

Studying the Linguistics of Hungarian Luxurious Brands: Analysing the Sound Effects from a non-Hungarian Consumer's Perspective

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Abstract : Sound symbolism has been able to give us an exciting new tool to target consumers' brand perception. It acts on a subconscious level making them less likely to reject the implicit message delivered by the sound of the brand name. Most of the research conducted in the field was focused on the English language as it is the language used for international branding campaigns and global companies. However, more research is examining the sound symbolism in other languages and comparing it to the English language findings. Besides, researchers have been able to study luxury brand names and spot out the patterns used in them to provoke luxury and sophistication. It stands to a reason to connect the luxury brand names and the local language's sound effects since a considerable number of these brands are promoting the origin of the Maison, therefore, have names in foreign languages. This study was established around the Hungarian luxury brand names. It aims to spot out the patterns used in these names that connect to the previous findings of luxury sound effects and also the differences. We worked with a non-Hungarian speaking sample who had some basic knowledge of the language just to make sure they were able to correctly pronounce the names. The results have shown both similarities and differences when it comes to perceiving luxury based on the brand name. As the Hungarian language can be qualified as a saturated language, consonant wise, it was easy to feed the luxury feeling only by using designers' names, however, some complicated names were too difficult and repulsive to consider as luxurious. On the other hand, oversimplifying some names did not convey the desired image as it was too simple and easy. Overall, some sounds have been proved to be linked to luxury as the literature suggests, the difficulty of pronunciation has also proved effective since it highlights the distant feeling consumers crave when looking for luxury. These results suggest that sound symbolism can set up an aura of luxury when used properly, leveraging each languages' convenient assets.

Keywords : hungarian language, linguistics, luxury brands, sound symbolism

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