

## **Impact of Language: Value perception of 'Brand' with regards to the language.**

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### **Abstract:**

Language is a system of sound with intended meaning used to convey messages from a person to another through conventional spoken or written signs. The abstract highlights the significant study of the correlation between age and affinity to purchase products of a brand and the colonial at play, with respect to brand perception. Effective branding involves strategic use of language to create a distinct brand identity and establishes a connection with the target audience. Brand involves various linguistic elements such as taglines, brand names and advertising messages to convey their values to the targeted customer. The language used in branding can evoke certain emotions from consumers which might be varying in between trust and loyalty to excitement and curiosity about the product. Especially, the choice of words in brand communication plays a major impact on consumer behaviour towards the brand.

Thus, the impact of language on branding demonstrates its ability to influence the consumers perceptions, establish brand identity and foster meaningful connections between the consumers. Understanding the power of linguistic elements can enable businesses to create evocations with their target audience, strengthening their brand loyalty and leading success in their marketplace.

**Key words: Language, Brand, Target audience, Communication, Perception**

### **Introduction**

In the modern world, commerce is a need. It is not incorrect to claim that the efficiency of business governs the globe. Our current environment is so modern, and brand is really important. According to Wikipedia, "Brand" is defined as "a name, term, design, symbol, or any other feature that distinguishes one seller's goods from those of other sellers." In the world of commerce and trade, a brand is a potent term that serves as a differentiator and, occasionally, an identity. The identity itself and how others perceive it are crucial factors in the influence it has on people's general psyches, which in turn drives the trade of the commodity.

The purpose of this research is to explore the relationship between the trend of naming "Indian" origin producers, the tendency of goods to have "Foreign sounding" brand names, and the perception of such brands as being superior to those with "Indian sounding" brand names among consumers.

Language is essential for understanding and supporting consumers since it allows us to communicate with them and conduct business with them. The complex connection that permeates the dynamic world of trade and commerce is language. India, a developing force in the world market, is in a unique situation because it was once a British colony and still harbours colonial attitudes and views English as superior. This consumer attitude is being probed and tried to be understood through the study taken up in this paper.

**Objectives:**

1. To study the correlation between age and affinity to purchase products of a brand.
2. To study the colonial at play, with respect to brand perception

**Literature review:**

Impact of Brand Image and Advertisement on Consumer Buying Behaviour (Muhammad Ehsan Malik, 2013) The study of this paper mainly focuses on how the brand image and advertisement impact on the change of people's buying behaviour and it reflects as an effective source to convey the messages that retains in the minds of the consumers for purchasing the product. the limitation of this study depicted on the teenagers in Gujranwala. Findings show that the brand image and advertising have a positive impact on consumer perception and change their attitude during the purchase of products.

Impact of Brand on Consumer Behaviour (Henriata Hrablik chovonova,2015) This paper focuses on the impact of brand on influencing consumers to purchase a product and also it stresses the fact that the brand has the impact on the consumer decision making process. The findings relieved that the purchase of products and preference of brand depends upon the age of consumers.

Brand linguistics: A theory-driven framework for the study of language in branding (Marina Carnevale, 2017), The work of this paper focuses on how the language influences the consumers and that helps to interact with brands. The author defines the domain of brand linguistics i.e., the study of language that affects the consumers brand-related settings. The finding helps in understanding how the language and interactive approach plays a major role in establishing a brand in the minds of the consumers.

Emotions are not for everyone: The role of congruence between hotel brand positioning strategies and communication style in enhancing customers' brand attitude and booking intention (Sabrina M Hegner, 2021), The article explores that, the informal communication aid in brand positioning in the minds of the consumer and also describes the consumers attitude and perception towards branding. On the whole, the findings represent that there is a significant co-relationship between the social media informal communication and the brand positioning. The impact of communication style on consumer perception has been influenced by informal communication style.

The impact of brand name characteristics on creating brand perception (Marko, Cukman, 2022), The work of this paper focused on testing theoretical background in the real world in order to prove the importance of implementation of basic branding principles in the brand naming process.

**Argument**

Language is crucial in determining how a brand is seen in the digital age, since communication is limitless. It is impossible to overestimate how language affects the value of a brand. Language is a potent instrument that may affect emotions, forge relationships, and mould the audience's overall experience. It is not merely a tool for communication. In this essay, we

explore the complex connection between language and brand perception, emphasising the importance of linguistic tactics for outranking rivals and boosting your brand's visibility.

### **The Influence of Words**

Words have the ability to motivate, persuade, and arouse feelings. A carefully prepared message has the power to deeply connect with your audience. The language used in the material for your brand, whether it be blog posts, social media updates, or website copy, has a significant impact on how your brand is seen. It's critical to successfully utilise the power of words if you want your website to rank higher than competitors' and attract more visitors.

### **Optimising keywords for relevance and position**

A key component of search engine optimisation (SEO), keyword optimisation helps websites rank higher than their rivals. You may increase your website's exposure and draw in organic visitors by carrying out in-depth keyword research and thoughtfully inserting relevant keywords into your content. It is much more important to choose the proper keywords when considering language and brand impression.

You may efficiently adapt your material to your target audience's needs by understanding their preferred languages and search behaviours. You may present your website as a reliable resource in your niche by incorporating language-specific keywords that are consistent with the values and products offered by your company. This linguistic clarity boosts your brand's authority and trust while also increasing its visibility.

### **Making Engaging Content**

Any SEO strategy that is effective must have compelling content as its foundation. Your content must be extremely valuable to your audience, authoritative, highly informative, and engaging in order to outrank other websites. The language you choose in your material is crucial to attaining these goals.

Paying close attention to linguistic minutiae is essential to creating content that connects with your readers. Your use of language should be consistent with the identity and values of your brand. Choosing the appropriate linguistic components is crucial whether your company wants to come out as professional, approachable, or cutting-edge.

## **Language Localization for Global Impact**

In today's globally connected environment, companies frequently want to increase their market penetration. The importance of linguistic localization increases while pursuing global markets. You may build a sincere bond with your worldwide audience and outperform rivals in those marketplaces by translating your content into other languages and cultural quirks.

Localization of a language goes beyond simple translation. It necessitates a thorough comprehension of the cultural background, values, and preferences of the target audience. You may present your company as a dependable and genuine presence and increase the value of your brand by adjusting the messaging of your brand to appeal to regional sensibilities.

## **Integrity: Developing Brand Equity**

Building brand equity and outranking rival websites both depend on consistency. You can build a unified brand experience that connects with your audience by using a consistent language across all touchpoints, from your website to your social media outlets. Building trust, familiarity, and eventually brand loyalty through consistency.

Tone, voice, and messaging are only a few of the different components that make up linguistic consistency. You can make sure that your material consistently reflects your company's values and personality by sticking to a clearly defined brand style guide. In addition to helping you rank higher than rivals in search engine results, consistency builds a strong brand identity that engages your audience more deeply.

## **Adopting Multilingual SEO Techniques**

Adopting multilingual SEO methods might provide you a competitive edge as you work to maximise the potential of your business in the digital sphere. You may increase your audience and access new markets by optimising your website for several languages.

Effective multilingual SEO requires a number of key components, including the use of hreflang tags, the creation of language-specific URLs, and the provision of high-quality translations.

You may outrank rival brands in those markets and build your brand as a global authority by adapting your content and language to particular regions and languages.

#### Research Design:

By referring to numerous cases, texts and research articles, a rich knowledge base was established. A glimpse on the aspects of language perception and its implications in various contexts. Further, the literature examined the diverse applications on language perception, particularly in branding in order to understand its impact on consumer behaviour and brand image.

Hence, this approach provided solid foundation for understanding and analysing the certain aspects of language perception in different domains.

#### Data Collection:

To accomplish the research objectives of study, data was collected as follows:

##### Primary data:

- Structured questionnaires
- Interviews
- Observations
- Focused on small group

##### Secondary data:

By referring to various research articles, texts and case studies influenced in understanding the impact of language usage in branding was achieved in secondary data collection. These resources helped to know the significance influence of language on brand perception, consumer behaviour and communication strategies and also it helped to identify key trends on brand perception.

##### Sampling and sample size:

In Bengaluru, consumers between ages of 16 and 40 were chosen as the target population for the data and to better understand the various perceptions of consumers regarding the impact of language on branding. The population sample consist of 80 individuals and 54 out of them provided response.

Utilising convenience sampling with non-probability, the respondents were chosen for the survey based on their availability and desire to participate. The information acquired from questionnaires, which was provided via a google form.

#### Conclusion

Language is a potent instrument that can influence brand perception greatly and outperform competing websites. Your brand's visibility and worth can be increased by utilising the power of words, optimising keywords, creating engaging content, and implementing multilingual

SEO tactics. You may develop a sincere relationship with your audience, earn their trust, and outperform rivals online by mastering the art of effective language usage.

### Analysis

Objective 1: To study the correlation between age and affinity to purchase products of a brand.

Observations			
Age/ Acceptance_language_promote	No, I don't accept	Yes, I accept	Grand Total
15-25	2	14	16
25-35	0	32	32
35-45	0	6	6
Grand Total	2	52	54

Expectations			
Age/ Acceptance_language_promote	No, I don't accept	Yes, I accept	Grand Total
15-25	0.59	15.41	16
25-35	1.19	30.81	32
35-45	0.22	5.78	6
Grand Total	2	52	54

H0 (null hypothesis) - The brand perception based on language, it has an effect on understanding the correlation between brand and language as compared to the age group between 16-40years.

H1 (alternative hypothesis) - The brand perception based on language, it has a negative effect

Observations				
Age/ Colonial Element_brand perception	Communication strategies	Competitive Pricing	Quality	Grand Total
15-25	2	0	14	16
25-35	16	6	10	32
35-45	4	2	0	6
<b>Grand Total</b>	<b>22</b>	<b>8</b>	<b>24</b>	<b>54</b>

on understanding the correlation between brand and language as compared to the age group

between 16-40years.

<b>Chisq. Calculated value</b>	<b>0.0849</b>
<b>DOF</b>	<b>2</b>
<b>Critical value</b>	<b>3.84</b>

### Interpretation:

Chi square Calculated Value < Critical Value

The hypothesis proposes that the impact of brand perception is significant within age group of 16-40 years. The result suggests that the effect of the language on understanding the correlation between brand and language is more evident and influential among the age group between 16-40 years. This group tends to have a better grasp of communication trends and is more receptive to brand messaging, thereby influencing their brand perception based of language.

Objective 2: To study the colonial at play, with respect to brand perception

Expectations				
Age/Colonial Element_brand perception	Communication strategies	Competitive Pricing	Quality	Grand Total
15-25	6.52	2.37	7.11	16
25-35	13.04	4.74	14.22	32
35-45	2.44	0.89	2.67	6
<b>Grand Total</b>	<b>22</b>	<b>8</b>	<b>24</b>	<b>54</b>

Null Hypothesis(H0): The presence of colonial influences in branding strategies and has a significant impact on brand perception among consumers.

Alternative Hypothesis(H1): The presence of colonial influences in branding strategies does not have a significant impact on brand perception among the consumers.

<b>Chi.Sq Calculated value</b>	<b>0.001</b>
<b>DOF</b>	<b>4</b>
<b>Critical Value</b>	<b>9.488</b>

Interpretation:

Chi square Calculated Value < Critical Value

This hypothesis suggests that when colonial elements are incorporated into branding strategies it results in a noticeable impact on how consumers perceive and interpret brand. It also results that colonial influences evoke specific responses which can be either positive or negative, thereby influencing overall perception on branding.