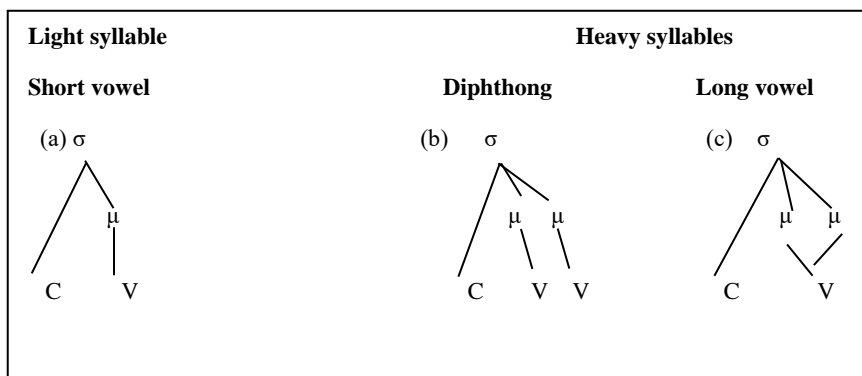
Kahn (1976) describes the syllable as a unit that is "larger than the segment and smaller than the word" (p.20). This allows us to consider the syllable as a suprasegmental unit that is above segments and below the foot. Another definition proposed by Laver (1994) is that the syllable is "a complex unit made up of a nucleus and marginal elements" (p.144). This definition focuses on the nucleus as the most important element; however, it considers the coda and onset as marginal. Katamba (1996) stresses the importance of the syllable in phonology when he says that "The syllable is at the heart of phonological representations. It is the unit in terms of which phonological systems are organized" (p.153). In the same direction, Trask (2004) considers that "the syllable is a purely phonological unit consisting of a single peak of intrinsic sonority" (p.345). However, Trask (2004) defines it phonetically as "a single respiratory movement (the chest-pulse theory), as a single opening and closing of the vocal tract, as a single peak of prominence in the sound stream resulting from a combination of stress, pitch, length, and intrinsic sonority" (p.345). This definition is based on the chest pulse theory, which shows that a syllable is produced by one cycle of movement of the vocal tract starting with the lungs; the definition proposed by Trask (2004) focuses on the peak by stating that one peak is one syllable. This latter reflects the prominence theory premise.

### 2.3 Types of syllables

#### 2.3.1 Heavy / Light

Syllable weight is another differentiator that is used to separate light syllables from heavy syllables. Before talking about heavy syllables or light syllables, we need to consider what gives a syllable weight. Syllable weight is a notion that was discussed by Trubetzkoy (1939); however, it dates to the Latin meter used in poetry (Katamba, 1989). The measurement unit of syllable weight is the mora referred to by ( $\mu$ ). Generally, when a syllable has two moras, it is labeled heavy. However, there are two weight systems to assign moras. The two systems are presented in figures 4 and 5.

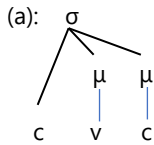
Figure.4: Nucleus-Focused Weight System



The nucleus-focused weight System assigns a mora only to segments in the nucleus position. In (a), the nucleus is a short vowel that is given one mora; thus, this syllable is called a light syllable. There are two elements in the nucleus position in (b) and (c). Diphthongs are considered bimoraic because they are formed by the merger of two vowels. Long vowels are also described as heavy since they are vowels that are reduplicated, so they are also bimoraic. Heavy syllables are bimoraic, and light syllables are monomoraic.

It should be noted that in the second system, the coda is significant to the syllable weight. Hayes (1989a) argues in his theory of moraic Phonology that the coda is significant to syllable weight by pointing out that stress is attracted to closed syllables.

Figure.5 : Heavy Syllable

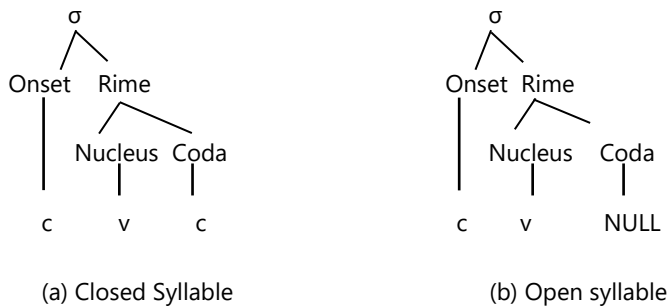


In the second system, the coda is assigned a mora. This change turns closed syllables into heavy. It adds to the inventory of heavy syllables: VC, CVC, CVCC...etc. Some scholars, such as Broselow, Chen, and Huffman (1997), argue for a super heavy syllable (VVCC).

**2.3.2 Open / Closed**

Another dichotomy of syllable types is related to the coda. When a syllable has no coda, it is called open. This means that a syllable that has a coda is labeled closed. It should be noted that a closed syllable is not a heavy syllable, and an open syllable is not necessarily a light syllable.

Figure.6: Closed and open syllables



**2.4 Previous Related Studies**

The language of advertising has been receiving increasing interest since the 60s. However, the greater part of the literature on advertising lacks clarity regarding the nature and the impact of syllables on consumers. The following section provides a review of relevant studies to this article.

English in Advertising a Linguistic Study of Advertising in Great Britain is a study by Leech (1966) where he established a theoretical ground on which later research papers in the field of language advertising were developed. He identifies four functions that any successful advertisement must fulfill. These latter are attention value, listening ability/readability, memorability, and marketing power. To include these functions, copywriters use different linguistic variables. Leech's study identifies these linguistic devices at different levels. To achieve Memorability, He points out that copywriters tend to adapt the following devices: illustration, alliteration, rhymes, and onomatopoeia. Furthermore, to achieve attention value, the advertisement must be characterized with the following devices: elliptical construction, metaphor, paradox, embedded structures, idioms, and minor sentences (as cited in Chugh & Sharma, 2012). Moreover, listening ability/readability is associated with parataxis, compounds, and simple and colloquial styles. Finally, the marketing power is connected with the extensive use of adjectives, adverbs, idioms, imperatives, superlatives, inversions, and parallelism. All in all, this study paved the way for succeeding researchers dealing with language and advertising.

Another interesting study on the topic of language and advertising is that of Schloss (1981) entitled "chickens and pickles". This study's main objective aimed to point out the recurrent sounds found in brand names of the most successful companies from 1975 to 1979. She analyzed a set of data consisting of 200 top brand names. She used a Chi-square test of 3 preceding years that confirmed that the findings were significant. The results showed that 3 sounds ([c], [p], and [k]) accounted for 25 %of these 200 brands. Moreover, Schloss (1981) points out that top brands from 1975 to 1979 started with the letters a, b, c, k, m, p, and s. The results of this study assisted researchers in exploring the impact of sounds on effective branding.

In his paper "Creating brand names with meaning: The use of sound symbolism," Klink (2000) conducted two experiments. These latter investigate the use of sound symbolism to create brand names with inherent meaning. In the first experiment, one hundred and twenty-four words were handed to 265 undergraduate students. Participants were required to answer by circling which of the two fictitious brand names conveys a characteristic of a product (e.g., "Which brand of ketchup seems thicker? Nidax or Nodax). The results of the first study showed that products with high front vowels, contrarily to low back vowels, are perceived as smaller, lighter, milder, thinner, softer, faster, friendlier, and weaker. The first experiment also investigated stops vs. fricatives, voiced vs. voiceless stops, and voiced vs. voiceless fricatives. The results showed that fricatives, voiceless stops, and voiced fricatives have the same effect as high front vowels; whereas stops, voiced stops, and voiceless fricatives have the same effect as low back vowels. In the second experiment, 85 graduate business students were assigned randomly to two different conditions (1 high-frequency brand name condition and 2 low-frequency brand name conditions.). In both conditions, each participant received 3 hypothetical new products presented as color-printed ads. The results of the second experiment are consistent with the first experiment's result showing the relation of certain attributes with the nature of vowels or consonants (e.g., brand names such as Valp/Galp motorcycle are perceived as fast). There are two major outcomes of this study. First, it encourages marketers and copywriters to create brand names that emphasize desirable products putting in mind the impact of sound symbolism on consumers. Second, it shows that the sound of a brand carries out information, such as size, speed, and weight.

In their study "Phonetic symbolism and children's brand name preferences", Baxter and Lowrey (2011) conducted three experiments to determine the impact of phonetic symbolism on brand name preference for children. The first experiment targeted fifty-one children aged 6 to 12, where these participants received four-word pairs that differ in vowel quality (front/back vowel). The four words are fipple/ fupple, frish/frosh, lipush/lupush, and Brimley/bromley. The findings of the first experiment showed that 61% of children preferred brand names with back vowels over 39%. The second experiment tried to investigate sound symbolism by associating brand names having front vowels with small, soft, and light toys, while brand names with back vowel sounds would be preferred for big, hard, and heavy toys. The sample of the second experiment included 92 children aged 6 to 12 that received four-word pairs. The results of the second experiment confirmed that brand names having front vowels are linked with small, soft, and light toys, whereas brand names with back vowel sounds would be preferred for big, hard, and heavy toys. The third experiment included eighty-two syllable words for each of the four toys ("house", "bear", "ball", and "slid"). The sample included 118 children, and each toy had eight brand names from which they should pick. The results of the third experiment were consistent with the first and the second experiments. To sum up, this study shows the importance of vowel quality in brand naming. It should be noted that this study is among the first to use children's samples in such experiments.

Lazović's (2014) work is titled the language of online bank advertisements in English. This research paper's objective is to examine the language of online bank advertisements in the United Kingdom to understand the strategies used by banks to attract the attention of customers by affecting their emotions. Lazović (2014) focuses on the linguistic characteristics at four levels of language advertising: orthographic, lexical, grammatical, and pragmatic. This study is purely descriptive as it relies on data collected from thirty online pages of different banks in the UK. The main findings of the study are as follows: at the orthographic level, advertisers use capitalization, a combination of different letters, fonts, colors, and sizes to attract attention. At the lexical level, she points out that the use of trigger words, such as limited, hurry, special offer, and free, impacts clients' attention positively. At the grammatical level, advertisers use features such as the imperative, personal pronoun "you", the possessive pronoun "your", ellipsis, and interrogatives. At the pragmatic level, Lazović (2014) adopts Searle's theory to distinguish the common speech acts used in online bank advertising. She identifies three speech acts: representative, directive, and commissives. Furthermore, another objective of this study is to use it pedagogically to teach marketing students ideas and lexico-grammatical features used in online bank advertising. However, it seems that the descriptive nature of this study does not allow it to explain how to make a successful advertisement, as it mainly describes features and devices used in advertisements.

In their study "An analysis of rhetorical figures and other linguistic devices in corporation brand slogans", Miller and Toman (2016) tested the held assumption that the use of rhetorical figures or linguistic devices in the design of slogans makes them more effective in eliciting favorable consumer responses. Additionally, they provided a list of rhetorical figures or linguistic devices that illicit positive consumer responses. The data is composed of 239 slogans across 154 corporations taken from the 2011 Fortune 500. The results show that 219 (91.6%) of the slogans contain a linguistic device minimally at least. The distribution of the rhetorical figures and linguistic devices is as follows: first, a total of 208 (87.0%) contain phonetic devices, such as alliteration, assonance, rhyme, onomatopoeia, and initial plosive. Second, a total of 88 (36.8%) have semantic devices, such as metaphor, simile, personification, oxymoron, allusion, and antithesis. Third, thirty (12.5%) slogans contained a syntactic device like Chiasmus. Fourth, twenty-four (10.0%) slogans included an orthographic device (Unusual or incorrect spellings, Abbreviations, and Acronyms). Finally, 10 (4.2%) have a morphological device (affixation and compounding). It should be noted that this study stated the main question of this paper "which types or combinations of linguistic devices are best for eliciting the most advantageous consumer responses?" (p.16)

LIU et al. (2017) investigate the impact of Internet language on consumers' attention and perceptions of the advertisement. LIU et al. (2017) argue that the Internet language is characterized by high interest and low rigorosity. Two experiments were conducted to measure the effectiveness of Internet language copy on the attention and perceptions of advertisements. In the first study, an eye-tracking experiment was used to prove the impact of Internet language copy on consumers' attention. In the second study, LIU et al. (2017) explore whether consumers' perceptions (product evaluation and perceptions of trustworthiness) would be influenced by comparing Internet language with standard language. The results of the first study show that Internet language draws more attention to the text than standard language does. The results of the second study confirm that Internet language has a positive impact on product evaluation and a negative influence on ad trust. This study establishes the use of Internet language copy in advertisements as an effective method to gain attention as it has a positive impact on product evaluation but a negative influence on the trustworthiness of the advertisement.

### **3. Methodology**

#### **3.1 Research Design**

The research design is the blueprint that the researcher must follow to achieve the study's objectives. The process of conceptualizing a research design is heavily influenced by the research paradigm selected. This research is based on a positivist paradigm that is quantitative in nature. The study's objective is another factor to consider when conceptualizing a research design, to demonstrate the relationship between syllables (types and numbers) and customer interest. The first goal necessitates exploratory research because it investigates the effect of syllable variation on brand name preference. Because the second objective is to confirm the correlation between syllable variation and brand name preference, a Correlational research design is required. Conclusively, this study employs a Correlational-exploratory research design. The combination of these two types will ensure the achievement of the research objectives.

#### **3.2 Research Variables**

The study includes three types of variables. First, the independent variables (henceforth, IV) are syllable type (open/closed syllable) and syllable number (monosyllabic and disyllabic/ multisyllabic). Second, the dependent variable (henceforth, DV) is preference (preferred /unpreferred). To measure the DV, I will convert it into a preference for words (brand names). If a person is interested or his attention is captured, he/she will select one of the word pairs in the questionnaire. Finally, the extraneous variable of the study is brand name recognition which is a factor that can affect the choice of the participants. To control this variable, fictitious brand names were used to eliminate this variable influence.

#### **3.3 Population**

Due to the pandemic and time constraints, the research was delimited to the study of graduate students. As such, the population of the study consists of one hundred Master's students of linguistics (cohort) at Ibn Tofail University. The choice of this population is based on three main reasons. First, the census of the population is accessible. This factor is vital; since the study is adopting a random sampling design. Second, reaching all members of the population is possible because the email list of the population is accessible upon request. Finally, the population is proficient in English, which is convenient as the study focuses on the language of advertising in English.

#### **3.4 Sample**

Choosing the appropriate sample size is critical because the reliability, validity, and generalizability of the study depend on it (Tavakoli, 2012). Different variables intervene in determining the optimal sample size. These variables are the confidence level, confidence Interval (also known as the margin of error), and population size. For the sake of accuracy, the confidence level is set at 95%, and the confidence Interval is 10 %.To have a representative sample of the population, the following formulas were used

##### **The margin of Error Formula**

$$\text{The margin of Error} = z \times \frac{\sigma}{\sqrt{n}}$$

n = sample size

σ = population standard deviation

z = z-score (Z= 1.96 for a confidence level = 95%)

##### **Finite population Sample Size Formula**

$$\text{Sample Size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N}\right)}$$

Following this formula, the sample size of the study is set as fifty participants.

### **3.5 Sampling design**

The sampling design depends on the research paradigm used. The current study adopts a positivist research paradigm. Thus, probability sampling is required. To be specific, the sampling design adopted is simple random sampling with replacement. A simple random sampling design will be used to obtain a representative sample of the population. Furthermore, including replacement assures that all members of the population have an equal chance to be selected. Statistical Package for Social Sciences (SPSS) will be used to determine the sample.

### **3.6 Research Instruments and Data Collection Procedure**

The instrument used in this study is a closed-ended questionnaire. This latter consists of 40 linguistic items (brand names and slogans) organized in two lists of 10 pairs. This instrument follows the same approach used in Klink (2000), where he created words such as Nidax/Nodax and Valp/Galp, as well as that of Baxter &Lowrey(2011), who used four pairs: fipple/ fupple, frish/frosh, lipush/lupush, and Brimley/bromley. The first 10 pairs varied in terms of syllable type (open/ closed syllable), while the second 10 pairs varied in terms of syllable number (monosyllabic and disyllabic/ trisyllabic and multisyllabic). To avoid any semantic association, fictitious words were used. The 55 randomly selected participants received an email containing the questionnaire. The participants were asked to choose from the first and second 10 pairs. The data were collected and processed using SPSS to determine the correlation between variations at the syllabic level by calculating the Phi correlation coefficient ( $r_{\phi}$ ).

### **3.7 Validity and Reliability**

#### **3.7.1 Reliability**

Reliability is an important factor to consider when designing an instrument to collect data. Kumar (2011) defines reliability as "the ability of a research instrument to provide similar results when used repeatedly under similar conditions"(p. 396).To put it differently, the reliability of an instrument reflects its accuracy. To assure the reliability of the research instrument, Cronbach's alpha ( $\alpha$ ) is used.

#### **3.7.2Content validity**

The content of the instrument used in collecting the data impacts its validity. Differently said, content validity is the extent to which items on a questionnaire reflect the construct being measured. In this study, the simplicity of constructs measured (syllable type and number) helped in assuring that the instrument reflects syllable type in the first part and syllable number in the second part.

#### **3.7.3 Construct validity**

An instrument of data collection must be constructively valid. The construct validity of the instrument is tested via the Phi correlation coefficient ( $r_{\phi}$  ). A phi value between 0.4 and 1.0 (-0.4 and -1.0) is strong evidence of the construct validity of the instrument. The value obtained is (.436); this value shows that the construct validity of the instrument is significant.

#### **3.7.4 Internal Validity**

Internal validity is a difficult concept to control in research. An instrument's internal validity depends on the extent it can prove the correlation between the DV and IV with minimal impact on other variables (intervening and extraneous variables). The Phi correlation coefficient ( $r_{\phi}$ ) is the statistical test used to determine the internal consistency validity. This latter shows the correlation of the score of items in the questionnaire (pair of words) with the total average of the test. Moreover, the internal validity of an instrument depends on the extent to which the extraneous variables are controlled. To minimize the threat of brand name recognition or memory (extraneous variable), the instrument was composed of fictitious brand names. Finally, bias is another threat to internal validity. The impact of bias is eliminated by using random assignment.

#### **3.7.5 External Validity**

External validity is as important as internal validity. The external validity of the instrument is related to how the results collected can be generalized to the population. To achieve external validity, a simple random sampling with a replacement design was used. This allows all members of the population to have an equal chance to be selected; thus, the results obtained can be generalized to the population.

## **4. Results and Discussion**

### **4.1 Correlation between Syllable variation and brand name preference**

The phi correlation coefficient ( $r_{\phi}$ ) was used to determine the strength of the relation between syllable numbers and preference in the first part of the questionnaire, and it was used in the second part of the questionnaire to determine the strength of the relation between syllable type (closed /open) and participants' preference.

Although the Pearson correlation coefficient ( $r$ ) and the phi correlation coefficient ( $r_\phi$  or  $\phi$ ) belong to the same category, the interpretation of their values differ. According to Akoglu (2018), the values of the phi coefficient are interpreted as follows:

Table 3.5

Interpretation of Phi and Cramer's V (Akoglu, 2018, p. 92)

Phi and Cramer's V	Interpretation
> 0.25	Very strong
> 0.15	Strong
> 0.10	Moderate
> 0.05	Weak
> 0	No or very weak

Table 3.6  
Phi correlation coefficient  $\phi$

Phi correlation coefficient $\phi$	N of Items
.436	19

The Phi correlation coefficient  $\phi$  value calculated is (0.436), which indicates a strong correlation between syllable type (open syllable) and syllable number (disyllabic), and participants' preference.

**4.2 Correlation between Syllable Number and Preference**

To determine the correlation between syllable number and participants' preference, the Phi correlation coefficient of the first ten pairs was calculated. Table 3.7 shows that of the fifty-five participants, on average, 39 selected brand names containing less than two syllables.

Table 3.7  
Correlation between syllable number and preference

Phi correlation coefficient $\phi$	N of Items
.418	10

The Phi correlation coefficient  $\phi$  value calculated is (.418), which reveals a strong correlation between syllable numbers (disyllabic) and participants' preferences.

### 4.3 Correlation between syllable type and preference

To determine the correlation between syllable type and participants' preference, the Phi correlation coefficient of the second 9 pairs was calculated. Table 3.1 shows that of the fifty-five participants, on average, 40 participants selected brand names containing open syllables. The Phi correlation coefficient  $\phi$  value calculated is .454, which indicates a strong correlation between syllable type (open syllable) and participants' preference.

Table 3.8

The correlation coefficient between syllable type and preference

Phi correlation coefficient $\phi$	N of Items
.454	9

The goal of this paper was to determine the relationship between syllable variation and consumers' brand name preference. The data provided ample evidence that syllable numbers and syllable types influence participants' appeal toward brand names. Significant correlations were obtained between syllable variables (number and type) and brand name preference, as the numbers presented in the data analysis showed. The phi coefficient revealed that there is a strong correlation between syllable variation in brand names and participants' preferences, as the results showed ( $p < .05$ ) and ( $r\phi = .436$ ).

As predicted, the results of the experiments revealed that changes in the syllable structure of brand names affect participants' preferences. In terms of syllable number, participants favored disyllabic brand names over monosyllabic and multisyllabic ones. It is noteworthy that multisyllabic brand names are more optimal than monosyllabic words. This can be accounted for by different arguments.

The first of which is simplicity. Words containing two syllables are perceived to be simpler, shorter, and easy to remember. These results lend themselves to the findings of McCarthy and Perreault (1987); they have laid criteria for branding a good name which include: simple, short, spelled easily, and memorable. Another argument that supports the findings of this work is related to markedness. The major assumptions on markedness demonstrate that unmarked structures are universally preferred. The two variables that have been investigated in the current study are syllable type (open/closed) and syllable number (monosyllabic/disyllabic/multisyllabic). The unmarked value for syllable type is open while it is disyllabic for syllable number, which goes in conformity with Kager (1999), who argues that the unmarked value for syllable type is open; this unmarked CV syllable is generally accepted as it is found in all human languages

Finally, another piece of evidence that supports what was mentioned above is highlighted by Roca and Johnson (1999), who point out that preferring disyllabic structures are seen in the form of baby talk. They argue that the very first utterances that a child produces are CV patterns. This pattern represents language in the early stage of children's language acquisition (i.e., babbling stage). There is a strong relationship between the tendency towards disyllabic brand names and the early stages of language acquisition. Furthermore, the simple form of the unmarked CV syllable facilitates early speech production. Taken all together, these results concerning syllable type and number confirm that unmarked structures are preferred.

### 5. Conclusion

The purpose of this project was to accomplish three goals. First and foremost, it explored the correlation between the number of syllables in a brand name and consumer preference for such brand names. The methodology used to achieve these objectives was based on positivism. Choosing this latter was based on three main factors, which are the nature of the research problem, questions, and objectives. Moreover, a Correlational-exploratory research design was employed to prove the correlation between syllable variation and brand name preference. The research instrument used was a questionnaire containing 40 brand names and slogans organized in two lists of 10 pairs. The first 10 pairs varied in terms of syllable type (open/ closed syllable), while the second 10 pairs varied in terms of syllable number (monosyllabic and disyllabic/ trisyllabic and multisyllabic). The selected participants received an email containing the questionnaire. The participants were asked to choose from the first and second 10 pairs. The data were collected and processed using SPSS to determine the correlation between variations at the syllabic level by calculating the Phi correlation coefficient ( $r\phi$ ). Moreover, Cronbach's alpha ( $\alpha$ ) is used to ensure the reliability of the research instrument. Furthermore, internal validity is confirmed by the Phi correlation coefficient ( $r\phi$ ). The external validity of the instrument is secured using the simple random sampling design with replacement. Concerning the content of the instrument, the simplicity of the construct measured (syllable type and number) helped in assuring that the instrument reflects the syllable type in the first part and the syllable number in the second part. Finally, the construct validity of the instrument was tested using the Phi correlation coefficient



Three major findings were reached from the data collected and analyzed. First, the data analyzed showed a strong correlation between syllable variation in brand names and participants' preference with ( $p < .05$ ) and ( $r\phi = .436$ ). Second, Participants preferred brand names containing open syllables. Finally, Participants generally preferred disyllabic brand names; however, participants chose multisyllabic brand names over monosyllabic ones when choosing between the two. It was established that brand names containing two syllables are perceived to be simpler, shorter, and easy to remember. These findings support McCarthy and Perreault's findings (1987). According to the theory of markedness, unmarked structures are universally preferred. The variables studied were syllable type (open/closed) and syllable number (monosyllabic/disyllabic/multisyllabic). The unmarked value for syllable type is open, while the unmarked value for syllable number is disyllabic, which is consistent with Kager (1999), who claims that the unmarked value for syllable type is the open syllable CV. Disyllabic brand names were deemed optimal in terms of syllable numbers. This number of syllables was discussed by Roca and Johnson (1999), who point out that preferring disyllabic structures is due to their unmarked features since the very first form of language a child acquires is in the form of disyllabic CV patterns. The simple form of the unmarked CV syllable is easy to pronounce and remember, which makes it a perfect structure for brand names; this goes hand in hand with the findings of Chan and Huang (1997), whose work indicated that the majority of Chinese brand names (90.5 percent) are in two syllables. Furthermore, this study provides empirical evidence for the syllable as a linguistic unit. The substantial association between syllable variation and brand name selection demonstrates that even little changes in the syllable affect human choice. As a result, the syllable is a psychologically real unit of language. Furthermore, this research has shown that syllabic diversity has a major impact on brand name preference. This will provide a better knowledge of consumer attitudes about brand names. Finally, so far, the findings have been quite positive. The current study is the first step in developing a framework that encompasses all aspects of advertising language. These variables can classify as phonological, morphological, orthographic, lexical, grammatical, semantic, and pragmatic.

There are three major flaws in this work. First and foremost, the targeted demographic was constrained due to limited access to a broader census. Moreover, because of the limited sample size, the findings cannot be applied to any population other than the one studied in this study. Furthermore, the current study focused just on syllable variation, leaving other elements unexplored. Consequently, the study's ultimate product was influenced significantly by time and cost constraints. Finally, further research on the impact of linguistic variables on the behavior of a targeted audience needs to be undertaken to provide a clearer understanding.

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