



IMPACT OF ANGLICISED PROJECT NAMES ON BUYER PERCEPTION AND PURCHASE DECISION IN REAL ESTATE

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Abstract

This study examines the impact of anglicised project names on buyer perception and purchase decision in the real estate sector, where branding, prestige, lifestyle, and symbolic value strongly influence consumer choice. In metropolitan markets, property buyers often evaluate housing projects not only on the basis of price, location, and amenities, but also through the social and psychological meanings attached to the project name. Anglicised names frequently create impressions of modernity, exclusivity, premium living, and global lifestyle orientation, which can shape first impressions and enhance project attractiveness. The study highlights that such naming strategies function as important branding tools by supporting market differentiation, aspirational appeal, and positive residential imagery. It further explains that buyer responses to project names are closely linked with perceptions of trust, status, desirability, and long-term social identity. The paper concludes that anglicised project names play a meaningful role in influencing buyer perception and purchase intention in urban real estate markets by strengthening symbolic value and premium positioning.

Keywords

Anglicised project names, buyer perception, purchase decision, real estate branding, urban markets, premium image, consumer behaviour, project positioning.

INTRODUCTION

The real estate sector is a high-involvement market in which consumer decisions are influenced not only by functional features but also by prestige, security, lifestyle, and long-term social standing. Unlike routine consumer goods, property purchases involve strong financial, emotional, and symbolic commitment, making branding an important part of market competition. In metropolitan settings, where projects compete intensely for visibility and desirability, the project name becomes more than a simple label and starts functioning as a cue for image, aspiration, and market positioning.

Anglicised project names have become increasingly common in the realty sector because they often communicate refinement, exclusivity, cosmopolitan living, and premium residential value. Before visiting a site or reviewing the specifications, buyers may already form an impression of the project through its name. Such names can suggest modern infrastructure, elite lifestyle, and global standards, thereby influencing how consumers interpret the desirability and status value of a property. This makes naming strategy a critical part of real estate branding in urban markets. The present study focuses on understanding how anglicised project names affect buyer perception and purchase decision in real estate. It is based on the view that project names shape consumer judgments through symbolic meanings related to aspiration, trust, class image, and lifestyle transformation. Therefore, examining the role of anglicised naming in real estate is important for understanding how branding influences buyer psychology and strengthens project appeal in competitive metropolitan environments.

Objectives

1. To examine the impact of anglicised project names on buyer perception in the real estate sector.
2. To analyze how anglicised project names influence perceptions of prestige, trust, and premium lifestyle.
3. To study the effect of anglicised project names on buyer purchase decision in metropolitan markets.
4. To explore the role of project naming as a branding tool for creating desirability and market positioning.

REALTY SECTOR AND BRAND NAMING

The realty sector holds a distinctive place in consumer markets because it is associated not only with property



ownership but also with prestige, security, lifestyle, and long-term social standing. Unlike routine consumer purchases, real estate decisions are high-involvement in nature and usually involve substantial financial, emotional, and social commitment. Buyers do not evaluate property only in terms of location, price, and physical features; they also interpret it as a reflection of personal status, future security, and desired living standards. In this context, branding has become increasingly important in the realty sector, particularly in metropolitan markets where projects compete not only on infrastructure but also on image and symbolic appeal. The brand name of a real estate project therefore functions as more than a simple identifier; it becomes an important element in shaping perception, desirability, and market positioning.

Nature of the Realty Sector

The realty sector involves the development, promotion, and sale of residential, commercial, and mixed-use properties, but its significance extends beyond the physical structure of the property itself. Real estate is often seen as a symbol of permanence, achievement, security, and socio-economic advancement. Because property ownership is closely connected with long-term financial planning and family aspirations, buyers tend to evaluate real estate projects with greater seriousness and emotional involvement than they do many other consumer goods. This makes the sector highly sensitive to trust, credibility, and image. A property is not only a place to live or work; it is also a representation of lifestyle, social standing, and future stability. Therefore, consumer decisions in the realty sector are shaped by both functional considerations and symbolic meanings attached to the property (Mehta, 2022).

Another important characteristic of the realty sector is that it operates strongly within a social context. The choice of a housing project or commercial development is often influenced by how it will be perceived by family, peers, and society. Buyers may associate certain projects with exclusivity, prestige, urban sophistication, or upward mobility. As a result, the name, design, and promotional image of a real estate project can significantly affect how the project is interpreted in the market. This explains why branding has become a major tool of market differentiation in the real estate industry, especially in metropolitan cities where consumer expectations are shaped by visibility, aspiration, and intense project competition.

Importance of Brand Names in Realty

In the realty sector, the brand name of a project often plays a crucial role in creating the buyer's first psychological response. Before a consumer visits the site or examines the technical specifications, the project name may already communicate certain meanings regarding quality, luxury, trust, elegance, or lifestyle orientation. A well-chosen name can instantly create an image of exclusivity, comfort, modern infrastructure, or international standard living. Since property is a high-value and identity-linked purchase, this early impression is highly influential. Buyers often use the project name as a cue to assess the kind of community, social environment, and living experience the development is likely to offer (JLL India, 2023).

The importance of brand names in realty also lies in their role as promotional and positioning tools. Real estate developers increasingly use project names to differentiate their offerings in a crowded market and to connect the project with a particular socio-economic image. For example, some names may suggest premium living, others may evoke nature, heritage, serenity, or urban sophistication. Through such naming strategies, developers try to align the project with specific buyer aspirations and expectations. In this way, the brand name becomes a central part of the project's communication strategy, helping to attract attention, build aspiration, and create a memorable identity in the minds of potential buyers.

Anglicised Realty Brand Names and Consumer Appeal

Anglicised brand names are especially prominent in the realty sector because they often create an impression of superior lifestyle, cosmopolitan outlook, and premium residential value. English-oriented project names may suggest refinement, exclusivity, and modern urban living, which makes them highly attractive in status-conscious metropolitan markets. Such names are commonly used to symbolize class distinction and contemporary aspiration, particularly in cities where real estate is closely linked with visibility and prestige. In this context, the use of anglicised names becomes a strategic device for shaping how consumers imagine the lifestyle associated with the project (Knight Frank India, 2025).

The consumer appeal of anglicised names in realty is also tied to their association with global standards and upward social mobility. Many buyers interpret English-oriented project names as signs of better design, advanced amenities,



and a more elite residential environment. Even when the physical product has not yet been experienced, the name may generate expectations of modern planning, aesthetic sophistication, and socially desirable living. In a city like Mumbai, where property ownership is deeply associated with achievement and social image, such names may influence the consumer's sense of residential desirability and symbolic advancement. Therefore, anglicised naming becomes a significant factor in shaping positive buyer perception and project attractiveness.

Realty Branding in Metropolitan Spaces

In metropolitan real estate markets, branding is used not merely to sell property but to market an entire vision of lifestyle transformation and status enhancement. Developers increasingly present real estate projects as complete lifestyle packages that promise comfort, prestige, security, and social distinction. Within this branding process, the project name becomes a key tool of image construction. It helps convey what kind of life the buyer can expect within that development and how that choice may be interpreted socially. Thus, realty branding in metropolitan spaces is deeply connected with aspiration, identity, and symbolic positioning rather than with physical property alone (PropTiger, 2024).

Anglicised names are especially useful in metropolitan branding because they align well with the visual and cultural language of global urban living. They help developments appear more contemporary, polished, and competitive in city markets where consumers are exposed to aspirational media, premium housing culture, and international lifestyle imagery. In highly competitive urban spaces, such names support differentiation by giving the project a distinct and upscale identity. Therefore, in metropolitan realty markets, the project name becomes a strategic branding asset that contributes to desirability, symbolic value, and the long-term positioning of the development

FMCG SECTOR AND BRAND NAMING

The FMCG sector is one of the most competitive and consumer-facing sectors in the market because it deals with products that are purchased frequently and consumed in everyday life. Unlike high-involvement products, FMCG goods are usually bought quickly, often with limited time for comparison and evaluation. This makes branding especially important, as consumers rely on visible and familiar cues to make fast decisions at the point of purchase. In such a market environment, the brand name becomes a crucial element because it helps consumers identify products, distinguish among alternatives, and form quick judgments about quality, safety, and value. Therefore, in the FMCG sector, brand naming is not only a matter of identification but also an important tool for recognition, trust formation, and market differentiation.

Nature of FMCG Products

FMCG products are generally low-cost, high-frequency, and routine purchase items that move rapidly in the market. These include daily-use goods such as food products, beverages, toiletries, household cleaning items, and personal care products. Since such products are purchased regularly and often with relatively low involvement, consumers usually do not spend much time in detailed analysis before making a choice. Instead, they depend on quick mental shortcuts such as brand familiarity, packaging, color, logo, and name. This makes the FMCG sector highly dependent on strong branding practices that can create immediate recognition and confidence among buyers. Because these products are part of everyday consumption, trust and convenience become very important in shaping consumer choice (Malik & Gupta, 2021).

Another important feature of FMCG products is that they are sold in highly crowded retail environments where multiple brands compete for visibility and attention. Since many products may appear similar in function, branding helps create distinctiveness and preference. In such settings, the consumer often notices the outer presentation of the product before evaluating its details. As a result, the brand name becomes one of the first and most influential cues in attracting attention and guiding purchase behaviour. Thus, the nature of FMCG products makes branding, especially brand naming, a key factor in consumer decision-making.

Importance of Brand Names in FMCG

In the FMCG sector, brand names play a highly important role in shelf visibility, recognition, recall, and differentiation. Since consumers are often surrounded by many similar products in supermarkets, kiriyana stores, and online retail platforms, a strong brand name helps the product stand out and remain memorable. It allows the consumer to identify the product quickly and link it with previous experience, advertising exposure, or perceived quality. Because many FMCG purchases are made in a routine and time-sensitive manner, consumers generally do



not examine every option in depth. Instead, they depend on names they recognize or names that appear trustworthy and attractive. This makes the brand name a practical and effective shortcut in the purchase process (NielsenIQ, 2024).

The importance of brand names in FMCG is also linked with consumer trust. Since these products are closely associated with personal use, hygiene, health, and household reliability, consumers often seek reassurance before purchase. A clear, familiar, and well-positioned brand name can signal consistency, dependability, and perceived product quality. In this way, the name helps reduce uncertainty and encourages repeat buying. Therefore, in FMCG markets, a brand name is not only a recognition device but also a trust-building mechanism that supports long-term preference and consumer loyalty.

Anglicised Brand Names in FMCG Markets

Anglicised brand names are increasingly used in FMCG markets to communicate modernity, product innovation, and premium appeal. Such names often make packaged goods appear more contemporary, polished, and internationally aligned. In many product categories, English-oriented names are associated with better packaging standards, improved quality, cleaner presentation, and a more advanced market image. Because of this, anglicised names can help brands create a stronger first impression and make their products appear more desirable in competitive retail environments. This is especially relevant in urban markets where consumers are more exposed to global branding patterns and modern consumption styles (Shakeel & Nedumaran, 2024).

However, the FMCG market includes consumers from different age groups, educational backgrounds, and cultural settings, which means that the effectiveness of anglicised naming cannot be assumed to be uniform across all segments. A name that sounds modern and premium to one group may appear unfamiliar or less relatable to another. Therefore, successful anglicised brand names in FMCG usually balance aspiration with simplicity, clarity, and ease of recall. The name must be attractive enough to suggest modernity but also familiar enough to be accepted by a broad consumer base. This balance is particularly important in FMCG, where frequency of purchase and mass market reach are essential.

Consumer Interpretation of FMCG Brand Names

Consumers often interpret FMCG brand names as indicators of product quality, packaging appeal, and reliability. In many cases, a modern or anglicised name may lead consumers to assume that the product is better processed, more hygienic, or more advanced in formulation. Such names may also create the impression that the product meets international standards or belongs to a premium segment. This can positively influence trial purchase, especially when the consumer is making a quick decision and relies on external cues instead of detailed comparison. Thus, the brand name contributes directly to the product's perceived value in the consumer's mind (Aichner et al., 2021).

At the same time, consumer interpretation of FMCG brand names is not the same for everyone. It may vary according to education, age, urban exposure, language familiarity, and cultural comfort with English-oriented branding. Younger and more urban consumers may respond more positively to anglicised names because they associate them with modern lifestyle and quality improvement, while other consumers may prefer names that feel simpler and more familiar. Therefore, consumer interpretation of FMCG brand names depends not only on the linguistic form of the name but also on the background and expectations of the buyer. This makes brand naming a highly important yet carefully balanced strategy in the FMCG sector.

COMPARATIVE RELEVANCE OF ANGLICISED NAMES ACROSS SECTORS

The relevance of anglicised brand names cannot be understood fully unless it is examined across different sectors, because the meaning and effect of such names vary according to the nature of the product, the level of consumer involvement, and the symbolic value attached to the purchase. In fashion, realty, and FMCG, anglicised names are widely used to project modernity, aspiration, and market distinctiveness, yet their specific influence is not identical in all cases. While the common purpose of these names is to create a favorable image and strengthen brand positioning, the way consumers interpret and respond to them depends on the sectoral context in which the name operates. Therefore, a comparative understanding is necessary to explain both the shared relevance and the sector-specific role of anglicised naming in contemporary urban markets.

Similarities Across Fashion, Realty, and FMCG

Across fashion, realty, and FMCG, anglicised brand names are commonly used to create an image of modernity,



sophistication, and aspirational value. In all three sectors, such names help brands appear more contemporary and socially appealing, especially in metropolitan settings where English-oriented consumption patterns have become more visible. These names often contribute to memorability by sounding polished, distinctive, and commercially attractive, which helps the brand stand out in competitive markets. They also support market differentiation by giving the product or project a more refined and globally aligned identity. In this way, anglicised names function as a common branding tool across sectors for enhancing symbolic appeal and strengthening consumer perception (Das, 2023).

Another similarity is that anglicised names in all three sectors benefit from the cultural prestige associated with English. Consumers often connect English-oriented branding with progress, education, quality, and urban sophistication. Because of this shared association, brands in fashion, realty, and FMCG use such names to align themselves with global-style consumption patterns and modern lifestyle aspirations. Although the product categories differ, the broader communicative purpose remains similar: to make the brand appear more desirable, more visible, and more relevant within a changing urban consumer culture. Thus, across sectors, anglicised names act as instruments of symbolic positioning and aspirational branding.

Common Role of Anglicised Names

The common role of anglicised names across sectors lies in their ability to project modern image, improve brand distinctiveness, and support aspirational appeal. They help brands connect with consumers who value contemporary style and global cultural orientation.

Sectoral Differences

Despite these similarities, the meaning and impact of anglicised brand names differ considerably from one sector to another because each sector has its own symbolic and functional logic. In the fashion sector, anglicised names are closely linked with style, trendiness, and identity expression. Since fashion consumption is strongly driven by aesthetics and self-presentation, the name becomes part of the product's image and social desirability. In this case, the name helps communicate elegance, youthfulness, and global fashion orientation. Therefore, in fashion, anglicised naming has a strong influence on symbolic attraction and lifestyle positioning.

In the realty sector, the role of anglicised names is somewhat different. Here, the name is often used to signal prestige, exclusivity, and social mobility. Since property is a high-value and status-linked purchase, consumers may interpret English-oriented project names as signs of premium class living, modern infrastructure, and elevated residential identity. Thus, in real estate, anglicised names do not merely create attractiveness; they also help construct the broader social image of the property and its expected lifestyle value. In the FMCG sector, however, the role of anglicised names is more practical as well as symbolic. Because FMCG purchases are frequent and low-involvement, such names mainly support quick recognition, trust, hygiene perception, and packaging appeal. Therefore, while the same naming style is used across sectors, its specific consumer effect depends on whether the sector is driven more by identity, status, or routine utility (Kumar & Raju, 2023).

Difference in Sectoral Meaning

The difference across sectors lies in how consumers interpret the name. In fashion, it signifies style; in realty, it suggests prestige; and in FMCG, it supports recognition and perceived quality. This shows that anglicised naming works differently according to the sectoral context.

CONCLUSION

The study concludes that anglicised project names significantly influence buyer perception and purchase decision in the real estate sector by creating impressions of modernity, exclusivity, prestige, and aspirational living. In urban markets, where property is closely linked with identity and social status, such names act as powerful branding signals that shape early judgments and strengthen project desirability. The findings suggest that anglicised naming is not merely a promotional choice but a strategic branding device that supports premium image, symbolic positioning, and buyer attraction. Overall, project names play an important role in enhancing the psychological and market value of real estate developments.



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