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FANTASY WORD SOUNDING IN MARKETING PHONOSEMANTICS

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Abstract: The paper represents the results of a linguistic experiment aimed at establishing if the sounding of different fantasy brand names can cause the same associations in collective consciousness. The experiment drew upon crowdsourcing. The data received can be useful for marketing phonosemantics in relation to the methods used for the creation of new brand names.

Key words: phonosemantics, marketing phonosemantics, naming, brand name, experimental phonosemantics, neologism.

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Résumé

The new term marketing phonosemantics was coined in the 21st century and is defined as an ability of sounds in the brand name to influence the customer with the help of

creative and even aggressive methods. A brand name is the first thing that gives information about the product or service. Furthermore, a brand name must be memorable, informative, and impressive in order to be competitive on the market. Previously, it was supposed that the sequence of sounds in fantasy names is of prime importance for the customer. The previous experiments on phonosemantics described in academic literature have already confirmed that phonosemantics in isolation "works". The current experiment had to show how phonosemantics functions in relation to brand names. The results of the preliminary experiment involving a group of 30 respondents have showed a wide range of factors that influence the customer during brand name perception: it is not only the sounding of the word itself (associations provided by sound symbolism), but also other phonetic factors, etc. The preliminary experiment helped correct and improve the questionnaire in order to enhance the validity of the experiment on a massive group of people by means of crowdsourcing. The paper represents the preliminary results of the experiment (with the involvement of 300 respondents), which confirmed the potential of phonosemantic analysis in the process of naming. Thus, as a consequence of the sound symbolism phenomenon described in this paper, it is possible to include the specific characteristics of a brand in the sounding of the word: softness, hardness, liquidity, sharpness, size, etc. The results of this linguistic experiment can be useful in real life and can make marketing phonosemantics an important tool of influence on the customer's mind.

Key words: phonosemantics, marketing phonosemantics, naming, brand name, experimental phonosemantics, neologism.

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