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## Shoppers are more likely to buy brands with 'feminine-sounding' names, researchers find

Part of the success of Disney and Coca-Cola can be attributed to the feminine aspects of their brand names, according to analysis

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17 February 2021 • 9:05pm



Shoppers are more likely to buy brands with 'feminine-sounding' names, researchers have

Feminine names will usually end in a vowel, have two or more syllables and stress a latter syllable, while masculine names are likely to end in a consonant and are often shorter.

Brand names which are linguistically feminine were found to be more well-liked and more regularly selected across a number of studies which used real and fictional companies.

When presented with the fictitious products from brands labelled 'Nimilia' and 'Nimeld', which are feminine and masculine respectively, participants were found to overwhelmingly favour products from the Nimilia range.

“Specifically, feminine brand names increase perceived warmth, which is associated with more favorable attitudes and increased choice for both real and fictitious brands,” the authors wrote.

“These findings suggest that the prevalence of feminine names among Interbrand top brands may be due in part to the ability of brand name linguistics to convey warmth.”

Warmth is considered to be important as a result of humanity’s evolutionary past, in which our ancestors had to make an instant judgement about whether a new person was a threat or not.

The researchers concluded that Nestlé “is indeed a lady” and said feminine brand names can enhance the performance of a product when chosen in conjunction with memorable marketing and a strong corporate identity.

However they went on to note that the perceived link between warmth and femininity may not exist in every culture.

When products are aimed specifically at male audiences, consumers were found to prefer masculine and feminine brand names equally.