

Semantic and Syntactic Evaluations of Food Brand Slogans

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Abstract

Food is one of the most purchased products by consumers and therefore, food advertising is omnipresent. Advertising slogans' choice of language is crucial to the meaning they wish to communicate and the meaning they convey depends on the words they contain. Realizing this, the present study was implemented with the objective to investigate the syntactic and semantic elements of the selected fictitious food slogans. Firstly, to confirm food as the item that consumers buy the most, a pre-test was conducted involving consumers rating product importance, relevance and familiarity. Then, six food slogans were fictitiously created based on the linguistic properties proposed by several scholars for a brand slogan. Next, seven language experts were recruited from a local university to perform linguistic analysis of the slogans. Convenience sampling method was used to recruit the seven reviewers from a nearby university. Following this, an examination of their background was performed to screen for its relevance to the topic at hand as well as necessary experience. The findings show that the slogans mostly are evaluated as being easy to comprehend, having clear messages and being suitable for advertising campaigns especially the slogans, "My new favourite juice", "Healthy or tasty?"

Why not both?” and “Has healthy ever tasted so good?” These results seem to suggest that a slogan can be in the forms of a statement or a question, and its form will not affect its comprehension and compatibility for advertising purposes but rather the words it contains that contribute to its meaning.

Keywords:

Brand slogan, linguistic, syntactic, semantic, food

1 Introduction

The statistics published by Statista (2021) taken from the study performed on frequently purchased products from e-commerce sites for the period of May 7 to May 30, 2020 by Rakuten Insight in Malaysia, showed that among the top products purchased in Malaysia are food and groceries by 55%. Food-related advertisements are very prevalent and omnipresent in everyday life (Huang et al., 2018). In 2021, the industry of grocery stores alone in the United States witnessed advertising expenditures amounting to a significant sum of 1.79 billion U.S. dollars (Faria, 2023). There is a higher frequency of advertisements promoting food, produce, and dairy products during cable television entertainment programmes compared to advertisements for entertainment, automobiles, insurance and medicines (Faria, 2023). This indicates that advertising of food products is reasonably pervasive compared to other products.

In terms of elements of advertisement, Liu (2022) argues that one of the most significant and powerful methods for a brand to represent itself in the market is through its slogan, which serves as a summation of both its product attributes and brand meaning. Slogans aid in defining the identity of a brand and enhancing its positioning in the market (Hodges et al., 2016; Johan et al., 2022). Brand slogans are closely associated with language choice as Musté et al. (2015) assert that the language used in marketing slogans represents linguistic aberrations that are known as figures of speech or variations in the spelling of words. According to linguistic findings from Miller and Toman's (2016) study, a range of phonological, syntactic, and semantic strategies are regularly utilised to create brand slogans. The results of this study also show that alliteration, initial plosives, word/phrase feeding, puns, and popular phrases are the tactics that are used more frequently in brand slogan creation (Miller & Toman, 2016; Zembytska, 2018). Besides, semantic complexity may be attained by utilizing linguistic elements such as metaphors, puns, irony/sarcasm, and other varieties of wordplay (Miller & Toman, 2015; Zembytska, 2018). Creating a compelling, succinct, and memorable slogan that is symbolic of the object, organisation, or concept it represents and reflects the author's aim, offers a challenge to writers as creating a slogan is different from writing a story (Clark et. al, 2018). This suggests that producing a slogan is not an easy task and it involves careful selection and arrangement of words and thus, the involvement of experts in reviewing newly created slogans is very crucial.

1.1 Problem Statement

Millions of dollars are spent annually by businesses all over the globe on designing and conveying messages of brand slogans like “The Ultimate Driving Machine,” and “What’s in your Wallet?” (Edwards, 2011; Gambardella, 2020). Ironically, there is relatively little agreement on what constitutes a “good” slogan in spite of the prevalence of brand slogans in the marketplace today (Liu, 2022; Kohli et al., 2013; Dass et. al, 2014; Kohli et al., 2007; Lagerwerf, 2002; Bradley & Meeds, 2002). Papp-Vary (2022) argues that the significance of a slogan is indisputable. Nevertheless, determining the characteristics that contribute to the effectiveness of a slogan is a complex matter (Papp-Vary, 2022). This indicates more studies should be conducted on brand slogans in order to establish some guidelines for how a slogan should be judged as good or the opposite. Kohli et al. (2007) claim that after their comprehensive review of the literature, no publication that directly addressed adopting a methodical strategy for creating effective slogans could be located. This implies that more studies should be conducted on how successful slogans could be produced. As the present study focuses on fictitious slogan creation and evaluation, perhaps apart from Kohli’s et al. (2007) study, the implementation of the present research is necessary in order to be another source of reference for brand slogan creation.

Besides, past research has mostly examined the composite degree of slogan effectiveness (Hodges et al., 2016; Briggs & Janakiraman, 2017; Silveira et al., 2018; Qu et al., 2021). Also, in terms of the types of brand slogans being studied, more attention is given to destination or tourism slogans (e.g., Daye, 2010; Bayrak & Kosak, 2013; Lehto et al., 2014; Galí et al., 2017; Huadhom & Trakulkasemsuk, 2017; Tasci et. al, 2018; Rivera & Gutierrez, 2018; Wang et. al, 2019; Tsaur et al., 2020). Obviously, scholars should also perform studies on other products such as food and so on. Therefore, the present study intends to highlight the evaluation of food slogans in terms of syntactic and semantic assessments. Çal and Hüseyinli (2021) claim that numerous scholarly investigations delve into diverse marketing slogans from a syntactic or grammatical perspective. To fill this gap, the present study also includes the semantic analysis of brand slogans apart from the syntactic one. Besides, most studies on food brand slogans used university students as consumers in order to obtain responses to their questions (e.g., Sethi & Sharma, 2021; Rybaczewska et al., 2020; Schnurr, 2019). The present study nevertheless attempts to share feedback from experts (linguists) as compared to students. Rutherford-Hemming (2015) claims that experts are those who possess a high level of knowledge and proficiency in a certain field, as shown by their publication record, presentation experience, and national or worldwide recognition. Based on this claim, it is reasonable to state that for the present study, the experts’ insights could perhaps be viewed from the perspective of professionals particularly in the area of linguistics as compared to consumerism. Specifically, this study attempts to: 1) examine how fictitious food slogans are syntactically evaluated, and 2) investigate how fictitious food slogans are semantically evaluated.

1.2 Theoretical Framework

Wheeler (2017) divides the use of language in slogans into five categories: 1) Imperative, 2) Descriptive, 3) Superlative, 4) Provocative, and 5) Specific. However, most content analysis studies on slogans discovered that the commonly used types are imperative, declarative and provocative (e.g., Huadhom & Trakulkasemsuk, 2017; Miller & Toman, 2015; Valimohammadi, 2013; Faisal, 2013). Thus, based on the theory of syntactic classification of brand slogans suggested by Wheeler (2017) and the frequently used slogan categories as revealed by the scholars, the present study proposed imperative, declarative and provocative slogans for linguistic analysis by the selected experts. To relate the classification of brand slogans by Wheeler (2017) and Halliday's (2014) theoretical ideas on different types of grammatical mood, Halliday (2014) explains in details how imperative, declarative and provocative expressions are created and how they intend to mean. The ideas of Halliday (2014) were used for the present study's syntactic and semantic evaluations.

According to Halliday (2014), an imperative clause's main message is either someone wants someone else to do something or the ideas that someone wants to do something with someone else. The second form typically starts with "let's", as in "let's go home now." (p. 103). The word, "let's" indicates a proposal which can simultaneously be both a command and an offer. An imperative clause demands goods or services, and the Predicator (the verb) is only consistently encountered as Theme in the imperative type of sentence. An imperative can be a conditioned command or a motivated command (e.g., warning, advice). The nature of declarative clause according to Halliday (2014) is to provide information and a declarative sentence can be a quoting or reporting one. The indicative grammatical category is typically used to share information and within the indicative grammatical system, the declarative is typically employed to express a claim. Halliday (2014) claims that an interrogative clause's common purpose is to pose an inquiry, and from the speaker's perspective, asking a question implies that he/she wants to be informed of something. The observation that the fundamental meaning of a question is a demand for an answer is unaffected by the fact that individuals ask inquiries in real life for a variety of reasons. What someone wants to know is, thus, the conceptual theme of a query (Halliday, 2014). There are basically two different categories of questions: the first asks whether the answer is "yes" or "no" as in this example: "Can you keep a secret?", and the second involves the speaker desiring to be enlightened about the identity of a specific content element as in this expression sample: "Who will you take as your partner?" (Halliday, 2014, p. 101). "I want you to tell me whether or not" is the intended meaning of a yes/no interrogative, while a WH- interrogative looks for a particular piece of information that is absent (Halliday, 2014, p. 101). The nature of the absent piece of information is expressed by the WH-element, which includes the question words, "who", "what", "when", "how" etc.

2 Literature Review

2.1 Food Advertising and Food Brand Slogans

According to Roose and Mulier (2020), food advertising often employs linguistic references to the senses, including words that refer to the taste, smell, visual, and tactile sensations of the food. It is mentioned by Elder and Krishna (2010) that for a quick observation of the contemporary advertisements, it is revealed that obviously, the food advertisements talk about how the food tastes, and since the advertisements are about food, the mentioning about taste is to be anticipated. Krishna (2012) argues that although food advertising is frequently used to boost interest in the meal or a consumer's desire to purchase or consume the food, it is normally difficult to change consumers' expectations of how the food will taste. Statements about food tastes are commonly highlighted in the food products' slogans. For example, in a study conducted by Suci et. al (2022) on a product, "wajik tapai Melayu", it was discovered that the STIC package's usage of the slogan, "Deliciously addicted" was regarded as being straightforward, succinct, memorable, and catchy and also this slogan presents a clear statement of the taste of the "wajik" product. According to Suci et. al (2022), the slogan was characterized as a stylistic slogan which uses (harmless) hyperbole, focuses on the strength of the food product in a precise and an emotional way and promises to meet consumer demands (e.g., Kohli et. al, 2007; Michalik & Michalska-Suchanek, 2016; Zembytska, 2018). Clearly, in describing food in a slogan, its promise to consumer is fundamental.

2.2 Brand Slogans and their Syntactic and Semantic Elements

Musté et al. (2015) offer some recommendations for designing brand slogans by using these elements that are classified into linguistic resources that: 1) consist of the repetition of some elements, 2) construct a metaphorical situation that stimulates a response in the target consumers, and 3) are based on both the repetition of a linguistic unit and semantic variation. In terms of choice of words for auditory purposes, a slogan can be created having alliteration. Papp-Vary (2022) examined some food brands such as M&M's and it is stated that with respect to the use of alliterations in slogans, as for the initial English version of this brand's slogan, an alliteration can be detected in the slogan, "Melts in your mouth, not in your hands" as in the use of the words, "melt" and "mouth" and these words alliterate with the brand name, M&M's as well. In terms of semantic aspect of brand slogans, marketing slogans are described as short, memorable statements that effectively convey the key message that a company (or country, city, or other locations) intends its target audience to remember about a product or service (Skračić & Kosović, 2016). Most marketing messages, according to traditional knowledge, they should be made simple and this guideline has been specifically applicable to brand slogans (Miller & Toman, 2014). The rationale behind this can be attributed to the reality that simple slogans make the cognitive process simpler for consumers, thus enhancing their capacity and encouragement to process and preserve the slogans better in memory (Kohli et al., 2002).

3 Methodology

3.1 Pre-test for Product Familiarity

Based on the research conducted by the Malaysian Communications and Multimedia Commission (2018), the top three items most frequently purchased by Malaysian consumers are clothing and accessories (68.7%), gadgets, sports related goods, household appliances (56.1%), and food ordering/groceries (43.7%). However, in order to confirm the products that the current consumers are familiar with the most, a survey should be performed and thus, a pre-test was designed. In other words, prior to the creation of the fictitious brand slogans, a pre-test was conducted to determine if consumers (a local university's students recruited) were familiar with the items chosen based on the statistics provided by the Malaysian Communications and Multimedia Commission for the data of the e-Commerce Survey 2018 (from November 2017-November 2018). The items and scales in the questionnaire of the pre-test for the survey on product category familiarity was based on the research conducted by Sarkar and Chakrabarti (2011) for product usefulness (relevance), Kanta and Srivalli (2013) for product importance, and Torrico et. al (2018) for product familiarity. A 7-point rating scale was used for the university students to rank 20 items in order to identify the products that the students deemed significant, relevant and familiar. According to Hair et al. (2018), a sample size of 100 is generally considered adequate for most research scenarios. Also, according to Perneger et al. (2015), it is advisable to use a sample size of at least 30 individuals or more during the pre-test phase in order to get a sufficient level of statistical power for the purpose of detecting a relatively prevalent issue. The researchers targeted to recruit at least 100 respondents.

3.2 Main Study's Procedure

3.2.1 Product Selection

For the type of food to select, it was based on the literature of the two main types of food: healthy and unhealthy food. In terms of healthy food, it is claimed that the market for healthy drinks is expected to grow rapidly, with a compound annual growth rate (CAGR) of 7.88% from 2022 to 2027 (Mordor Intelligence, n.d). Besides, the government of Malaysia will begin charging an excise tax on sugary drinks starting in April 2019, thus it is crucial to discover how many people plan to buy healthy beverages (those with less sugar, for example) (Lim & Goh, 2019). In terms of unhealthy food, according to the Nielsen Global Survey, in 2013 and 2014, consumers worldwide spent \$374 billion on snack foods yearly (Nielsen, 2014). Also, this survey reveals that among the top 10 favourite snacks by region such as Middle East/Africa and North America are chips and popcorn. According to Ainsworth and Plunkett (2007), the demand for "on the go" food has been met by the food businesses, which offer a wide range of products called, "snacks" made to be consumed in between meals. Potato chips, corn-based crisps, tortilla chips, and popcorn among others are the most popular snacks eaten in the United States and Europe (Ainsworth & Plunkett,

2007). Thus, for the present study, the food chosen are healthy drink, potato chip and popcorn whose slogans were then fictitiously designed.

3.2.2 *Slogan Creation*

Six fictitious food slogans were created for the main study using Wheeler's (2017) taxonomy and Downing and Locke's (2006) syntactical framework. Before the expert evaluation, the created slogans were checked to ensure they were not already used in the market from the databases such as <https://iponline2u.myipo.gov.my/myipo/www/>; <http://www.asean-tmview.org/tmview/welcome>; <https://branddb.wipo.int/branddb/en/>; and <http://www.textart.ru/advertising/slogans/search.html>. After confirming that the fictitious food slogans produced were not available in the market, six slogans were decided to be ready for review by the experts in the main test. The slogans were: 1) "My new favourite juice" (Slogan 1), 2) "Drink your own health" (Slogan 2), 3) "What's life without chips?" (Slogan 3), 4) "Make your whole world pop" (Slogan 4), 5) "Healthy or tasty? Why not both?" (Slogan 5), and 6) "Has healthy ever tasted so good?" (Slogan 6).

3.2.3 *Instrument Item Development*

The slogan evaluation section in the review form was divided into syntactic and semantic assessments. For the syntactic aspect, the questions contained in the form for expert review were about: 1) length of slogan (adapted from Teo, 2005; Miller & Toman, 2015; Qu et al., 2021), 2) syntactic/complexity of sentence (adapted from Kohli et al., 2013; Miller & Toman, 2015), 3) rhyming of slogan (adapted from Dass et. al, 2014), 4) familiarity/unfamiliarity of words (adapted from Fetscherin, 2015), 5) grammatical mood of imperative, descriptive and provocative slogan (adapted from Jun & Lee, 2007; Zainol et al., 2014; Huadhom & Trakulkasemsuk, 2017; Noviyanti et al., 2017; Teo, 2005; Miller & Toman, 2015; Qu et al., 2021), 6) formality of slogan for an advertising campaign (adapted from Filkuková & Klempe, 2013), and 7) persuasiveness of slogan (adapted from Filkuková & Klempe, 2013). As for the semantic aspect, for the meanings of the slogans, they were evaluated in terms of: 1) clarity of message (adapted from Dass et. al, 2014), 2) being easy/difficult to follow (adapted from Dass et. al, 2014), 3) being easy/difficult to understand (adapted from Hornikx & Starren, 2006), 4) definitions of slogans (adapted from Hornikx & Starren, 2006), and lastly 5) content qualities of slogans (adapted from Filkuková & Klempe, 2013). Another part of the brand slogan review's form is brand slogan-meaning matching which was adapted from Hornikx et al. (2010). This question was used to confirm if the reviewers actually understood the meanings of the slogans as intended by comparing their choices of answers and the pre-determined meanings of the slogans prepared by the researchers.

3.2.4 Reviewer Selection, Sampling Method and Evaluation Implementation

According to Yusoff (2019), the process of selecting individuals for review is often based on their competence pertaining to the subject matter under investigation and the recommended number of experts should be a minimum of six and should not be more than ten. Thus, seven reviewers who were linguists were recruited from a local university using convenience sampling and subsequently, their academic background evaluation was conducted for related field and experience screening. Allan (2016) defines a linguist as an individual who engages in the systematic and thorough examination and characterization of the framework and components of a language or languages. On the other hand, Cramer (2022) refers to a linguist as a knowledgeable individual in the field of language organisation and usage. Many linguists have specific expertise in examining lexemes, syntactic compositions, and word sounds (Cramer, 2022). These explanations thus justify the choice of language experts (linguists) for reviewing the slogans. After confirming their consent and qualification for reviewing, the experts were sent an appointment letter and a briefing about the review. Then, they were given a link to a Google form for slogan evaluation along with an explanation of the study and evaluation instructions.

4 Findings

4.1 Results of Pre-test

>Lorem The data collected from the local university's students aged 20-25 years old for the pre-test was then computed for numerical data analysis. After conducting data cleaning, only 93 respondents were eligible for the analysis. The reliability result revealed that there was the existence of internal consistency for the product familiarity items as the Cronbach's alpha generated was 0.959. Three products were rated as the most important, relevant and familiar to the respondents. The top three products were: 1) food and groceries (mean= 6.753), 2) personal hygiene products (mean= 6.673), and 3) telecommunications including internet, 3G, mobile top up etc (mean= 6.503). Since the food and groceries received the highest scores for product importance, relevance and familiarity, this product category was then confirmed as the most popular item among consumers and thus was used for creating fictitious brand slogans for the next slogan reviewing.

4.2 Reviewer's Demographic Data

The reviewers are predominantly Malay females (6 reviewers) with one Chinese, aged 34 to 52. Two have bachelor's degrees in English Language and Literature and Teaching English to Speakers of Other Languages (TESOL), while five have bachelor's degrees in Teaching English as a Second Language (TESL). Also, all reviewers have a master's degree in various linguistics/language areas. Two reviewers hold a doctoral degree (TESOL (Confidence in Speaking) and Pragmatics). All reviewers have at least 11 years of English teaching experience, with one reviewer having 29 years. All reviewers

admitted being familiar with brand slogans, except for one who reported being unfamiliar.

4.3 Results of Main Study (Syntactic Evaluation Results)

4.3.1 Slogan Length

The study classified the slogans into three categories based on their length as evaluated by the reviewers: Slogan 1, Slogan 2, and Slogan 3 were categorized as “short” slogans. Slogan 4 was considered as of medium length. Slogan 5 and Slogan 6 were rated as “long” slogans. The experts determined that slogans with four words were “short”, five words were “medium”, and six words were “long.”

4.3.2 Syntactic/Sentence Complexity

In terms of syntactic complexity, Slogan 1 and Slogan 3 were both regarded by the majority of the reviewers, each by seven and four reviewers respectively as “simple”. Four reviewers considered Slogan 5, Slogan 2 and Slogan 4 as “moderate” sentences. Only two reviewers believed Slogan 6 as having a “difficult” syntactic structure.

4.3.3 Slogan Rhyming

According to the findings of the current study, the majority of reviewers determined that all slogans appeared to have no rhyming, with the exception of Slogan 5 where six reviewers considered this slogan as having “rhyming”. Besides, three reviewers evaluated Slogan 4 as having a sense of rhyming but this number of respondents did not represent the majority result. Thus, only one slogan was judged as rhymed.

4.3.4 Slogan Word Familiarity

Slogan 1 was rated as “very familiar” by four experts and “familiar” by three experts. Slogan 5 and Slogan 3 received similar ratings, with four experts considering them “familiar” and two experts considering them “very familiar.” Slogan 6 was rated as “familiar” by three experts and “very familiar” by two experts. Slogan 2 and Slogan 4 had consistent ratings, with five experts considering them “familiar”, one expert being “not sure”, and one expert considering them “unfamiliar.”

4.3.5 Slogan Grammatical Mood Structure

The findings demonstrated that all experts viewed Slogan 1 as “descriptive”. In contrast, Slogan 6, Slogan 3 and Slogan 5 were evaluated by the majority of the reviewers as “provocative”. The other two slogans, Slogan 2 and Slogan 4 were considered as “imperative” by six and five reviewers respectively.

4.3.6 *Slogan Formality for an Advertising Campaign and Slogan Persuasiveness*

Most experts considered the slogans to be “suitable” for advertising campaigns. However, Slogan 4 received lower ratings, with only two experts deeming it “suitable” compared to the other slogans. Therefore, Slogan 5, Slogan 1, Slogan 6, Slogan 3, and Slogan 2 were deemed “suitable” for advertising campaigns by the majority of experts. Most reviewers considered the slogans to be “persuasive” except for Slogan 1. Slogan 5 was rated as the most persuasive, followed by Slogan 4 and Slogan 6.

4.4 Results of Main Study (Semantic Evaluation Results)

4.4.1 *Slogan Message Clarity, Being Easy/Difficult to Follow and Being Easy/Difficult to Understand*

Most experts found that the brand slogans had clear messages. Slogan 1 and Slogan 5 were rated as very clear by five and six experts, respectively. Slogan 6 and Slogan 3 were considered clear by four experts. Besides, Slogan 2 and Slogan 4 were seen as clear by three experts each. Among the six brand slogans, the experts agreed that Slogan 1, Slogan 5 and Slogan 6 were easy to follow. However, Slogan 2, Slogan 3 and Slogan 4 were each disagreed upon by two experts as being easy to follow. Overall, Slogan 1 and Slogan 5 were considered the easiest to follow. The experts’ responses regarding the ease of understanding the slogans align with their responses about the ease of following them. The majority of experts agreed that Slogan 1, Slogan 5 and Slogan 6 were easy to understand. On the other hand, there were experts who disagreed particularly with Slogan 4, finding it difficult to understand.

4.4.2 *Slogan Definition*

The majority of experts agreed with the researchers’ predetermined definitions for the brand slogans. For Slogan 1, experts selected the definition that the slogan informed about a juice that becomes one’s favourite. Similarly, for Slogan 5, experts agreed that the slogan asked a thought-provoking question about choosing something that was both healthy and tasty. Slogan 6 was defined by experts as asking consumers whether they were aware that a healthy product could also taste good, aligning with the researchers’ predetermined definition. The definition for Slogan 2, which suggested consumers to get health benefits from drinking something was unanimously agreed upon by all experts. Regarding Slogan 3, experts had divided opinions, but the majority chose the definition that the slogan asked consumers to imagine life without chips, which matched the researchers’ definition. Finally, for Slogan 4, experts selected the definition that the slogan indicated that the product would have a positive effect on consumers’ lives, consistent with the researchers’ predetermined definition.

4.4.3 Slogan Content Qualities

Six experts found Slogan 6 suitable for an advertising program, while four experts each considered Slogan 3 and Slogan 4 suitable. Five experts regarded Slogan 1 as suitable, but one expert found it unsuitable. Similarly, four experts found both Slogan 5 and Slogan 2 suitable, but one and two experts respectively found them unsuitable or were unsure.

4.5 Results of Main Study (Syntactic and Semantic Result Summary)

Table 1: Summary of the Results of Slogan Evaluation in terms of Syntactic and Semantic Elements Based on Majority Experts' Responses

Criteria	Item	Slogans					
		"My new favourite juice" (Slogan 1)	"Healthy or tasty? Why not both?" (Slogan 2)	"Has healthy ever tasted so good?" (Slogan 3)	"Drink your own health" (Slogan 4)	"What's life without chips?" (Slogan 5)	"Make your whole world pop" (Slogan 6)
Syntactic	Length: Short/ medium/ long	Short	Long	Long	Short	Short	Medium
	Syntactic complexity: Simple/ moderate/ complex	Simple	Moderate	Moderate	Moderate	Simple	Moderate
	Rhyming: Absent/ present	Absent	Present	Absent	Absent	Absent	Absent
	Word familiarity: Familiar/ unfamiliar	Familiar	Familiar	Familiar	Familiar	Familiar	Familiar
	Grammatical mood: imperative, descriptive and provocative	Descriptive	Provocative	Provocative	Imperative	Provocative	Imperative
	Formality suitability for advertising campaign: Suitable/ unsuitable	Suitable	Suitable	Suitable	Suitable	Suitable	Suitable
	Persuasiveness: Persuasive/ not persuasive	Not persuasive	Persuasive	Persuasive	Persuasive	Persuasive	Persuasive
	Clear message: Clear/ unclear	Clear	Clear	Clear	Clear	Clear	Clear
	Easy to follow or	Easy	Easy	Easy	Easy	Easy	Easy

Semantic	not						
	Easy to understand or not	Easy	Easy	Easy	Easy	Easy	Not
	Definitions of slogans: Correct choice/ not	Correct	Correct	Correct	Correct	Correct	Correct
	Content suitability for advertising campaign: Suitable/ unsuitable	Suitable	Suitable	Suitable	Suitable	Suitable	Suitable

4.6 Results of Main Study (Slogan-Meaning Matching)

All seven experts matched Slogan 1 with the meaning, “I like the juice and it becomes my favourite now.” Similarly, all experts matched Slogan 3 with the meaning, “How do you think life would be like when there are no chips?” and Slogan 4 with the meaning, “You need to make your whole life uplifting.” For Slogan 5, six experts matched it with the meaning, “Should you choose something nutritious or delicious? Why not choose something that is both?” Additionally, six experts matched Slogan 2 with the meaning, “You have to consume something healthy.” However, only five experts matched Slogan 6 with the meaning, “Have you ever thought that something nutritious could be so delicious?” The experts’ matchings aligned with the pre-determined meanings of the slogans by the researchers, confirming their accuracy and suitability.

5 Discussion

5.1 Syntactic Elements of the Brand Slogans Analysed

The results of the present study prove that the slogans created basically comply with the common linguistic rules for brand slogans. For example, the length of the slogans being between four to six words are in line with the usual number of words for most brand slogans. In a study conducted by Miller and Toman (2015), the 140 sample slogans examined had an average word count of four words or less, and five words or fewer on average. In terms of rhyming, all slogans of the present study are deemed to have no rhyming except for Slogan 5. This judgement of Slogan 5 was perhaps due to this slogan containing end rhyme as in the words, “healthy” and “tasty” and alliteration as in the words, “or”, “not” and “both”. According to Filkuková and Klempe (2013), rhymes in advertising should be seen as an artificial attempt to make the slogan more attractive to consumers, even if this results in information spread being less accurate. Besides, Papp-Vary (2022) considers rhyming in slogans as obsolete. Thus, rhyming is obviously not considered to be an important component of a slogan; therefore, brand slogans do not necessarily need to rhyme just like present study’s

slogans which mostly do not. In terms of syntactic complexity, the results of the present study reveal that most of the slogans are considered as having moderate sentences. Such evaluation is possibly due to the slogans not having figurative elements like metaphor, simile or hyperbole. According to Miller and Toman (2015), the semantic and/or grammatical elements of a phrase can influence its complexity as the use of imperative, negative, passive, interrogative, compound, and/or complicated forms can enhance syntactic complexity. Hendriks et al. (2017) found that simple English slogans were more favoured than the complicated English slogans in their study on comparing easy and difficult slogans. Thus, there is a possibility for the present study's slogans to be liked by consumers. In terms of word familiarity, all the slogans of this study are perceived as having familiar words and this fact can be an advantage as according to Keller et al. (2012), memorability is crucial for a successful brand name and may be boosted by using words that people are already familiar with, and this claim can be true for brand slogans too. Some words are used more commonly than others in spoken language, and those that are used extensively are more likely to be recalled (Pogacar et al., 2018). The present study's slogan evaluation shows that all slogans are regarded as persuasive except for one slogan (Slogan 1) that is descriptive in nature. A persuasive slogan may persuade consumers of a product's value (Zaman, 2019). Brand slogans are created utilising a persuasive technique in terms of expressing information about brands in order to highlight the benefits of a service or product (Musté et al., 2015). These ideas are probably true as some of the slogans deemed persuasive in the present study, convey the message about the goodness of their product. Also, as the slogans considered as persuasive are the ones that are imperative and provocative in terms of their grammatical mood, and being imperative especially perhaps serves the function as a persuasion as suggested by Huadhom and Trakulkasemsuk (2017).

5.2 Semantic Elements of the Brand Slogans Analysed

For the aspect of slogan message clarity, the results show that all slogans of the present study are perceived as clear. This fact is possibly a positive prospect for the slogans as in the study on the slogans' message clarity by Dass et al. (2014), it was found that the slogans' likability was often influenced by the slogans' message clarity. Also, according to Dass et al. (2023), a slogan that is both clear and precise has the qualities of being easily memorable and comprehensible. In terms of the present study's slogans being easy/difficult to follow or understand, all slogans are believed to be easy to follow. This belief is also true for the slogans being easy to understand except for Slogan 4, perhaps because the word, "pop" contained in it is less commonly used and more of a slang rather than a standard usage of English. Thus, clearly, the words selected for a slogan will therefore determine whether it is easy to grasp or follow or not. The evaluation of the present study's slogans being easy to follow could offer favourable effects and this is evident as revealed by the study of Hendriks et al. (2017) which was aimed to assess how Dutch ads were impacted by difficult vs simple English slogans. The findings demonstrate the significance of comprehension in the evaluation of commercials. As for the aspect of slogan content qualities for advertising

campaigns, all slogans of the present study are regarded as suitable. This is probably because the messages of the slogans are positive as well as not provocative or insensitive to any issue. Perhaps, the content of a slogan is prioritized when considering it being suitable for an advertising campaign rather than its form. For example, it was uncovered in a study performed by Filkuková and Klempe (2013) that their study's participants demonstrated positive attitude towards the advertising contents, regardless of their forms. Undoubtedly, the content or message of a slogan is more significant compared to other elements.

6 Conclusion

Based on the results of the brand slogan evaluation conducted by the reviewers, most of the slogans are considered as having positive linguistic properties such as clear messages, understandable meanings, familiar words and moderate syntactic complexity. Such positive linguistic elements can provide some advantages when the slogans are used. For example, according to Dass et al. (2014), the message's clarity contributes to a favourable impact on slogan liking. The study of Hodges et al. (2016) discovered that more people preferred brand slogans that included phrases that allowed for quicker, less laborious mental processing. Thus, the present study's slogans have the potential of being likeable for offering less cognitive activity. According to Hien (2012), advertising employs a range of linguistic styles, and whether it is formal or informal, frequently depends on the subjects they represent. However, the advertisers benefit from using common and casual language since they need a large number of consumers from all educational backgrounds to recognize and accept their advertisements (Hien, 2012). Hence, the slogans of the present study could perhaps be easily accepted by consumers. Besides, some of slogans of the present study can also benefit from being short or medium in length. Fenko et al. (2015) claim that slogans that are brief and only make one point appear to be more effective than slogans that mix contradictory claims. According to Liu (2022), a good slogan is the product of in-depth consumer market research and enables consumers to instantly comprehend the distinctive selling qualities and connotations of the brand. Therefore, it is vital to produce a slogan that is effective in promoting a brand by manipulating linguistic elements. Ruel et al. (2016) claim that experts possess a comprehensive understanding of the scope of the specific discipline. Thus, the employment of expert reviewing as in evaluating slogans is very important.

7 Implications of the Study

Methodically, the usage of Wheeler's (2017) brand slogan categorization in the fictitious slogan creation included certain linguistic techniques of constructing brand slogans, such as the syntactic and semantic guidelines for the development of slogans. Clearly, the present research may contribute some methodological information about slogan production using the slogan classification by Wheeler (2017). The items used by the reviewers in the present study can perhaps be adapted by other future reviewers

in evaluating brand slogans. In terms of contribution to the body of knowledge, the present study can be another source of insights about brand slogan creation in terms of syntactic and semantic aspects. Also, the creation of fictitious brand slogans using Wheeler's (2017) brand slogan categorization will contribute to the body of knowledge about linguistic elements involved in slogan creation. With respect to managerial contribution, the evaluation form designed for assessing brand slogans can probably assist advertisers in determining how a slogan should be created and then how they can be decided and concluded as the right one. Advertisers and copy writers can refer to the present study for ideas of slogan creation especially for food products.

8 Study Limitations and Suggestions for Future Research

The experts assessed the fictitious slogans for their syntactically correct structures and their intended meanings based on Wheeler's (2017) proposed ideas of slogan classification. Perhaps for future studies, a different slogan categorization could be used to enrich the literature with a variety of knowledge. Since the slogans evaluated were fictitiously created, perhaps for future studies, real, existing brand slogans could be used for evaluation. Croucher and Cronn-Mills (2015) assert that the higher the number of samples gathered from the population, the higher the degree of representativeness for the samples to represent the population. When an investigation takes into account how customers perceive brands in terms of language use, it has a greater impact and produces reciprocity (Kudus et al., 2022). Therefore, researchers interested in investigating the same issue could recruit more respondents such as consumers in their samples in order for a stronger generalization to be made.

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