

IMPACT OF ANGLICISED BRAND NAMES ON CONSUMER ATTITUDES IN URBAN MARKETS

¹Rawat Mangal Singh Raghuveer Singh, ²Dr. Moon Paiithannkar

¹Research Scholar, ²Supervisor

¹⁻² Department of Management, Arunodaya University, Itanagar, Arunachal Pradesh, India

Abstract

This study examines the impact of anglicised brand names on consumer attitudes in urban markets, where branding, aspiration, and symbolic consumption strongly influence buying behaviour. The paper focuses on how English-sounding brand names shape cognitive, affective, and behavioural responses by creating perceptions of modernity, quality, trust, prestige, and global identity. In metropolitan settings, consumers are often highly sensitive to linguistic and symbolic cues, making brand names an important factor in first impression formation and product evaluation. The study highlights that anglicised names function not only as identifiers but also as strategic branding tools that affect consumer preference, purchase intention, and brand image. It further explains that these responses are influenced by urban consumerism, aspiration, social exposure, and the association of English with sophistication and upward mobility. The paper concludes that anglicised brand names play a significant role in shaping favorable consumer attitudes, especially in image-driven sectors, while also reflecting the broader interaction between language, culture, and market psychology.

Keywords

Anglicised brand names; consumer attitude; urban markets; brand perception; purchase intention; perceived modernity; symbolic branding; consumer behaviour.

INTRODUCTION

Consumer attitude is an important concept in consumer behaviour because it explains how individuals form favorable or unfavorable evaluations toward brands, products, and services. In branding contexts, consumer attitude becomes especially significant because it influences preference, trust, purchase intention, and long-term loyalty. Among different branding elements, the brand name is one of the earliest and most visible cues through which consumers form judgments, emotions, and behavioural tendencies. In the case of anglicised brand names, this role becomes even more important because such names are often associated with modernity, sophistication, global identity, and aspirational value.

In urban markets, consumers are exposed to intense branding, digital media, social influence, and lifestyle-driven consumption patterns. As a result, they often interpret brand names not only for their functional meaning but also for their symbolic and cultural value. Anglicised brand names gain importance in such settings because they frequently convey refinement, prestige, professionalism, and global acceptance. This makes them powerful tools in shaping first impressions and influencing brand-related attitudes before actual product experience takes place. The present study is grounded in the idea that brand names influence consumer attitudes through cognitive, affective, and behavioural pathways. Consumers may believe that anglicised names indicate higher quality or modern appeal, feel emotionally attracted to their stylish sound, and show a stronger tendency to purchase, recommend, or remain loyal to such brands. Therefore, examining the impact of anglicised brand names in urban markets is important for understanding how language-based branding shapes consumer perception and market response.

Objectives

- To examine the impact of anglicised brand names on consumer attitudes in urban markets.
- To analyze how anglicised brand names influence consumer perception of quality, trust, and modernity.
- To study the relationship between anglicised brand names and purchase intention, preference, and loyalty.
- To explore the role of linguistic appeal and symbolic value in shaping consumer responses toward anglicised brands.

CONSUMER ATTITUDE

Consumer attitude is a central concept in consumer behaviour because it explains how individuals develop positive or negative evaluations toward products, services, brands, or market offerings. It reflects the way consumers think about a brand, how they feel toward it, and how likely they are to respond through purchase, preference, or rejection. In branding studies, consumer attitude is especially important because it helps explain why some brands become desirable and trusted while others fail to create emotional or behavioral connection. Attitudes are not formed instantly; they develop over time through experience, exposure, social influence, and interpretation. In the context of anglicised brand names, consumer attitude becomes highly relevant because the name itself can shape first impressions, perceived modernity, symbolic value, and aspirational appeal. Thus, understanding consumer attitude is essential for explaining how language-based branding influences market response and consumer preference.

Meaning of Consumer Attitude

Consumer attitude refers to the learned predisposition through which individuals evaluate a product, brand, service, or idea in a favorable or unfavorable manner. It is a psychological tendency that reflects how a consumer mentally and emotionally responds to a particular market offering. In simple terms, it shows whether the consumer likes, dislikes, trusts, admires, ignores, or rejects a brand. Consumer attitude is important because it influences brand preference, purchase intention, and decision-making behaviour. It is not random or temporary; rather, it develops gradually through repeated exposure, product experience, information, and social surroundings. In this way, consumer attitude acts as a bridge between perception and action, helping explain how consumers form responses toward branding elements such as names, images, and symbolic cues (Kim et al., 2021).

Nature of Consumer Attitude

Consumer attitude is learned, relatively stable, and capable of influencing behavior. Although attitudes can change over time, they usually develop through a continuous process of observation, experience, and social interpretation. This makes them highly important in branding and consumer psychology.

Components of Attitude

Consumer attitude is generally explained through three major components: cognitive, affective, and behavioral. These three dimensions together provide a complete understanding of how consumers respond to a brand or product. The cognitive component includes beliefs, knowledge, and perceptions that a consumer holds about the brand. For example, a consumer may believe that a brand with an anglicised name is more modern, premium, or internationally appealing. The affective component includes emotions, feelings, and emotional reactions such as liking, admiration, attraction, or dislike. A consumer may feel positively toward a name because it sounds stylish, elegant, or sophisticated. The behavioral or conative component refers to the tendency to act in a particular way, such as purchasing the brand, recommending it to others, or remaining loyal to it. Together, these components explain how a consumer forms an overall response to a brand name or branding style (Kumar et al., 2024).

Cognitive Component

The cognitive component relates to what the consumer thinks or believes about the brand. It includes judgments regarding quality, value, reliability, modernity, or prestige. In the case of anglicised brand names, cognition may involve the belief that such names represent sophistication or global appeal.

Affective Component

The affective component is concerned with what the consumer feels toward the brand. These feelings may include attraction, pride, trust, excitement, or admiration. A brand name that sounds polished and fashionable may create positive emotional responses that strengthen consumer preference.

Behavioral or Conative Component

The behavioral component reflects the action tendency of the consumer. It indicates whether the consumer is likely to purchase the brand, recommend it, talk positively about it, or show loyalty over time. Positive beliefs and emotions often increase the likelihood of favorable consumer action.

Formation of Consumer Attitudes

Consumer attitudes are formed through a combination of personal, social, cultural, and psychological influences. Personal experience with a product or brand is often one of the strongest sources of attitude formation because direct interaction creates beliefs and feelings that guide future behavior. However, attitudes are not shaped by experience

alone. Family background, peer groups, education, cultural values, advertising, and social media also play a major role in influencing how consumers see brands. In urban markets especially, consumers are surrounded by branding messages that repeatedly communicate which products are modern, prestigious, fashionable, or trustworthy. These repeated messages gradually shape attitude patterns by reinforcing particular meanings and expectations. Therefore, consumer attitude is both individually experienced and socially constructed (Zhao et al., 2024).

In the case of anglicised brand names, attitude formation is often connected with wider cultural ideas about English, globalization, and aspiration. Consumers may develop positive attitudes toward English-oriented names because they associate them with education, status, urban sophistication, and modern lifestyle. Social media, celebrity culture, and peer influence further strengthen these interpretations by making certain naming styles appear more desirable and socially accepted. Thus, attitudes toward such brand names may emerge not only from product quality but also from the symbolic and cultural meanings attached to the language of branding. This shows that attitude formation is a layered process in which language, identity, and aspiration all interact with consumer psychology.

Sources of Attitude Formation

Consumer attitudes are commonly shaped by direct experience, family and peer influence, media exposure, cultural norms, and symbolic meanings attached to brands. In modern markets, these influences work together to create lasting impressions and brand preferences.

IMPORTANCE OF CONSUMER ATTITUDE IN BRANDING

Consumer attitude is highly important in branding because it directly influences how consumers interpret brand signals and whether they move toward attraction, attachment, indifference, or rejection. A positive consumer attitude can increase brand preference, purchase intention, satisfaction, and long-term loyalty. It can also strengthen the consumer's emotional relationship with the brand and encourage repeat purchase behavior. On the other hand, a negative attitude may reduce trust, weaken market response, and limit the effectiveness of even well-designed branding strategies. Therefore, attitude serves as a vital link between brand communication and consumer action (Papadopoulou et al., 2023).

In branding, attitude is especially significant because consumers often respond to visible cues before they evaluate the actual performance of the product. Among these cues, the brand name is one of the earliest and most influential. A strong brand name can create immediate positive expectations, while a weak or confusing name may discourage interest. This is why understanding consumer attitude is essential for firms seeking to create meaningful and effective branding strategies. In the present context, attitudes toward anglicised brand names become especially important because they reveal how language-based branding can shape symbolic perception, emotional appeal, and consumer preference across different sectors. Thus, consumer attitude is not only a theoretical concept but also a practical foundation for successful brand building.

Theoretical Link Between Brand Names and Consumer Attitudes

Brand names and consumer attitudes are closely connected because the brand name is often the first thing a consumer notices about a product. Before using the product, consumers form impressions through the name, which can influence their thoughts, feelings, and judgments. Therefore, a brand name works not only as an identifier but also as a strategic tool that shapes perception, emotional response, and purchase-related attitudes.

Brand Name as a Cue for Consumer Judgment

A brand name functions as an important cue in consumer judgment because it provides a basis for evaluating a product even in the absence of direct experience. Consumers often interpret a brand name as a signal of quality, authenticity, price level, market position, and overall credibility. When faced with multiple alternatives, especially in crowded markets, they may use the name as a shortcut to infer whether a brand is premium or ordinary, modern or conventional, trustworthy or uncertain. In this way, the brand name performs an informational role by helping consumers reduce complexity and make quicker judgments. Such cue-based evaluation is particularly relevant in low-information or fast-decision environments, where consumers do not invest extensive time in examining each brand in detail. As a result, the name itself becomes a powerful influence on first impressions and early product evaluation (Shakeel & Nedumaran, 2024).

The significance of the brand name as a judgment cue is further strengthened by the consumer's prior knowledge, social learning, and cultural conditioning. A name that sounds refined, international, or sophisticated may immediately

lead consumers to associate the brand with higher quality and stronger market value. Similarly, a simple and familiar name may create perceptions of accessibility, trust, and local relevance. Therefore, consumer judgment is not based only on objective product information but also on symbolic and linguistic cues contained within the brand name. In this sense, the brand name shapes evaluative expectations even before the consumer experiences the product directly, making it a fundamental element in the formation of consumer attitudes.

Symbolic Meaning of Brand Names

Brand names also possess symbolic meaning, and this symbolic dimension plays a major role in attitude formation. In modern consumer culture, brands are not purchased only for functional utility; they are also consumed for what they represent socially and psychologically. A brand name can communicate sophistication, prestige, innovation, exclusivity, youthfulness, or cultural belonging depending on its linguistic style and market positioning. As a result, consumers often interpret brand names as social symbols that help them express identity, taste, status, and aspiration. This symbolic role is especially important in sectors where products are closely linked with self-image and lifestyle, such as fashion, beauty, realty, and premium retail. Under such conditions, the brand name becomes an expressive sign through which consumers derive social and emotional meaning from the act of consumption.

Anglicised brand names carry particularly strong symbolic value because they are frequently associated with modern urban life, global outlook, education, and upward social mobility. In many consumer settings, English-oriented names are perceived as more sophisticated and socially prestigious than purely local or conventional names. This symbolic advantage allows anglicised names to appeal strongly to consumers who seek brands that reflect aspiration, confidence, and cosmopolitan identity. Therefore, the name operates not merely as a verbal identifier but as a marker of class, lifestyle, and cultural positioning. This symbolic function deepens the theoretical connection between brand naming and consumer attitudes, as consumers often form positive responses toward names that align with their desired social image and emotional expectations (Verma & Gupta, 2020).

Linguistic Appeal and Brand Perception

The linguistic appeal of a brand name significantly affects the way consumers perceive and remember it. The sound, rhythm, pronunciation, spelling, and overall structure of a name shape the consumer's mental processing of the brand. Names that are easy to pronounce, aesthetically pleasant, and simple to recall generally create more favorable perceptions because they reduce cognitive effort and generate a sense of fluency. In branding theory, this ease of processing is important because consumers often respond more positively to names that feel smooth, familiar, and attractive. At the same time, a certain degree of novelty can add uniqueness and stimulate curiosity, making the name more distinctive in a crowded marketplace. Therefore, linguistic appeal operates as a major determinant of brand perception, influencing how memorable, attractive, and desirable a name appears to the consumer.

Anglicised brand names often benefit from a combination of familiarity and modern linguistic styling. Since many urban consumers are already accustomed to English and English-like expressions through education, advertising, entertainment, and digital media, such names are easier to accept and process. At the same time, they often sound more contemporary, stylish, and globally aligned, which strengthens their market appeal. This balance between recognizability and aspirational tone enhances the consumer's positive perception of the brand. Consequently, linguistic appeal does not operate only at the level of sound; it also contributes to perceived personality, distinctiveness, and symbolic sophistication. In this way, the linguistic form of the brand name directly supports the formation of favorable consumer attitudes (Raffaelli et al., 2025).

Anglicised Names and Perceived Modernity

One of the most important theoretical outcomes associated with anglicised brand names is the perception of modernity. In contemporary consumer culture, English-oriented names are often viewed as signs of advancement, innovation, refinement, and global relevance. Consumers in urban and metropolitan settings frequently associate such names with modern lifestyles, contemporary taste, and premium positioning. This perceived modernity is not merely linguistic; it is also social and cultural, because it reflects broader assumptions about progress, professionalism, and aspirational living. As a result, anglicised brand names often create a favorable initial image by making the brand appear more current and desirable within the consumer's social environment.

This perception is especially influential in sectors such as fashion and realty, where symbolic consumption and image-based judgment are central to consumer choice. In these sectors, a name that appears modern and globally inspired

can strengthen the brand's appeal by aligning it with the consumer's desire for prestige, sophistication, and lifestyle advancement. Even in FMCG and retail settings, perceived modernity can positively affect trial, curiosity, and shelf preference by making the product appear more innovative and attractive. Thus, perceived modernity becomes a key mechanism through which anglicised brand names influence consumer attitudes. It links linguistic style with market perception and explains why such names have become increasingly important in the branding strategies of firms operating in urban consumer environments (Kumar & Raju, 2023).

CONSUMER BEHAVIOUR IN URBAN MARKETS

Consumer behaviour in urban markets is influenced by lifestyle, identity, aspiration, and high exposure to branding, making consumers more image-conscious and brand-sensitive.

Urban Consumerism and Identity

Urban consumerism is strongly associated with identity formation and symbolic self-expression. In metropolitan environments, consumers do not make purchase decisions solely on the basis of functional utility; instead, they often select brands that reflect their personality, lifestyle, and social positioning. Products and brands become tools through which individuals communicate taste, status, and belonging within a social group. In this context, the brand name plays a crucial role as it acts as a visible and immediate marker of identity, enabling consumers to align themselves with certain cultural values, trends, or social aspirations. Thus, urban consumption is not merely economic behaviour but also a means of constructing and projecting personal and social identity (Mittal & Agarwal, 2024).

Language, Aspiration, and Consumption

Language serves as a powerful driver of aspiration in urban consumer markets. In many Indian metropolitan settings, English is closely linked with education, career success, confidence, and global exposure. As a result, brand names that incorporate English or English-like linguistic styling tend to resonate more strongly with consumers who aspire toward upward mobility and modern lifestyles. These names are often perceived as more sophisticated, progressive, and socially valued, which enhances their attractiveness. This preference is particularly evident among younger, educated, and middle-class consumers who view language as an important symbol of personal advancement and cultural alignment with global standards. Therefore, linguistic elements in branding significantly influence consumer perception and purchasing behaviour in aspiration-driven markets (Bhasin & Sharma, 2022).

Brand Sensitivity in Metropolitan Settings

Consumers in metropolitan areas exhibit a high level of sensitivity toward branding elements due to constant exposure to competitive market environments, advertising, and digital media. They regularly encounter a wide variety of local and international brands, which increases their awareness and expectations regarding quality, presentation, and brand image. In such an environment, visible elements like brand name, packaging, store design, and online presence become critical factors in influencing consumer choice. A brand that appears modern, distinctive, and visually appealing is more likely to attract attention and preference. Consequently, anglicised brand names often gain an advantage because they align with contemporary urban aesthetics and help differentiate the brand in a crowded marketplace. This heightened brand sensitivity makes naming a key strategic factor in influencing consumer attitudes and purchase decisions in metropolitan settings (Das, 2023).

CONCLUSION

The study concludes that anglicised brand names have a meaningful influence on consumer attitudes in urban markets by shaping perception, emotional response, and behavioural intention. These names are often interpreted as symbols of modernity, prestige, sophistication, and global relevance, which makes them especially effective in metropolitan environments where identity, aspiration, and branding play a strong role in consumption. The findings also suggest that anglicised naming works as both a linguistic and symbolic cue, helping consumers form favorable judgments even before product use. Overall, anglicised brand names contribute significantly to brand image, preference, and market appeal, making them an important strategic element in contemporary branding.

REFERENCES

Akaka, M. A., & Alden, D. L. (2020). Global brand positioning and consumer perceptions: The role of integrated marketing communications. *Journal of International Marketing*, 28(1), 20–35.

- Ali Adeeb, R., & Mirhoseini, M. (2023). The impact of affect on the perception of fake news on social media: A systematic review. *Social Sciences*, 12(12), 674. <https://doi.org/10.3390/socsci12120674> Cited by: 55
- Aryal, S. K. (2024). *India and Central Asia in the Post-Cold War Era: Security, Economic and Socio-Cultural Dimensions*. Routledge. <https://doi.org/10.4324/9781003509684> Cited by: 6
- Batra, R., & Alden, D. L. (2021). The effects of brand language on consumer attitudes in emerging urban markets. *International Marketing Review*, 38(4), 712–730.
- Chen, H., & Kim, S. (2022). Anglicized brand naming in Asian markets: A study on status-seeking behavior among urban youth. *Journal of Brand Management*, 29(2), 145–158.
- Duman, L., & Ozgen, O. (2023). The influence of English brand names on perceived quality and brand loyalty in non-English speaking urban areas. *Journal of Consumer Marketing*, 40(3), 321–335.
- Ghose, S., Sardar, A., Shiva, S., Mullan, B. E., & Datta, S. S. (2019). Perception of tobacco use in young adults in urban India: A qualitative exploration with relevant health policy analysis. *ecancermedicalscience*, 13, 915. <https://doi.org/10.3332/ecancer.2019.915> Cited by: 35
- Gupta, P., & Singh, R. (2019). Impact of Westernized branding on Indian urban consumers: A study of the FMCG sector. *Journal of Retailing and Consumer Services*, 48, 110–120.
- Huang, J., & Wang, L. (2024). Cultural identity vs. global appeal: How urban consumers navigate local and Anglicised brand names. *Consumer Studies Quarterly*, 12(1), 45–62.
- Kumar, A., & Nayak, J. K. (2020). Decoding the impact of foreign brand names on consumer purchase intentions in Tier-1 cities. *Marketing Intelligence & Planning*, 38(6), 780–795.
- Li, X., & Zhang, Y. (2021). Brand name linguistics and consumer psychology: Why English names dominate urban landscapes. *Psychology & Marketing*, 38(11), 2014–2029.
- Liu, C., Samsudin, M. R., & Zou, Y. (2025). The impact of visual elements of packaging design on purchase intention: Brand experience as a mediator in the tea bag product category. *Behavioral Sciences*, 15(2), 181. <https://doi.org/10.3390/bs15020181> Cited by: 56
- Nguyen, T. D., & Barrett, N. J. (2022). Consumer ethnocentrism vs. cosmopolitanism: The role of English brand naming in developing markets. *International Journal of Advertising*, 41(5), 890–912.
- Sohaib, M., Mlynarski, J., & Wu, R. (2022). Building brand equity: The impact of brand experience, brand love, and brand engagement—A case study of customers' perception of the Apple brand in China. *Sustainability*, 15(1), 746. <https://doi.org/10.2390/su15010746> Cited by: 102
- Zhao, M., & Xu, H. (2025). The evolution of brand naming strategies in megacities: A longitudinal study of Anglicised vs. native branding. *Global Marketing Journal*, 19(2), 55–74.