

Running Head: An assessment of the scope and capacity of the social sciences to provide explanations of cause and effect in the field of consumer behaviour

University Name:

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Abstract

Brand names are believed to contribute greatly towards the product's success in this world of business. Intensive research and studies on brand naming has been carried out mainly in the western countries, most of this studies has been conducted with the western European languages. Business researchers have concentrated on how linguistic diversity as well as cultural aspects relates to brand naming. Basically, brand naming is identified with preferred tonal, morphological, semantic and syllabic structures. Coca-Cola is no doubt the world's number one brand name. The brand has a global acceptance and it is known world wide by both the young and the old making it easy to retain its customers and also penetrate new markets.

Introduction

The main aim of every business organization is to increase sales and realize maximum sales product, these can only be achieved through increased promotional activities, continued supplies of goods & services and enhanced overall marketing practices in reference to a given product. However, all these can be of no use if the product in question does not have a well established brand name. The management team of any given company emphasizes in establishing a highly reputable brand name for its products. (Frank, 1998)

This will not only create a good image of the company in the outside world but will also help the company in easily competing with its main competitors. Coca cola for example, has gained a global status by becoming a household name in every corner of the universe. It has managed to compete effectively with its chief competitor Pepsi cola due to its well established brand name. The company makes billions of dollars in terms of sales every day and has got branches in almost every corner of the world. To cope with the current world of competition a good brand name should create room for flexibility and expansion a thing that coca cola takes into consideration, it should not lend itself to abbreviation i.e. a good brand name should be a name and not abbreviation, it should have few syllables and should roll smoothly off the customer's tongue, it should have a root of origin as well as some uniqueness meaning that it should always sound different from those of its competitors. (Frank, 1998)

Main Findings

Coca cola has been properly managed a thing that has led to the maximization of intellectual property as well as the brand power. The product name, division names and the company name has been integrated as part of the coca cola brand portfolio, the naming therefore fits properly within the brand portfolio of the company.

The name has its roots of origin and its well pronounced in other languages for instance, Japanese, French native speakers, Italians among other languages. Coca cola as a brand name supports many languages and can therefore carry on

ut business activities in most parts of the world especially the populous areas. As a brand name coca cola can therefore be said to be linguistically clean. The trade mark part of coca cola is a name and not initials this ensures that coca cola does not lend itself to abbreviations. According to linguistics, coca cola though with four syllables has a good alliteration. The name has been found to be rolling smoothly off the tongues of its many consumers. (Craig, 2000)

It's good alliteration has contributed positively towards the marketing of the brand. The brand name has a registration certificate indicating that the company is operating within the legal boundaries. The brand name is unique since it sounds different from those used by its direct competitors. Is a unique name within the soft drinks industry a thing that adds its marketability. In conclusion, coca cola is a brand name that is easily pronounced, sweet and short. The name is perfect for easy remembrance by consumers, its sweetness, shortness and easier pronunciation ensures that it cuts easily through the industries business arena. The brand name works well on the media, internet and phones in spite of individuals having not heard or seen it before. It has sticky consonants and those customers having problems spelling it requires only to be told once on how to spell. (Craig, 2000)

Conclusion

Coca Cola has been able to fully penetrate the competitive consumer market due to its good brand name. Its unique trade mark has been very helpful in promoting its sales. For example, the fact that coca cola is easily pronounced by various communities has ensured that the soft drink enters new markets with ease. It is therefore clear that for effective marketing any company should bank on a good brand name that ensures enough room for business expansion as well as flexibility in terms of market territories and adjusting itself as per consumers' needs and demands. This puts the company in a better position of carrying out business in the most populous world of business.

Recommendations

It is highly advisable for any business organization to concentrate on improving its brand name so as to achieve the intended success. A good brand name will ensure easy market penetration since consumers tend to peg their interest on certain known brand names. Business ventures should work towards establishing a brand name that integrates the name of the product and the division name with that of the company. Managers in every business enterprise should work towards introducing brand names that has the root of origin as well as cultivating the existing ones to foster increased business activities. Abbreviations should be completely discouraged when designing a brand name to be used by a company, instead there should be a name with few syllables that flows smoothly and are easily pronounced by the consumers thus encouraging easier remembrance.

Reference

Frank, V. (1998):Concurrent Marketing, Boston, Harvard Business School Press.

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