Semiotic and Cultural Analysis on Local Product Brand Name

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Abstract
To create strategically relevant and significant brand names, factors such as culture is one of the most powerful and immediate ways to communicate an identity-image and linkage to the consumer. Thus, enables potential buyers to relate by delivering brand communication value of the brand by inspiring or persuading them by certain images and associations. However, interpretation of each brand name can be tricky as manipulation of social interaction as well as multiple types of relationships with the brands; leading to varying brand images (noise). The aims of this research were to explore cultural aspects and their meaning as brand communication value of 50 local brand names of various products as a purposeful communicative act in branding strategy. The brand names were sampled limited on a simple random sampling selected from billboard advertisement. Content analysis method through Charles Sanders Peirce's semiotic model was used in this analysis to describe and analyse the connotation, denotation, concepts, and relationships in making inferences about the cultural messages imprinted on the brand names. The findings indicated culture still can be a source of influence in brand naming strategies. Malay language and terms by the usage of local names giving local value expression that need to be taken into account in basic strategy of brand-building as future reference. This is the consumer self-image in branding, while behind cultural expression usually lies religious motivation to influence formation of a consumer behavior such as stressing out the use of Arabic terms and *Jawi* script. Therefore, the study gives more insight on the brand name patterns and culture as symbolic meaning which created emotional ties of brand preference. And, the decision-making process can be much easier for producers or marketers in strategizing brand names, especially for local markets that need to be tailored to target the local community.
Keywords: Branding, Brand Name, Culture, Semiotic

Introduction

In discourse analysis, the study of semiotics investigates how meaning is created and communicated through signs. Since signs also serve as communicative purposes, it also applied in the advertising area whereby it is achieved via decoding and encoding messages (Ijam & Abbaas, 2019). Communicative value of signs significantly influenced connotative meaning represents the overall message about the meaning of the sign's cues used in marketing. The objective is to comprehend how receivers and viewers make sense of advertising messages through the presented modality of symbols which in some cases is according to precise cultural and ideological rules. Current marketing is not in the old sense of making a sale by "telling and selling", Kotler & Armstrong (2017) stated marketing is now more oriented to the consumer beyond the limits of the exchange of goods, services and money. Marketers are shifting the way they reach out to customers by connecting peoples and cultures in creating meaningful experiences (Grewal et al., 2017). According to Shahnazari (2018), social and consumer behavior are significantly influenced by religion and branding itself is part of signs, and symbols that act as a communication vehicle in a given culture. However, interpretation of each sign's specifically on brand name can be tricky as manipulation of social interaction. Framing within mental images that disconnects or connects elements in signifying that they belong or do not belong together in some sense. As a result, the message has become mixed with the signs that society has projected onto the brand name. And this pressing needs for insights to understand cultural aspects specifically in brand names that are rarely discussed.

Consumer decisions are governed by many factors such as motivation, rational and emotional motives, personality (Roy et al., 2015) as brand communication value. Therefore, interpretivist perspectives are very helpful to define potential users by portraying their personal characteristics (Kara et al., 2020) by analyzing the specification of a sign. This is important to indicate who is the product targeted audience and project certain attributes of them by suggesting to the product positioning. This includes the use of cultural elements whereby study shows that culture does play a significant role in influencing how consumers perceive brand identity (Kushwah et al., 2020). Though branding is set up to build relationships with customers, connect meaningfully with their target markets, consumers may have strongly contrasting perceptions as well as multiple types of relationships with the brands called as "noise", leading to varying brand images (Heding et al., 2020). Disassociation of brand through the signal leads to misinterpretation and commoditization. Furthermore, cultural elements not only lead to different perception but choice behavior (Oswald, 2015). However, market consideration and product category characteristics also influence brand naming strategies (Farías & Torres, 2021) as branding involves the production of information in commercial products. Even though culture had a huge influence on consumer perception and increased their acceptability among target consumers (Kushwah et al., 2020) but the strategy if not properly planned and executed, can result in negative outcomes-rather it evokes advertising scepticism especially in Islamic branding (Hussin, Yusoff & Yusof, 2015). This term is popular for a country with a big Muslim market such as Malaysia. Therefore, clarity in branding including brand name is an important factor as they portray congruity with their religious values (Bukhari & Isa, 2019). In order to understand the aspect of culture implied in local brand names to create and exchange value with others, the study aim is;

1. To explore cultural aspects and their meaning as brand communication value in local

product brand names.

This interpretive study helps to guide, assess, and support branding decisions to reduce risk which is able to make a huge difference between success or failure of a brand or product. Thus, enable us to spot potential problems before they arise as well as to identify opportunities on the puzzled message hidden in brand name by cultural cues.

Literature Review

Branding

Strong brands are important to facilitate the process of communicating any product or company with the market and contribute to a strong brand image. According to Brown (2016), branding represents stories that are built on the product itself more than a name (or "mark"). It is accomplished by the accompaniment of other brand elements such as packaging, slogan, and marketing activity such as advertising. This pointed out that the brand is encoded in the form of sign communication in marketing activities for any products. Moreover, branding also can be identified as all kinds of signs from names, shapes, words, letters, numbers, the form of the products, picture or combination any of these to distinguish a differentiation from other products (Durmaz & Yaşar, 2016). However branding is more than a logo and name as a sign of ownership in today's marketing whereby the role of a brand also builds an emotional bond with consumers. Rossolatos (2012) stated brands are powerful entities that blend emotional values through functional and performance-based values. As an intangible asset, brands produce added benefits for the business which include security, convenience and simplicity. Subsequently, creating some emotional experience to consumers with the brand, which is desirable for coexistence of rational, physical, and emotional benefits.

Therefore, a brand can be regarded as a "multi-faced notion" as a concept outlined by Davidson through the branding iceberg as shown on Figure 1.0 below. The concept suggests the existence of both visible and invisible elements to the consumer, which should be analyzed as a point of view during a competitive advantage construction (Warsewicz & Kulykovets, 2017). This could define branding in visual identity and put their values in the spotlight at the same time. Nevertheless, the concept varies depending on the products or services offered
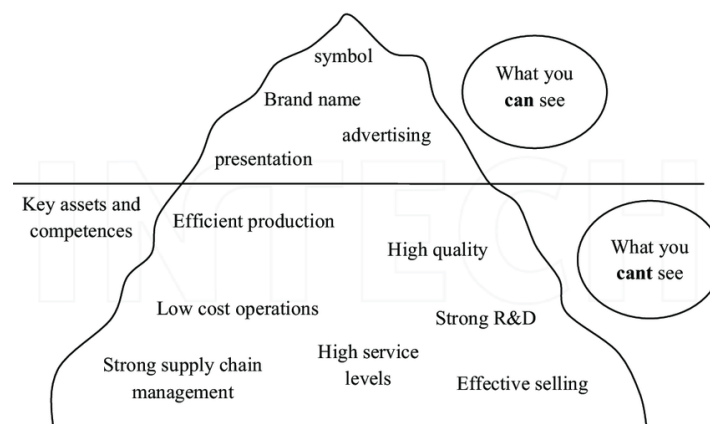

Figure 1: The brand iceberg by Davidson, 1997 [44]

As a combination of value and promise, the brand portrays character traits such as friendly, elegant or even feminine Martin & Stephens (2019); impression towards the brand. Similarly to Sarwar et al (2014), branding also explores several dimensions of consumer behavior from status, background, information or creating a positive image in the mind of the user. Therefore, projecting their values that present a product or company. Once value is projected and recognized in the brand, it becomes consumer direct experiences with the brand that manipulate through perception and consumers behavior. This means, branding helps products to connect with their consumers which later increase their brand awareness, promote customer engagement and loyalty (Chierici et.al., 2018). And, brand image with cultural values lead to a high trust in the brand that gives meaning to spiritual attachment between the brand and the customer. Culture in branding is a concept that is built to adjust the environment or personality of consumers in branding strategy. Kotler (2016), stated branding could function for a higher purpose which is suggesting emotional and social benefits coming from the chosen brand. Through the right brand identity including names, helps to provide comprehensive information on what is to be expected from the product brand. The strategy is aimed at building confidence amongst the targeted consumer to make them believe that the brand will fit their needs.

Brand Name
Brand name is more than just a word to represent a product but it differentiates them from existing and potential competitors other than just being easy to recall and pronounce. Other than brand name, Brown (2016) mentioned that the most common of them are called trademarks, trade names or logotypes. It is one of the unique features of a product and important assets in showcasing their brand image dimension. As part of important marketing management decisions, brand name helps to provide consumers with a symbolic meaning such as evoking feelings of trust, confidence, security, strength, durability, status, speed and exclusivity other than contributing to brand identity. All these assist in both recognition and the decision-making process of the product; possess distinctiveness, relevance, memorability and flexibility (Fahy & Jobber, 2019). Importantly, to find gaps in the marketplace between their brands relative to competitors'. Names are the first to come to mind, and serve as reference points for comparison. Initial, descriptive, geography, founder name and foreign words are few examples of brand names that include some value for the brand to be associated with as mentioned by Martin & Stephens (2019). These options give producers and marketer an objective framework for making naming decisions which includes motivational, relevancy or visibility that translates brand positioning messages. According to Kotler (2016), brand identity in branding strategy starts from their names and logos to position and differentiation in being able to communicate the brand's purpose.

However, symbols types and their utilization varied across countries or even product categories, with language, taglines, logos and brand names being key components across different mediums. This is mentioned by Farías and Torres (2021) whereby foreign language brand names are also beneficial to be used related to local infrastructure, high-tech and global community product categories. This showed that market consideration and product category characteristics, and their potential influence are important in communicating specific attributes. Furthermore, as an essential communicator of meaning, brand names enhance marketing offering benefits beyond the basic function of the product with consumers' sense of self that tend to elicit favorable responses (Kachersky and Carnevale, 2015; 22 Martin &

Stephens, 2019). According to Keller & Swaminathan (2019), the goal of brand name is to promote the brand other than identification that is targeted efficiently with a positive influence on individuals' perceptions. Most common, a name that renders the values and ideology of the product even though the perception of the relationship varies. In selecting the right names, various factors are taken into consideration from brand and image factor, competitive, legal or even linguistic consideration especially in international context (Schnmitt & Zhang, 2016). This includes the visual-semantic processing for more meaningful characters other than the name context. Semantic networks in branding referring to the mental representations of brands in the minds of consumers. This is due to the fact that associations can provide value and carry desirable connotations as well as generate favorable perceptions.

Culture
Marketing and the integration of culture are inseparable and interpreters started to be aware of it in persuasive message transfer (Pillis & Reardon, 2007). Marketers are the one who compose how people think and feel through branding in commercial products. And the culture structure of consumption supports the market system, expanding the market to increase profit by consumer participation in a system of commodified meaning embedded in brand, thus informing its cultural positioning strategies (Michaelidou et al., 2020). Every culture is unique with various behavioral patterns. Culture in general is defined as a symbol of collective knowledge, beliefs, law, morals, customs, lifestyle and other capabilities of one group differentiated from other groups (Abdulla, 2018). As a result, each culture has different boundaries and standards that govern among and between cultures. Similarly to the famous, Hofstede's model of national culture that defined culture as a 'collective mind programme' that differentiate members of one group from the other (Kushwah, et al., 2020). Culture in this sense guides an individual's behavior and is expressed in a manner the individual interacts among members of groups or society to cope up with each other. In T.S Eliot writing, culture and religion help to define, support, and limit each other whereby they can enrich or weaken the modes of conduct but cannot be accomplished without any of them as mentioned by (Chace, 2016). Meanwhile, Abdulla (2018) stated that cultural expression restriction likely means a restriction on the manifestation of religion or belief. Therefore, religion has a huge impact on their culture and only then, their culture comes to accept only those behaviors and ways of thinking that are acceptable to their religion. In Bukhari and Isa (2019) shows that Muslim consumers are attracted to brands that portray their religious values as formation of an emotional attachment. Lead to a great brand resonance in the consumer's mind. Religiosity image in a brand includes religious signs, terms, and language other than religious principles and rules that influence the development of Islamic marketing (Idris, Kadir, Hidayat et al., 2018). Thus, transform brands into symbols of beliefs and values.

In the area of marketing or even branding, a proper understanding of cultural orientations is important to co-evolution in marketing practices and strategies. Culture associations play an important role in consumer attitudes and choices especially in competitive marketplace as part of social consensus building (Torelli & Ahluwalia, 2012). Therefore, resulting in identification of that specific product by enhancing their stimulus evaluation. In addition, Michaelidou et al (2020) stated based on suggested consumer culture theory by Arnould and Thompson (2005) outlined the interrelationship between consumers' behaviors or actions, the marketplace and the cultural meanings that are shared or used by

individuals to make sense of their world. It is manifested commercially by the use of images and symbols aimed to shape consumers' brand evaluations, preferences and attitudes. The concept targeted the cultural elements to consumer groups, then to individual consumers; influencing the consumer brand preferences.

Semiotic

Semiotic play a major role as an instrument in the marketing and consumer world. Words, images, sounds, gestures, and objects are examples of signs that can be interpreted as information cues to persuade consumers in marketing. The relationship between signs helps to construct the perception in the human mind. Ferdinand de Saussure and Charles Sanders Peirce are two names that constituted the theoretical foundations of semiotic which inspired further researchers in marketing using the semiotic perspective (Serban, 2014). However, Peirce's triadic model includes three elements instead of two which are the representamen (the sign), the object (which the representamen refers to) and the interpretant as shown on Figure 2.0 below (Oswald, 2015). Interpretant is central to the content of the sign interpretation according to Peirce, which is not necessarily a thing-material or concrete object but can refer to a concept. This is applied in marketing and advertising practices whereby visual cues help to induce sensation, while perception captures consumers' understanding of sensory information.
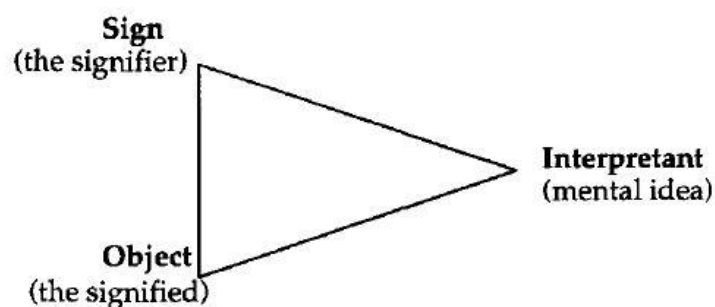

Figure 2: Pierce triadic semiotic model

According to Urban and Koh (2015), semiotic has the ability of making an identity through the sign and brings the information about the external world. It is a cultural reflection that is formed through complex and ongoing sign processes operated below consciousness. This consumer-centric is called as oriented to consumer and consumer culture rather than selling the product alone. In marketing, a symbiotic relationship between market prerogatives and the cultural frameworks is important which is oriented on how people understand and interact with the market (Michaelidou et al. 2020). Such insight reflects strategic planning to understand the role of emotion and creativity in consumer decision-making. The interpretation of signs and symbols through semiotic helps depict those subconscious perceptions and emotions. In this point of view, symbolic function resulting from the social nature of brand consumption is very important. Thus, allows certain groups' personality to be emphasized and find its place in society; becoming a tool for self-determination and communicating their identity in the social environment (Warsewicz and Kulykovets, 2017). Therefore, interpret messages instinctively by improving brand messaging and help to communicate desired meanings at the right time, to the right person. These signs are assigned

as visual cues that they can be processed quickly and the vision itself requires minimal mental effort in the consumers' subconscious.

Methodology
The case studies of this research were 50 local products that were advertised in billboards using simple random sampling. The chosen 50 brand names were collected along the PLUS highway from Ipoh to Melaka in August 2021. These ads are limited to product ads produced by the locals which include cosmetics, snacks, food, beverages and much more. By using random sampling, degree variability of products is high but still represents the existing larger products promoted along the highway.

Content analysis through Peirce's semiotic model is used in order to investigate the semiotic and cultural aspects of all 50 brand names. Peirce triadic models are used because his definitions were more general and concentrated on the characteristics of all signs, which emphasis on sensemaking in the process of interaction between the representamen, the object and the interpretant (Oswald, 2015). The analysis involved analyzing verbal signs (what you see or hear), visual signs (what you see) and the symbolic message (interpretation). Through the analysis, the study hopes to understand how brand names incorporate culture as decoded elements into the brand communications value because brand itself is a sign that is created with a mission, values, and meaning in mind. Content analysis is one of qualitative approaches as measurement procedure in communication research (Mustafa, 2019). It involves study in detailed communication messages that signs try to deliver- content, function, form or even the structure.

Analysis
According to Glaw et al (2017), visual qualitative research is used to understand and interpret signs in facilitated communication producing richer and a different kind of data than verbal methods. Other than collecting visual data from along the highway, the analysis process involved; 1) the researchers sorting the brand names into different product groups (five groups in total). 2) Next step is generating categories based on the dominant denotative elements such as name based on person, descriptive or evocative and then list a number of possible themes that emerged across all of the brand names. 3) Thematic analysis was used to analyze the findings by identifying, analyzing and reporting patterns (Creswell, 2017) by studying the frequency and type of denotative element found in both visual and written features of the brand names. 4) Researcher analyze connotative elements implied as interpretive thematic analysis to ensure comprehensive analysis of all aspects of the brand name images including color, image, language, content and meaning, so that ideas and meanings could be found, and clarified. 5) Detailed analysis of the written data was also conducted by narrowing it into common themes was then conducted. Thus, three main themes were discovered as shown on Figure 3.0 below. Later, 6) write-up of the findings into a readable and coherent piece of analysis, findings and conclusion. 7) The last process was to include a peer review of the data and findings to ensure trustworthiness, confirmability as well as dependability.
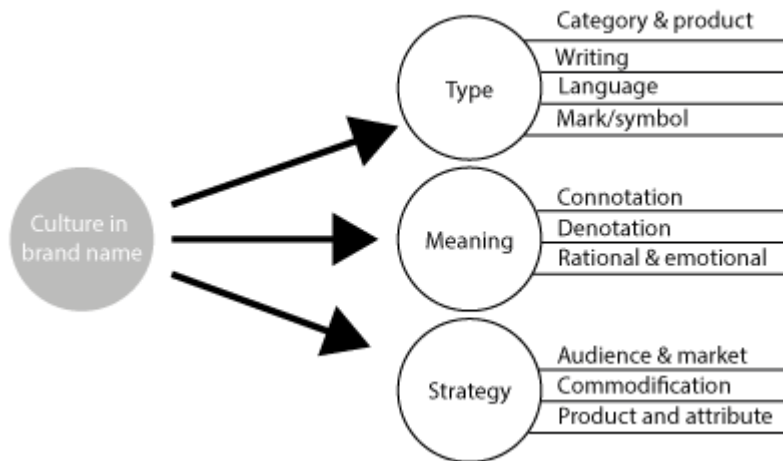
Figure 3: Three main themes based on analysis

Result & Discussion

Type of brand names

From this study, 50 brand names are listed with cosmetic and beauty products being the most advertised products followed by food and fashion. There are also three categories of names with founder or origin as the most used, evocative and descriptive that indicate possible cultural influences. This founder name or sometimes called origin (the first to produce) is represented by 21 brand names that can be seen as ethnicity names, combination of two names or combination with foreign words especially english as suggestive brand names. Culture as one of emotional motives are designed by the use of ethnicity reference and local language (Malay language) as a way to create identity for most of these brands. Sela, Wheeler and Sarial-Abi (2012) in a study mentioned that languages in brands have an impact on consumers' attitude toward consumer perception on a brand. The Malay name attached to the selected brand name was believed to create a strong feeling of ethnic identity and persuasion cues other than to encourage self-awareness of the consumer. These Malay names are coming from the founder's name itself such as, Chek Hup coffee, Irfan, Emas Anuar or Nuraysa (as shown on Figure 4.0 below), while some are added with foreign language like Akifcafe, Mommy Hana and Foodzyla. In addition to languages in brand name, certain brands also represent themselves using general names but still in Malay such as Kekasih (cosmetic brand), Aroma Saji (food), Anggun (fashion), Obsess (cosmetic) and Saudagar Kurma. Pak Haji, Pak Tam and Abang Strawberry are also included but in different categories of evocative brand name. In total, 32 brand names are written in Malay or mixed with Malay. However, foreign languages, especially English, is also a popular option in selecting brand names for local products branding strategies such as Noir, Nutrigold, Aurawhite, Cinderella and Sugarbomb. This indicates that some brands are bravely positioning themselves as a global brand which is identified as 'global consumers' that serves universal needs of consumers as stated by (Gammoh et al., 2015). The strategy is to give more positive association of brand globalness perceptions of the product attributes together with the method of presentation on the ads. It's clearly local products are much more into local language and terms as a distinctive association of cultural sign regardless of product especially for cosmetic and beauty as well as fashion brand.
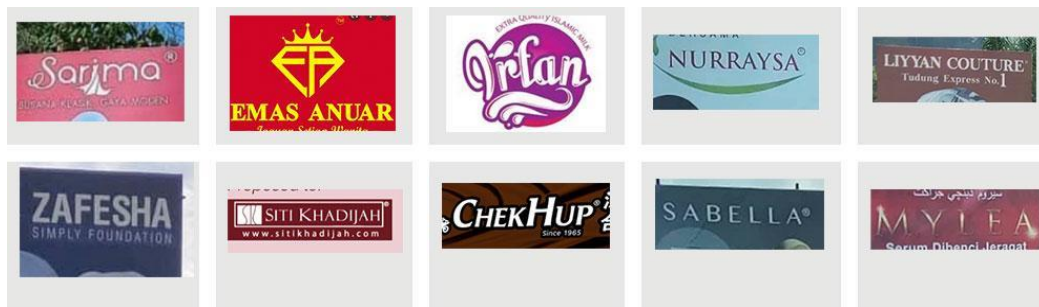
Figure 4: Examples of founder's name as brand name that are used widely by local product

Even though most of the brand names are written in Latin words for both Malay and foreign language, there are also three brand names designated with *jawi* script- and Arabic influence letter for Malay language. Al Hadad, Saudagar Kurma and Pak Haji brand is an example of a powerful cultural indicator which emphasizes individualistic appeal and local cultural meanings. There are very few brand name logos with symbols; most of them describe the nature of the product such as the strawberry image in Abang Strawberry logo, Aroma Saji with smoke icon - to indicate cooking and Irfan with the liquid form to indicate milk, where else is logotype. On top of that, many of them are using a modern look of san serif font for a clean, sleek look especially for cosmetic and fashion brands. These formal elements of font and color may not indicate specific culture signs but to complete the look of the brand image that they try to convey such as modern, bold, luxury, feminine and much more.

Cultural meaning as brand communication intended to stimulate specific market segment

It has become a common truth that globalization has changed the way for local products to be unique and connect with their potential consumer in more personal touch including the use of brand name. The analysis showed that the means of branding is not just to communicate what their brand stands for but act as an exchange of information in building their identity by associating the brand with desired cultural meanings; associating them with possible signs and cues that they like. Language and ethnicity names as the most use symbolic structures are implied for the identity that give more valuable guidance to consumers. The chosen language and terms connote the targeted consumer ethnic background is used to construct familiarity and ethnic association, thus stimulating it is made by locals regardless of any products. It is also an indicator of country-of-origin as means of brand communication. Similar to the study done by Moriuchi & Jackson (2017) whereby brand name language has a significant impact on individual's attitudes toward brands and cultural identity has a strong impact on the type of product being promoted. The analysis also outlined that even though descriptive brand names are the best option to accommodate the target audience about what the product is offering, founder names offer more emotional interactions that mediate better brand engagement. The names such as Emas Anuar, Aromasaji, Foodzyla and Akifcafe, target audience immediately decodes meanings as intended just based on the name itself.

Culture influence through language, writing and ethnicity names suggests more positive personality perceived by consumers by reinforcing a deeper, more personal and engaging one. It was composed of interest, understanding, cultural traditions, emotional qualities, and personal images especially for the local market segment. Even said so, very little audience messaging can be successful for this approach for market expansion and a globally competitive international marketplace. Although cultural values are persistent, they may begin to lose their significance under the influence of environmental forces such as economic

development (Budeva & Mullen, 2014). However, consumers may perceive a difference based on product or brand image differentiation displayed on the ads even though they symbolize their brand name using ethnicity names and language. There are minimal contributions for brand name signs cues in developing the whole product brand image whereby most of the ads are having more visual cues in constructing their own character – the way the customer sees the brand.

These minimal signs cues in brand name may not the focal component in building brand image but further investigation also reveals that there is also attention being paid by the use of Arabic terms and written with the support of *jawi* script to stress out culture and religion value in product evaluations as shown in Al Hadad, Saudagar Kurma and Pak Haji brand name as shown on Figure 5.0 below. Al Hadad is presented by Arabic term and comes in *jawi* calligraphy, Pak Haji is symbolize the Muslim pilgrimage to Mecca by the term 'Haji' and Saudagar Kurma is adding *jawi* script as part of the logo. Such attributes may define significant attributes to brand image as it expresses personality and association to group to the core. In this context, brand and culture integration are not just the concept of, meaning-making, symbolic use of identity, consumer demographics but representation of ideologies too.

Figure 5: Examples of brand name that stress out cultural value through multiple signs such as language, writing, or term usage.

According to Abdullah et al (2020), Islamic cultures that were absorbed into Malay cultures were the language and its writings which were adapted as *jawi* script. Therefore, Islam and Malay culture are inseperable prior to the history line from many aspect. Even though this type of brand name is represented by few, these extrinsic cues are used as symbolic meaning of ' 'religion' concentrate especially with the support of visuals. Compared to other brand names, brand names that represent themself by the use of three or more cultural signs cues suggested to build stronger, positive brand associations by adhering to the displayed Islamic values. Thus, subjecting these brands to religiosity interpretation by creating feelings of emotional attachment within the target market.

There is a tendency for marketers to engage brand names with related cultural identity not just made for the audience familiarity but demonstrating an elaboration of certain aspects for persuasive appeal. However, Hull (2014) stated that commodification also can exist in branding whereby no intrinsic connection between the brand and the promoted product not yet to include the visual cues applied. Therefore the 'emotions' being shared probably were superficial to engage the audience's trust or to be different with those particular signs. Despite being suspicious, religious ideology however works in consumer culture rather than against it (Izberk-Bilgin, 2012) in structuring consumer choice and identity. This include enact the consumer (Muslim) idelogical beliefs that the product is made by Muslim or safe to be consume (or assume to be *Halal*). Ultimately offer a comfortable feeling for Muslim. This is also related to consumer motivation not only on emotional level by bond between the company and its target audience but impact on cognitive and behavioral. In marketing and

advertising, user's need to belong to a group of people with shared interests to be able to appeal to the right motivation which can also be shown in the brand name.

Summary
This study provides meaningful contributions in translating brand naming strategies adapted by the local producers. Through the analysis, culture is still dominant in assessments of a brand's name personality that it is more likely to resonate with their targeted consumer to earn their trust through localization strategy especially language and term used. The viability of a language and terms (especially local names) were applied as a symbol of cultural pride and was believed to give consumers a better experience of positive or warm feelings in response; which fits with consumer demographics, as well as the culture in question. Even though businesses of today are operating in the globalization era whereby national cultures, national economies, and national borders are dissolving, local producers still believe that local identity provides valuable information to symbolize local values and preferences. Such brand communication strategies were believed to be able to interact with their targeted audience with confidence compared to foreign language which might mentally deconstruct a compound word to find the meaning. A name that sounds to a native ear is not just easy to be pronounced but alongside other cues such as visuals in the ads able to help constitute the whole product brand image in consumer minds. And, by intense commercials and promotions activities, brand names have a direct influence on the creation of brand personality. This will give ideas to new producers to adapt brand localisation strategy in their brand naming in their consideration. They can concentrate on the local names to convey local identity or by adding up terms that related to the product attributes as suggestive brand names as main messages that they want to bring forward. Applicability is depending on their evaluation, to feel more comfortable with what is done by many or to create something that encourages growth in the long term for brand extension for a wider market. It is because localization is not only applicable for brand name strategies but the overall marketing strategy which is shown successfully by many international brands; by adapting their messages with particular language or culture through their marketing campaign.

As an explorative and descriptive study, the analysis may raise new questions concerning the complex nature of interpretation. Even though semiotic contributed much in the sign-meaning making interaction, there are also other theories that can be applied in the future such as symbolic interactionism or Aaker's brand personality model which may raise a new variety of themes for further research efforts. Second, a qualitative use of the semi-structured interviews and content analysis also can be carried out in tackling the issues of signs (brand name) and the relationship between the consumer. This could describe the consumer interpretation and experience in relation to cultural attachment existing between the brand, and the consumer. Consumers are not only recipients but also play an important role in developing brand meaning as 'co-creators' of a brand with their own brand association ideology. Speaking of the theoretical implications, the findings of this study contributes across two academic disciplines which are culture and branding. The integration of these two bodies of knowledge improves the existing understanding on the interaction of culture with the brand elements, specifically in brand naming strategy for local products.

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