

NAMING STRATEGIES AS A TOOL FOR COMMUNICATION

JAIHAK CHUNG

Sogang University
Email: jaihak@sogang.ac.kr

Abstract-The purpose of this study is to suggest a conceptual framework for product naming as a communication strategy and evaluate the effects of naming strategies on their market performances in order to provide managerial implications on how to name products, especially for experience goods such as movies. We suggest a conceptual framework to describe naming decisions as two-stage communication strategies and develop a two-level hierarchical Bayesian log-linear model.

We applied the model to a data set consisting of viewership, names, and release dates of 634 movies released in eight countries where English is an official language. The empirical study shows that information choice decision for movie titles have significant impacts on the movie viewership, consumers prefer movie titles reducing uncertainty over movie titles intriguing them only with clues about the movie, and also the effects of “what information to include/choose into a product name” depends on “how to express them”.

Index Terms- Naming Strategy, Movie, Bayesian Model

I. INTRODUCTION

Naming a product is one of the major strategic decisions for a firm to provide product/brand information to consumers (Olson 1976; Rigaux-Bricmont 1982; Richardson, Dick & Jain 1994). A good brand/product name can enhance the awareness of the corresponding product/brand and differentiate it from competing products/brands (Aaker 1991). However, the literature reveals that no research has addressed the effects of brand naming strategy on market performances. In addition, little research has studied naming as a strategic communication tool to provide specific information via brand names and decide how to describe it by name. We suggest a conceptual and mathematical model for naming strategies for communication and applied the model to a dataset obtained from the movie industry to study the effects of different naming strategies on market performances and find what type of naming strategies are more effective empirically.

The purpose of this study is to analyze the roles of naming strategy for movies in terms of the communication perspective. We explored whether naming strategies influence the viewership or not, analyzed which of naming strategies have an impact on the viewership, and also aimed to identify how the expression strategy mediates the effects of information choice strategy on the naming strategy empirically.

This research indicates that naming strategies, especially storyline of movies and negative words in movie titles have impacts on the viewership empirically. In addition, we consider which expression strategies, movie genres, and country characteristics to choose depending on the information choice strategies since these variables are heterogeneous for all of them. We organize the rest of this article into four sections: Firstly, we provided a brief review of relevant literature on naming

strategies. Secondly, we

developed a model for identification of naming strategies. Thirdly, we described results from an application of our model. Fourth, we conclude with a discussion of the advantages and limitations of our model and some directions for further research.

II. CONCEPTUAL UNDERPINNING

The roles of naming are to provide product information for consumers (Olson 1976 ; Maheswaran 1994), to build a positive attitude toward a product (Zinkhan & Martin 1987; Skorinko, Kemmer, Hebl, and Lane 2006), to improve the awareness of product name (Lowrey, Shrum, and Dubitsky 2003), and to differentiate a product from others (Robertson 1989; Meyers-Levy 1989 ; Aaker 1991).

In order to understand what kind of factors industry practitioners consider for the selection of movies, we conducted pilot interviews with three practitioners in movie industries, who have been in charge of movie naming for over 10 years as a producer, a marketer, and an investor, respectively. Based on the interviews, we classify decisions for movie naming as two different levels of naming strategies, (1) information choice strategy and (2) expression strategy. Firstly, filmmakers need to decide what type of information on movies to be provided to movie viewers via a movie title, which we define as an information choice strategy. Secondly, they also need to decide how to express the title of the movie with the information chosen from the previous stage of the naming strategy, which we define as an expression strategy.

Step 1. The information choice strategy for naming: What type of information on product characteristics should be conveyed by movie titles for movie viewership? Generally, most movie titles include the information of movie content such as themes, subject

matters, story lines, or the valence of content (i.e. positive or negative contents). These types of movie titles give the information of what the movie is about. Some movie titles describing the theme of the movie like such as "A Beautiful Mind (2001)," "Fast and Furious", or "Public Enemies". The theme means the core of the story, namely the author's messages. The theme shows how the story's character faces the issues- the problems or challenges. Compared with other movie titles, these offer more abstract information for consumers. Some movie titles include subject matters such as "The Lord of the Rings (2003)" to stimulate interest in consumers about the movie content. In addition, movie titles summarize the story itself such as "How to Lose a Guy in 10 days" or "Saving Private Ryan". Such movie titles are more descriptive in explaining plot. The story plot of a movie consists of various events with emotional reactions namely "positive", "negative", and "neutral" (Lehnert 1981). Since all the plots of movie stories are based on conflict, we also consider the effect of the valence of contents such as positive, negative, and neutral in movie titles (e.g. "The Bad Guys (2014)" or "Charlie's Angels (2000).") The model evaluates what type of movie information via their titles have more impact on their viewership.

Step 2. The expression strategy for naming:

How to describe movie information via movie titles for movie viewership.

Given that the types of movie information are chosen for movie titles, movie studios need to make another type of naming decision, "how to describe the information in movie titles?" Our previous interviews with 13 filmmakers show that they consider four different ways to express information on their movies via movie titles by using non-words, sentences, proper nouns, and foreign words.

Firstly, movie titles including non-words, which are operationally defined as words not listed in the dictionary (Lerman & Garbarino 2002) such as "Apocalypto(2006)", can provide multiple meanings(information) and make the title distinctive from other movies. Secondly, movie titles including proper nouns make people to memorize it as a more specific movie (Durso and O'Sullivan 1983). Thirdly, foreign branding (Leclerc, Schmitt, and Dube 1994; Chao 2005), which can be operationally defined as spelling or pronouncing a product name in a foreign language, is likely to carry unique images on products, but movie titles in foreign languages may be relatively more unfamiliar than names in their first language. Lastly, some movie titles are in a sentence, which may be easier for consumers to understand the movie.

In addition, our study considers two different types of heterogeneities as the moderating factors for the effects of naming strategies; (1) product heterogeneity such as movie genres and (2) country heterogeneity. The empirical results of this study can provide global

movie studios with some managerial implications on whether to use the same or different naming strategies across countries or across product genres.

In summary, the objectives of this study is to develop a conceptual framework and an empirical model for naming strategies and provide some guidelines for companies interested in by solving the following key research questions as described below:

RQ1. Information choice strategy: What type of information of a movie should be provided via movie titles for the success of the movie in terms of viewership?

RQ2. Expression strategy: How do expression strategies for movie naming moderate the main effects of information choice strategy on market performance?

RQ3. Country Heterogeneity: Do naming strategies have differential impacts on the viewership across countries? If so, what type of country characteristics strengthen or weaken the effects of naming strategies on movie viewership?

RQ4. Product Heterogeneity: Do naming strategies have differential impacts on viewership across movie genres? If so, what type of naming strategy is more effective for a movie in a particular genre?

III. MODEL

The conceptual framework for naming strategies, described in the previous section, will be given during the presentation. Our model represents the main and interaction effects of the information choice strategy and the expression strategy on the box-office performance. In addition, the model considers the moderating effects of product characteristics and country characteristics. In order to consider the main, interaction, and moderating effects of three different types of independent variables, a two-level log-linear model was utilized. The first level of the model, described in equation (1) below, considers how information choice strategy for naming affects the box-office performance. The second level of the model, described in equation (2) below, considers whether different naming expressions strengthen or weaken the effects of the information choice strategies on movie viewership.

Level 1. Effect of Information Choice Strategy

$$\ln(y_{ijt}) = \beta_{0i} + X'_{ijt} \mathbf{B} + \varepsilon_{ijt}$$

$$\varepsilon_{ijt} \sim N(0, \sigma_1^2)$$

where country, year, and movie are indexed by i , t , and j , respectively. ε_{ijt} denotes the error term. Y_{ijt} refers to the viewership of the j -th movie released in country i at time t . \mathbf{B} is a vector of model parameters for independent

dummy variables, denoted by $\mathbf{X}'_{ijt} = (\mathbf{x}_{1ijt}, \mathbf{x}_{2ijt}, \mathbf{x}_{3ijt}, \mathbf{x}_{4ijt}, \mathbf{x}_{5ijt})$, for information choice strategies in country i for movie j at time t ; the theme, denoted by x_{1ijt} , is the dummy variable indicating whether the central topics of the stories (e.g. A Beautiful Mind) are included in the movie title or not, the subject matter, denoted by x_{2ijt} , is the dummy variable for story items (e.g. Poseidon), storyline, denoted by x_{3ijt} , for a story's plot (e.g. "How to Lose a Guy in 10 Days"). Lastly, x_{4ijt} and x_{5ijt} denote whether movie j released at t in country I includes positive and negative contents respectively.

Level 2: Effect of Expression Strategy, and Movie & Country heterogeneities

The 2nd level of the model considers moderating effects of expression strategies, movie genres as product characteristics, and country characteristics, denoted by

$$\mathbf{E}'_j = (\mathbf{e}_j^{\text{nonword}}, \mathbf{e}_j^{\text{sentence}}, \mathbf{e}_j^{\text{proper}}, \mathbf{e}_j^{\text{foreign}}),$$

$$\mathbf{G}'_j = (\mathbf{g}_j^{\text{comedy}}, \mathbf{g}_j^{\text{action}}, \mathbf{g}_j^{\text{SF}}, \mathbf{g}_j^{\text{drama}}, \mathbf{g}_j^{\text{horror}}, \mathbf{g}_j^{\text{animation}}),$$

, and,

$$\mathbf{C}'_j = (\mathbf{c}_j^{\text{power}}, \mathbf{c}_j^{\text{uncertainty}}, \mathbf{c}_j^{\text{individual}}, \mathbf{c}_j^{\text{mas}}, \mathbf{c}_j^{\text{long}}, \mathbf{c}_j^{\text{indul}}, \mathbf{c}_j^{\text{GDP}}, \mathbf{c}_j^{\text{population}}),$$

respectively, as described below.

$$\beta_{kgc} = \alpha_{ok} + E'_j A_E + G'_j A_G + C'_j A_C + \zeta_{ijt} \quad (2),$$

$$\zeta_{ijt} \sim N(0, \sigma_2^2)$$

where E'_j is a vector of the expression strategies for naming movie j : NONWORD, denoted by $\mathbf{e}_j^{\text{nonword}}$, is the dummy variable for whether non-word is included in the movie title, SENTENCE, denoted by $\mathbf{e}_j^{\text{sentence}}$, is the dummy variable for whether the movie title is in the form of a sentence, PROPER NOUN, denoted by $\mathbf{e}_j^{\text{proper}}$, is the dummy variable for proper nouns being included or not, FOREIGN WORD, denoted by $\mathbf{e}_j^{\text{foreign}}$ is the dummy variable for any foreign words being included in the title of movie j in the sample.

$$\mathbf{G}'_j = (\mathbf{g}_j^{\text{comedy}}, \mathbf{g}_j^{\text{action}}, \mathbf{g}_j^{\text{SF}}, \mathbf{g}_j^{\text{drama}}, \mathbf{g}_j^{\text{horror}}, \mathbf{g}_j^{\text{animation}})$$

is a vector of dummy variables for movie genres consisting of action, comedy, animation, drama, horror, and SF (science

fiction). Although there are other major variables for movie performance, such as the effects of the number of movie screens, the reputation of directors, and production budgets, they are not considered in the model due to a lack of data.

The model considers two different types of country heterogeneity: cultural and economic characteristics. As measures of cultural country heterogeneities, we consider POWER DISTANCE, denoted by $\mathbf{c}_j^{\text{power}}$, UNCERTAINTY AVOIDANCE, denoted by $\mathbf{c}_j^{\text{uncertainty}}$, INDIVIDUALISM, denoted by $\mathbf{c}_j^{\text{individual}}$, MASCULINITY, denoted by $\mathbf{c}_j^{\text{mas}}$, LONG-TERM ORIENTATION, denoted by $\mathbf{c}_j^{\text{long}}$, and INDULGENCE, denoted by $\mathbf{c}_j^{\text{indul}}$. The data was obtained from Hofstede's dimensions of national cultures. As measures of economic country heterogeneities, we consider GDP, denoted by $\mathbf{c}_j^{\text{GDP}}$, and population, denoted by $\mathbf{c}_j^{\text{population}}$, at year t as economic factors. Lastly, ζ_{ijt} is the error term and A_E, A_G, A_C are the corresponding model parameters.

IV. EMPIRICAL STUDY

We applied the Bayesian model to a dataset of 634 movies released from 2000 until 2012 in eight countries where English is an official language, by using Markov Chain Monte Carlo (MCMC) simulation method¹ (Rossi, and Allenby 2000). The viewership of a movie in each country was calculated with its revenue, obtained from a website of a major movie database called IMDB (www.boxofficemojo.com), and the corresponding ticket price, obtained from media market research company, Screen Digest (www.screendigest.com). Movie genre, and their launching time in each country were also obtained from IMDB (www.imdb.com).

Three practitioners, who have been in charge of movie naming in the movie industry, evaluate movie titles in the sample for the five types of information choice

¹ A full description on priors, posterior joint distributions, and the MCMC algorithm can be obtained from the authors upon request.

strategies and the six types of expression strategies.² POWER DISTANCE, UNCERTAINTY AVOIDANCE, INDIVIDUALISM, MASCULINITY, LONGTERM ORIENTATION, and, INDULGENCE were obtained from Hofstede's national culture scores (geert-hofstede.com). GDP and population of each country at the launching time of the corresponding movies were from the World Bank (www.worldbank.org).

V. EMPIRICAL STUDY

We applied the Bayesian model to a dataset of 634 movies released from 2000 until 2012 in eight countries where English is an official language, by using Markov Chain Monte Carlo (MCMC) simulation method (Rossi, and Allenby 2000). The viewership of a movie in each country was calculated with its revenue, obtained from a website of a major movie database called IMDB (www.boxofficemojo.com), and the corresponding ticket price, obtained from media market research company, Screen Digest (www.screendigest.com). Movie genre, and their launching time in each country were also obtained from IMDB (www.imdb.com). The empirical result will be given later.

CONCLUSION

Our empirical results provide some important findings with managerial implications. Firstly, information choice strategies for naming have significant influences on viewership. Consumers especially prefer titles containing more concrete information on movies, such as summarizing the story in the movie titles with sentences. Contrary to the common perception that negative content/words are avoided for a name in brand literature, negative content in movie titles has relatively strong impacts on viewership. Considering that conflict is the core element of any story, movie titles with negative content are likely to provide consumers with more information on the story of a movie and attract consumers' attention and interest them (Williams, Mathews & MacLeod, 1996; Kesinger and Corkin, 2003; Doerksen and Shimamura 2001).

Secondly, most of expression strategies significantly moderate the effects of the information choice strategy on the viewership. The empirical findings show that, when it comes to choosing information for movie

² Characters in movie titles were not included in the analysis due to high multicollinearity with subject matters in movie titles ($r=-0.5$).

titles, it is better to include information that reduces uncertainty rather than information that intrigues movie goers, but, when it comes to expressing the information of the product via movie titles, it is better to intrigue movie goers with unique expressions. It is also noteworthy that which expression strategies to choose depends on the information choice strategies, since expression strategies are heterogeneous between the information choice strategies.

Lastly, it is recommended to use different naming strategies according to the genre of the movie since the effects of a naming strategy on viewership differs significantly across movie genres, but it is recommended to use the same movie title across different countries in most cases, since most of moderating effects of country heterogeneity are not significant.

The study has several limitations. First, the empirical findings in this study may not be applicable to naming other experiential goods (music, games, books, etc.). Thus, extending our model for other experiential goods would need further research. Although the empirical evidence in this study is specific to the context of movies, we believe that our general conceptual framework and estimation approach could be generally applied to the effects of naming strategies in other industries. Secondly, our model researches only 8 countries that use English as an official language. If we research additional countries, which use another language as an official language, we should consider other heterogeneities of country characteristics; such as kinds of language, translation, and consistence of title meaning.

We believe that our study makes several important contributions to the literature on the effects of naming strategies. Firstly, to our best knowledge, this study is the first to suggest a theoretical framework for naming strategies and evaluating movie titles. This model can be applied in other industries in a straightforward manner without any modification. This supports the adaptability of our model. Secondly, the empirical results provide some managerial implications for movie studios naming movies in global markets.

REFERENCES

1. Belén del Río, Rodolfo Vázquez, Víctor Iglesias, (2001) "The Effects of Brand Associations on Consumer Response", *Journal of Consumer Marketing*, Vol. 18 Iss: 5, pp.410 - 425
2. Aaker, David A. (1991), *Managing Brand Equity*, San Francisco: Free Press.
- A. Belén del Río, Rodolfo Vázquez, Víctor Iglesias(2001) "The Role of the Brand Name in Obtaining Differential Advantages" *Journal of Product & Brand Management*, 10(7), 452~465
3. Akaah, I. P. (1991). Strategy Standardization in International Marketing: an Empirical Investigation of Its Degree of Use and Correlates. *Journal of Global Marketing*, 4(2), 39-62.
4. Aref A. Alashban, Linda A. Hayes, George M. Zinkhan, and Anne L. Balazs(2002) "International Brand-Name Standardization/Adoption: Antecedents and Consequences" *Journal of International Marketing*, 10(3), pp 22~48

5. Arun Agrawal(1995),"Dismantling the Divide Between Indigenous and Scientific Knowledge", *Development and Change*, Volume 26, Issue 3, pages 413-439
6. Barry Nathan Rosen, Jean J. Boddewyn, Ernst A. Louis(1983), "US Brands Abroad: An Empirical Study of Global Branding", *International Marketing Review*, Vol. 6 Iss: 1
7. Bellezza, F. S., Apel, M. B., & Hatala, M. H. (2001). "The Effects of Imagery and Pleasantness on Recalling Brand Names". *JOURNAL OF MENTAL IMAGERY-NEW YORK-INTERNATIONAL IMAGERY ASSOCIATION-*, 25(3/4), 47-62.
8. Benny Rigaux-Bricmont (1982) ,"Influences of Brand Name and Packaging on Perceived Quality", in *NA - Advances in Consumer Research Volume 09*, eds. Andrew Mitchell, Ann Abor, MI : Association for Consumer Research, Pages: 472-477.
9. Chan, A.K.K. and Huang, Y.Y. (1997), "Brand Naming in China - a Linguistic Approach", *Marketing Intelligence & Planning*, Vol. 15 No. 5. pp. 227-34.
10. Chao, P., Wührer, G., & Werani, T. (2005). "Celebrity and foreign brand name as moderators of country-of-origin effects", *International Journal of Advertising*, 24(2), 173-192.
11. Dawar, Niraj and Philip Parker (1994), "Marketing Universals: The Use of Brand Name, Price, Physical Appearance, and Retailers' Reputation as Signals of Product Quality," *Journal of Marketing*, Vol. 58, 2, 81-95.
12. Dawn Lerman, Ellen Garbarino(2002) " Recall and Recognition of Brand Names: A Comparison of Word and Nonword Name Types" *Psychology & Marketing*, 19(7-8), 621-639
13. de Chernatony L, Halliburton C, Bernath R(1995). "International Branding: Demand - or Supply-Driven Opportunity?" *International Marketing Review* 12 (2), 9-21.
14. De Mooij, M., & Hofstede, G. (2010). "The Hofstede model: Applications to global branding and advertising strategy and research" *International Journal of Advertising*, 29(1), 85-110.
15. Dennis N. Bristow, Kenneth C. Shneider, Drue K. Schuler(2002) "The Brand Dependence Scale: Measuring Consumers' use of Brand Name to Differentiate among Product Alternatives" *Journal of Product & Brand Management*, 11(6), 343-356
16. Doerksen, S., & Shimamura, A. P. (2001). Source Memory Enhancement for Emotional Words. *Emotion*, 1(1), 5.
17. Durairaj Maheswaran, Diane M. Mackie, Shelly Chaiken(1992) "Brand Name as a Heuristic Cue: The Effects of Task Importance and Expectancy Confirmation on Consumer Judgements" *Journal of Consumer Psychology*, 1(4), 317-336
18. Durairaj Maheswaran(1994) "Country of Origin as a Stereotype: Effects of Consumer Expertise and Attribute Strength on Product Evaluations", *The Journal of Consumer Research*, 21(2), 354-365
19. Durso, F. T. & O'Sullivan, C. S. (1983). "Naming and Remembering Proper and Common Nouns and Pictures", *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 9(3), 497-510.
20. Francis, J. N., Lam, J. P., & Walls, J. (2002). "The Impact of Linguistic Differences on International Brand Name Standardization: A Comparison of English and Chinese Brand Names of Fortune-500 companies". *Journal of International Marketing*, 98-116.
21. George M. Zinkhan, Claude R. Martin, Jr.(1987) "New Brand Names and Influential Beliefs: Some Insights on Naming New Products" *Journal of Business Research*, 15, 157-172
22. Grabe, W. (2001). "Notes toward a Theory of Second Language Writing", *On second language writing*, 39-57.
23. Higgins, E. T. (1996). "Knowledge Activation: Accessibility, Applicability, and Salience". In E. T. Higgins & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (pp. 133-168). New York: Guilford Press.
24. Hill, J. S., & Still, R. R. (1984). "Adapting products to LDC tastes". *Harvard Business Review*, 62(2), 92-101.
25. Janiszewski, Chris and Stijn M. J. van Osselaer (2000), "A Connectionist Model of Brand-Quality Associations," *Journal of Marketing Research*, 37 (August), 331-350.
26. Jeanine L Skorinko, Suzanne Kemmer, Michelle R. Hebl, David M. Lane(2006) "A Rose by Any Other Name... Color-Naming Influences on Decision Making" *Psychology & Marketing*, 23(12), 975-993
27. Jerry C. Olson and Philip Dover (1976) ,"Effects of Expectation Creation and Disconfirmation on Belief Elements of Cognitive Structure", in *NA - Advances in Consumer Research Volume 03*, eds. Beverlee B. Anderson, Cincinnati, OH : Association for Consumer Research, Pages: 168-175.
28. Karstens, B., & Belz, F. M. (2006). "Information asymmetries, labels and trust in the German food market: A critical analysis based on the economics of information", *International Journal of Advertising*, 25(2), 189-211.
29. Kensinger, E. A., & Corkin, S. (2003). "Memory Enhancement for Emotional Words: Are Emotional Words more Vividly Remembered than Neutral Words?". *Memory & cognition*, 31(8), 1169-1180.
30. Keller, Kevin Lane (1993) "Conceptualizing, Measuring, and Managing Customer-based Brand Equity" *Journal of Marketing*; Jan 1993; 57, 1; ABI/INFORM Global p.g. 1-22
31. Kohli, Chiranjeev and LaBahn, Douglas. "Creating Effective Brand Names: A Study of the Naming Process," *Journal of Advertising Research*, 1997, Number 1
32. Kotler, P. and Armstrong, G. (1997) "Marketing An Introduction". Fourth Edition. New Jersey. Prentice Hall International
33. Kotler, Philip. 1994. "Auditing the Marketing Function." In *AMA Management Handbook*, edited by John J. Hampton, vol. 3, New York: AMACOM.
34. Leclerc, F., Schmitt, B. H., Dube, L. (1994), "Foreign Branding and its Effect on Product Perceptions and Attitudes". *Journal of Marketing Research*, 31, 263-270
35. McNeal, James U. and Linda M. Zeren. "Brand Name Selection for Consumer Products." *MSU Business Topics Spring* (1981): 35-39.
36. Melanie Wallendorf (1979), "Understanding the Client as a Consumer," in Gerald
37. Zaltman, ed., *Management Principles for Nonprofit Agencies and Organizations*, NY: American Management Association, 256-290.
38. Meyers-Levy, J.(1989), "The Influence of a Brand Name's Association Set Size and Word Frequency on Brand Memory", *Journal of Consumer Research*, 16 (September), 197-207
39. Michaela Wänke, Andreas Herrmann, Dorothea Schaffner(2007), " Brand Name Influence on Brand Perception", *Psychology & Marketing*, 24(1), 1-2
40. Paivio, A. (1971). *Imagery and Verbal Processes*. New York:Holt, Rinehart & Winston
41. Patrica M. West, Joel Hiber, Kyeong Sam Min(2004) "Altering Experienced Utility: The Impact of Story Writing and Self-Referencing on Preference" *Journal of Consumer Research* 31(December) 623-630
42. Quelch, J. (1999). *Global Brands: Taking Stock*. *Business Strategy Review*,10(1), 1-14.
43. Richardson, Paul S., Alan S. Dick, and Arun K. Jain (1994), "Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality," *Journal of Marketing*, 58 (October), 28-36
44. Richard R. Klink(2000) "Creating Brand Names with Meaning : The Use of Sound Symbolism" *Marketing Letters*, 11(1), 5-20
45. Richard R. Klink(2003) "Creating Meaningful Brands: The Relationship between Brand name and Brand Mark", *Marketing Letters*, 14(3), 143-157
46. Rossi and Allenby (2000) "Statistics and Marketing," *Journal of the American Statistical Association*, 65, 635-638.
47. Sankar Sen(1999) "The Effects of Brand Name Suggestiveness and Decision Goal on the Development of Brand Knowledge" *Journal of Consumer Psychology*, 8(4), 431-455
48. Samjay Sood, Xavier Dreze(2006), "Brand Extensions of Experiential Goods: Movie Sequel Evaluations", *Journal of Consumer Research*, 33(December), 352-360

49. Shipley, D., Hooky, G. J., & Wallace, S. (1988). "The brand name development process", *International Journal of Advertising*, 7(3), 253-266.
50. Srin S. Srinivasan, Brian D. Till(2002), "Evaluation of Search, Experience and Credence Attributes: Role of Brand Name and Product Trial", *Journal of Product & Brand Management*, Vol. 11 Iss: 7, 417 - 431
51. Stuart J. Agres and Tony M. Dubitsky (1996). "Changing Needs for Brands". *Journal of Advertising Research*, 36, pp 21-30. doi:10.1017/S0021849996960031.
52. Tina M. Lowrey, L.J. Shrum, Tony M. Dubitsky(2003) "The Relation between Brand-name Linguistic Characteristics and Brand-name Memory", *Journal of Advertising*, 32(3), 7~17
53. Tina M. Lowrey, L.J. Shrum(2007) "Phonetic Symbolism and Brand Name Preference" *Journal of Consumer Research* 34(October) 406~414
54. Vanden Bergh, B.G. (1983). "More Chickens and Pickles", *Journal of Advertising Research*, 22, 44 - 44
55. Wendy G. Lehnert(1981) " Plot Units and Narrative Summarization", *Cognitive Science*, 5(4), 293-331
56. Westenberg, M.R.M. & P. Koele (1994) "Multi-attribute Evaluation Processes: Methodological and Conceptual Issues", *Acta Psychologica*, 87 , 65-84.
57. Williams, J. M. G., Mathews, A., & MacLeod, C. (1996). The Emotional Stroop Task and Psychopathology. *Psychological bulletin*, 120(1), 3.

★★★