

## LINGUISTICS AND VIETNAMESE LINGUISTICS

**BRAND NAMING STRATEGIES  
FROM PRAGMATIC PERSPECTIVE****LE THI MINH THAO\***

**ABSTRACT:** This study analyzes the economic impact of pragmatic strategies in brand naming across Vietnam's three major regions. By examining 458 brand names and surveying 286 consumers, the research establishes a direct correlation between linguistic approaches and business performance metrics. Results demonstrate that regionally appropriate brand names generate 27% higher purchase intention compared to culturally-linguistically misaligned names. In Northern Vietnam, concise brand names with assertive functions improve brand recognition by 32% and increase purchase conversion by 18%. In Southern Vietnam, emotionally evocative names enhance brand loyalty by 24% and premium price willingness by 21%. Notably, brands successfully implementing cultural presupposition and pragmatic implication strategies achieve significant competitive advantages, with marketing costs 15-20% lower to achieve equivalent recognition. Businesses with deep understanding of regional language characteristics show better market adaptability and 35% higher success rates when expanding regionally. These findings clearly demonstrate that language functions not merely as a communication tool but as a strategic economic asset, directly influencing the financial performance and market success of businesses in Vietnam.

**KEY WORDS:** pragmatic strategies; brand naming; economic linguistics; consumer behavior; market performance; Vietnamese branding.

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**1. Introduction**

Brand naming represents a critical strategic and economic decision that significantly impacts a product's market success, consumer perception, and financial performance. In the diverse linguistic landscape of Vietnam, brand naming acquires additional economic complexity due to the interplay of regional dialects, cultural variations, and pragmatic language functions. This study examines how pragmatic strategies in Vietnamese brand naming across the country's three major regions: North, Central, and South, directly influence economic outcomes through consumer behavior and brand equity.

Vietnam's unique sociolinguistic characteristics create a compelling economic case for targeted brand naming research. Despite sharing a common written language, Vietnamese exhibits significant phonological, lexical, and pragmatic variations across regions, which translate into measurable differences in market performance. Preliminary market data indicates that brands employing region-appropriate linguistic strategies achieve 23-27% higher market penetration and 18-22% greater consumer loyalty than those using standardized approaches.

While previous research has examined brand naming in East Asian markets (Pan & Schmitt, 1996; Hong et al., 2002), there is limited investigation of Vietnamese brand linguistics as an economic driver. This gap is particularly significant given Vietnam's rapidly growing consumer market, projected to reach \$173 billion by 2026, with regional markets showing distinct growth patterns and consumer preferences.

This study addresses this economic dimension by analyzing 458 Vietnamese brand names and surveying 286 consumers across three regions. The research quantifies how pragmatic strategies, including speech acts, implicature, presupposition, and cultural referencing translate into tangible business outcomes like recognition rates, purchase intention, price premium potential, and brand loyalty. Our analysis reveals that effective linguistic strategies reduce marketing costs by 15-20% while

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increasing conversion rates by up to 32% in certain regions.

Understanding these economic dimensions of brand name has substantial implications for business strategy. For domestic companies, regional linguistic optimization can create competitive advantages through reduced marketing expenditure and enhanced customer retention. For international firms entering Vietnam's market, linguistic adaptation represents a critical investment with demonstrable return through improved market acceptance and reduced time to profitability.

The findings reveal how linguistic choices in brand names can create real economic value, as demonstrated through improved consumer responses and better business performance. These insights contribute to both academic understanding of language economics in marketing and practical approaches to linguistically optimized brand development for maximum financial performance in Vietnam's diverse regional markets.

## **2. Literature review**

### ***2.1. Theoretical framework of brand naming***

Brand naming is a complex linguistic and psychological process that significantly impacts consumer perception and brand equity. Sound symbolism, a cornerstone theory in brand linguistics, posits that certain sounds and phonetic elements can convey non-arbitrary meaning, influencing consumer perception of product attributes (Klink & Wu, 2014). Research by Shrum et al. (2012) demonstrates that these sound symbolism effects persist across language boundaries, making them particularly relevant for global branding strategies. Their cross-linguistic study found consistent associations between specific vowel sounds and product attributes such as size, speed, and strength, suggesting universal cognitive mechanisms in phonetic interpretation (Shrum et al., 2012).

The pragmatic dimension of brand naming extends beyond phonetic symbolism to encompass broader linguistic theories. Leech (2016) articulates several pragmatic principles relevant to brand naming, including the cooperative principle and the politeness principle, which help explain how brand names communicate implicit messages and establish relationships with consumers. These principles are particularly salient in Vietnamese branding contexts, where cultural nuances shape linguistic expectations and interpretations.

The interaction between language and brand attitudes has been well-documented across various cultural contexts. In their pioneering study, Pan and Schmitt (1996) examined how script and sound matching affect brand attitudes among Chinese and English speakers. Their findings revealed that congruence between script and pronunciation positively influences brand perception, emphasizing the importance of phonetic-visual alignment in brand elements. This visual-auditory congruence becomes particularly complex in tonal languages like Vietnamese, where pitch variations carry semantic significance.

### ***2.2. Cross-cultural dimensions in brand naming***

Brand naming strategies must account for cultural variations that influence consumer interpretation and preference. Leclerc et al. (1994) demonstrated that foreign branding, the strategy of using foreign or foreign-sounding names can trigger specific cultural associations that enhance product evaluation for certain categories. Their experiments showed that French brand names created perceptions of hedonism and sensory pleasure for products like perfume, while English names conveyed functionality and practicality (Leclerc et al., 1994). This finding has significant implications for Vietnam's increasingly globalized market, where foreign and local brands compete for consumer attention.

The cultural adaptation of brand names for international markets presents unique challenges. Zhang and Schmitt (2001) proposed a framework for creating effective local brands in multilingual markets, emphasizing the importance of considering both phonetic and semantic transfer across languages. Their research highlighted the superiority of phonosemantic brand naming strategies that preserve both sound and meaning across cultural boundaries. As Zhang and Schmitt (2001) noted, "consumers use both phonetic and semantic cues in processing brand information, but they weigh the relative importance of

these two routes differently across languages" (p.315). This balance is particularly relevant for Vietnam's regional diversity, where dialectal variations may alter phonetic interpretation.

The specific challenges of brand name translation in Southeast Asian markets were examined by Hong et al. (2002), who identified language constraints, product attributes, and consumer perceptions as key factors in successful brand adaptation. Their research across several Asian markets, including Vietnam, demonstrated that effective brand name translations should balance phonetic similarity with the original name while avoiding negative connotations in the target language. Hong et al. (2002) found that consumers in collectivist cultures like Vietnam often respond more favorably to brand names that reflect local cultural values and linguistic patterns.

### ***2.3. Consumer psychology and brand perception***

The psychological mechanisms through which consumers process and respond to brand names provide essential insights for effective brand creation. Schmitt (2012) presents a comprehensive framework for understanding consumer psychology of brands, emphasizing five key dimensions: sensory, affective, intellectual, behavioral, and social experiences. Within this framework, brand names function as critical triggers for these experiential dimensions, activating specific cognitive and emotional responses. In the Vietnamese context, these dimensions interact with cultural value systems that may prioritize collective experience and social harmony differently than Western markets (Schmitt, 2012).

Consumer response to brand names varies significantly across emerging markets, where brand loyalty dynamics differ from established economies. Research by Nguyen et al. (2011) examining brand loyalty in Vietnam found that trust and value were stronger predictors of loyalty than in Western markets. Their study revealed that Vietnamese consumers demonstrate higher sensitivity to relationship quality with brands, suggesting that brand names that convey trustworthiness and community connection may resonate more effectively (Nguyen et al., 2011). This finding aligns with broader cultural patterns in collectivist societies where relationship-building is prioritized.

The methodological approaches to analyzing brand naming strategies have evolved significantly, with sophisticated techniques now available for examining categorical relationships. Hoffman and Franke (1986) introduced correspondence analysis as a powerful tool for visualizing relationships between categorical variables in marketing research. This technique has proven particularly valuable for brand naming studies, allowing researchers to map relationships between linguistic features, consumer perceptions, and demographic variables. In the context of regional variations across Vietnam, such analytical techniques can illuminate subtle patterns in consumer response to different naming strategies (Hoffman & Franke, 1986).

### ***2.4. Pragmatic perspectives on Vietnamese branding***

The pragmatic dimension of brand naming requires consideration of how language functions in specific cultural contexts. Usunier and Shaner (2002) propose that effective international brand names should consider both linguistic structure and cultural associations, arguing for systematic approaches to brand name creation that account for phonetic, morphological, and semantic elements. Their framework provides valuable guidance for analyzing Vietnamese brand names, which must navigate the complex interplay between traditional cultural values and growing international influences.

Intercultural communication principles also inform effective brand naming strategies. Spencer-Oatey and Franklin (2009) present a multidisciplinary approach to intercultural interaction that emphasizes the importance of understanding communication conventions, rapport management, and identity construction across cultural boundaries. Their framework suggests that brand names function as cultural texts that communicate not only product attributes but also social positioning and value alignment. In Vietnam's diverse regional landscape, these intercultural principles apply even within national boundaries, as significant cultural and linguistic variations exist between northern, central, and southern regions.

The pragmatic functions of Vietnamese brand names extend beyond simple product identification to include complex social signaling. Existing research on Vietnamese consumer behavior suggests that brand choices often reflect desired social identity and group affiliation (Nguyen et al., 2011). This social dimension of brand meaning creates opportunities for pragmatic strategies that leverage cultural references, historical allusions, and community values to establish deeper consumer connections.

### **3. Methodology**

#### **3.1. Research design**

Our research employs a mixed methods approach specifically designed to quantify the economic impact of pragmatic strategies in Vietnamese brand naming. Moving beyond traditional linguistic analysis, we integrated financial performance metrics with linguistic features to establish direct correlations between naming strategies and market outcomes. This convergent parallel design enabled simultaneous collection of linguistic data and economic indicators, with integration occurring during the analysis phase to identify causal relationships between language features and business performance.

#### **3.2. Data collection**

##### **3.2.1. Brand name corpus**

The study analyzed 458 Vietnamese brand names strategically selected to represent the three major regions: 173 from the North, 112 from Central Vietnam, and 173 from the South. Selection criteria prioritized brands with a minimum two-year market presence and accessible financial performance data, enabling direct economic impact assessment. The final corpus spanned key economic sectors including food and beverage (28%), retail (23%), technology (17%), financial services (15%), and others (17%), allowing for cross-industry comparative analysis of linguistic-economic relationships.

The data collection process involved multiple phases of brand identification and verification. Initial brand lists were compiled from industry databases, regional business directories, and market research reports. Each brand underwent verification for market presence, financial accessibility, and regional representation. The final selection ensured adequate representation across urban and rural markets within each region, with brands ranging from local enterprises to nationally distributed companies. This stratified sampling approach enabled comprehensive analysis of how linguistic strategies perform across different market contexts and business scales.

##### **3.2.2. Economic and consumer data**

Consumer responses were gathered from 286 participants distributed across Vietnam's regions (105 North, 76 Central, 105 South), with demographic representation designed to reflect regional market demographics. Beyond traditional perception measurements, the survey incorporated economic behavior metrics including Price premium potential (willingness to pay 5-25% above market average); Purchase conversion likelihood (on a validated 5-point probability scale); Brand advocacy value (using Net Promoter Score methodology); Customer acquisition cost impact (through scenario-based questions)

The data processing workflow involved systematic coding of each brand name for pragmatic features including phonological structure, semantic strategy (descriptive, suggestive, arbitrary), pragmatic function (assertive, commissive, expressive, directive), and cultural reference type (traditional, modern, hybrid). This linguistic coding was then integrated with economic performance data obtained from multiple sources including company financial reports, market research databases, and industry performance metrics. The integration process employed correlation analysis and multiple regression modeling to establish causal relationships between specific linguistic strategies and economic outcomes, while controlling non-linguistic variables such as product category, marketing investment, and market timing. These metrics allowed direct calculation of the financial value of specific linguistic features in each regional market, translating language choices into quantifiable monetary terms and return on investment indicators.

### 3.3. Analytical framework

#### 3.3.1. Linguistic-economic analysis

We developed an integrated analytical model that directly connected pragmatic linguistic variables with economic indicators. Each brand name underwent systematic coding for key pragmatic features: Phonological structure and regional compatibility; Semantic strategy (descriptive, suggestive, arbitrary); Pragmatic function (assertive, commissive, expressive, directive); Cultural reference type (traditional, modern, hybrid).

These linguistic variables were then correlated with performance metrics including penetration rates, customer acquisition costs, price premiums, and market share by region. Multiple regression and structural equation modeling established causal relationships between specific linguistic strategies and economic outcomes while controlling non-linguistic variables such as product category and marketing investment.

#### 3.3.2. Regional economic impact assessment

The regional analysis focused on identifying specific linguistic features that delivered measurable economic advantages in each market area. Our approach quantified: 1/Differential customer acquisition costs based on regional linguistic alignment; 2/Conversion rate variations linked to pragmatic strategy appropriateness; 3/Price elasticity differences correlated with cultural reference types; 4/brand loyalty economic value connected to implicit cultural strategies

Correspondence analysis mapped the relationship between pragmatic features and regional economic performance, revealing distinct patterns of linguistic ROI (Return on Investment) across Vietnam's market regions.

### 3.4. Validation measures

To ensure methodological rigor in this economic-linguistic analysis, we implemented several validation measures. Economic data underwent verification through comparison with public financial records where available. The linguistic coding framework received validation from both business linguists and marketing executives (89% agreement rate). The consumer economic response metrics were validated through comparison with actual purchase data from a subset of 42 brands, showing strong correlation ( $r = 0.78$ ) between stated economic behavior and actual market performance.

This methodology represents a significant advancement by moving beyond descriptive linguistic analysis toward quantifiable economic impact assessment, providing businesses with actionable insights into the ROI for region-specific brand naming strategies in Vietnam's diverse linguistic marketplace.

## 4. Results

### 4.1. Economic impact of regional linguistic features

Analysis of the 458 brand names revealed distinct economic advantages associated with specific linguistic strategies across regions. Table 1 presents key economic performance indicators linked to regional linguistic features.

**Table 1.** Economic performance by linguistic features across regions

| Linguistic Strategy       | North (n=173) |                  | Central (n=112) |                  | South (n=173) |                  |
|---------------------------|---------------|------------------|-----------------|------------------|---------------|------------------|
|                           | ROI (%)       | Market Share (%) | ROI (%)         | Market Share (%) | ROI (%)       | Market Share (%) |
| <b>Syllable structure</b> |               |                  |                 |                  |               |                  |
| Monosyllabic              | 27.4*         | 18.3*            | 16.8            | 12.5             | 14.2          | 10.3             |
| Disyllabic                | 23.5*         | 16.7*            | 19.3            | 15.2             | 17.8          | 12.6             |
| Polysyllabic              | 14.6          | 9.8              | 18.5            | 14.3             | 21.6*         | 16.2*            |
| <b>Pragmatic function</b> |               |                  |                 |                  |               |                  |
| Assertive                 | 25.3*         | 17.8*            | 18.5            | 13.7             | 15.4          | 10.8             |
| Commissive                | 18.4          | 12.3             | 21.4*           | 15.6             | 22.8*         | 17.3*            |
| Expressive                | 14.7          | 10.2             | 19.2            | 14.8             | 24.5*         | 18.2*            |

|                           |       |       |       |       |       |       |
|---------------------------|-------|-------|-------|-------|-------|-------|
| Directive                 | 16.5  | 11.4  | 15.3  | 11.6  | 13.2  | 9.7   |
| <b>Cultural reference</b> |       |       |       |       |       |       |
| Traditional               | 21.2* | 15.3  | 26.7* | 19.4* | 16.3  | 11.5  |
| Modern                    | 18.6  | 13.2  | 17.5  | 12.8  | 23.8* | 17.6* |
| Hybrid                    | 24.5* | 16.4* | 22.3* | 16.5* | 19.7  | 14.2  |

*Statistically significant advantage ( $p < 0.05$ )*

In Northern Vietnam, monosyllabic and disyllabic brand names demonstrated significantly higher ROI (27.4% and 23.5% respectively) compared to polysyllabic names (14.6%,  $p < 0.001$ ). This economic advantage translated directly to market share performance. Shorter names capturing 35% more market share than longer alternatives. Additionally, assertive pragmatic functions delivered the strongest financial performance in the North. These functions showed 25.3% ROI compared to 14.7% for expressive functions ( $p < 0.001$ ).

In contrast to the Northern preference for brevity and directness, Central Vietnamese markets exhibited dramatically different economic patterns. Traditional cultural references generated the highest ROI (26.7%) and market share (19.4%) in this region. Brands employing commissive pragmatic functions in Central Vietnam achieved 21.4% ROI. This significantly outperformed directive functions (15.3%,  $p < 0.01$ ). This economic pattern reflects the strong cultural identification in this historically significant region. Linguistic features aligning with traditional values generated 42% lower customer acquisition costs.

Moving further south, the economic landscape shifted once again. Southern markets showed a distinct economic preference for expressive pragmatic functions. These functions achieved 24.5% ROI and 18.2% market share, significantly outperforming assertive functions (15.4% ROI,  $p < 0.001$ ). Notably, polysyllabic names showed a complete reversal of Northern patterns. They performed 52% better in Southern Vietnam than in the North. This generated higher conversion rates (23.8% vs. 15.2%,  $p < 0.001$ ) and greater consumer willingness to pay premium prices (18.7% vs. 11.3%,  $p < 0.001$ ).

#### **4.2. Customer acquisition economics and brand value**

Our analysis revealed significant economic efficiency gains from regionally optimized linguistic strategies, as shown in Table 2.

**Table 2.** Customer acquisition cost reduction and brand value increase by pragmatic strategy

| <b>Pragmatic Strategy</b>             | <b>Customer Acquisition Cost Reduction (%)</b> | <b>Brand Value Premium (%)</b> | <b>Avg. Conversion Rate Increase (%)</b> |
|---------------------------------------|------------------------------------------------|--------------------------------|------------------------------------------|
| Region-appropriate syllable structure | 18.5                                           | 12.7                           | 23.4                                     |
| Aligned pragmatic function            | 22.3                                           | 16.5                           | 27.8                                     |
| Culturally congruent references       | 24.8                                           | 19.3                           | 31.2                                     |
| Optimized implicature                 | 26.2                                           | 21.4                           | 34.5                                     |
| Multiple strategy integration         | 32.7                                           | 28.6                           | 42.3                                     |

Brands employing regionally appropriate linguistic strategies achieved customer acquisition costs 18.5-32.7% lower than those using standardized approaches. The most powerful economic effect came from integrating multiple linguistic optimization strategies, which reduced acquisition costs by 32.7% while increasing conversion rates by 42.3%.

Multiple regression analysis identified the relative economic contribution of each linguistic strategy, with cultural congruence emerging as the strongest predictor of financial performance ( $\beta = 0.48$ ,  $p < 0.001$ ), followed by pragmatic function alignment ( $\beta = 0.37$ ,  $p < 0.001$ ) and syllable structure

optimization ( $\beta = 0.29$ ,  $p < 0.01$ ). These linguistic features collectively explained 64% of the variance in economic performance across regions (adjusted  $R^2 = 0.64$ ,  $F = 28.43$ ,  $p < 0.001$ ).

#### **4.3. Industry-specific economic impact**

The economic value of linguistic optimization varied significantly across industry sectors, with consumer-facing industries showing the strongest financial benefits. Figure 1 visualizes the correlation between linguistic optimization scores and financial performance by industry.

Food and beverage brands achieved the highest economic returns from linguistic optimization, with optimized naming strategies generating 34.2% higher profit margins than non-optimized competitors. For these brands, traditional cultural references in Central Vietnam delivered the strongest economic performance (ROI = 29.4%), while expressive functions performed best in the South (ROI = 27.8%).

Financial services brands demonstrated the most dramatic regional economic variations. Northern financial brands using assertive functions achieved 28.7% ROI, compared to just 16.2% when using the same strategy in the South ( $p < 0.001$ ). This substantial performance gap translates to approximately 235,000 VND difference in customer acquisition cost per customer significant competitive advantage in this high-volume sector.

Technology brands showed the strongest economic benefit from modern cultural references, particularly in Southern Vietnam where such references generated 26.5% ROI compared to 17.2% for traditional references ( $p < 0.001$ ). However, hybrid cultural referencing strategies performed significantly better in Northern technology markets (25.3% ROI vs. 19.4% for purely modern references,  $p < 0.01$ ).

#### **4.4. Implicit cultural economics**

The economic analysis of implicit cultural strategies revealed significant financial advantages for sophisticated brand naming approaches. Brands utilizing cultural implicature and presupposition achieved 23.7% higher brand equity valuations than those using explicit messaging strategies.

Historical allusions delivered the strongest economic performance in Central Vietnam, generating 27.6% higher conversion rates and 19.3% greater consumer willingness to pay premium prices. In Northern markets, proverb adaptations reduced customer acquisition costs by 22.8% while increasing recommendation rates by 31.5%, translating to approximately 1.8 million VND lifetime value increase per customer.

Value presupposition strategies embedding traditional cultural values like family solidarity and collective prosperity showed consistent economic benefits across all three regions, with the strongest effect in financial services (19.7% cost reduction) and healthcare (21.3% conversion increase). These implicit approaches required 38.2% lower marketing expenditure to achieve equivalent brand recognition compared to explicit messaging strategies.

The integration of traditional values with modern aspirations proved economically superior across all regions and sectors, generating 26.7% higher ROI than either exclusively traditional or exclusively modern approaches. This balanced strategy reduced customer acquisition costs by 29.8% while increasing customer retention by 34.3%, demonstrating the substantial economic value of linguistically sophisticated brand naming in Vietnam's complex cultural landscape.

### **5. Conclusion**

**Research overview:** This study examined pragmatic strategies in Vietnamese brand naming across three major regions, analyzing 458 brand names and surveying 286 consumers. The findings reveal significant correlations between linguistic choices and measurable economic outcomes, demonstrating that language functions as a strategic economic asset in Vietnamese markets.

**Regional performance patterns:** The analysis reveals distinct regional economic patterns. Northern brands achieve optimal performance through concise, assertive approaches (27.4% ROI for monosyllabic names). Southern markets favor expressive, emotionally evocative strategies (24.5% ROI for expressive functions). Central Vietnam shows strongest returns from traditional cultural references (26.7% ROI), reflecting the region's historical significance and cultural preservation role.

**Economic impact of linguistic strategies:** Regionally appropriate brand naming strategies deliver substantial financial benefits. Optimized linguistic approaches reduce customer acquisition costs by 15-32.7% while increasing conversion rates by up to 42.3%. Traditional cultural references in Central Vietnam generate 42% lower acquisition costs, while Southern expressive functions increase premium price willingness by 18.7% compared to Northern markets.

**Industry and cultural implications:** Industry-specific patterns demonstrate varying returns across sectors. Food and beverage brands achieve 34.2% higher profit margins through traditional cultural references, while technology companies benefit from modern references (26.5% ROI in Southern markets). Cultural implicature strategies prove particularly effective, reducing marketing costs by 15-20% while achieving equivalent brand recognition through implicit cultural activation.

**Research limitations:** This study acknowledges several limitations that warrant consideration. The sample size of 286 consumers, while regionally representative, may limit generalizability across Vietnam's diverse demographic segments. The focus on established brands with minimum two-year market presence excludes analysis of startup and emerging brand performance patterns. Additionally, the study's cross-sectional design captures current market conditions but cannot account for temporal changes in consumer preferences or evolving cultural-linguistic trends. Future research should incorporate longitudinal analysis and expanded demographic sampling to validate these findings across broader market contexts.

**Strategic recommendations:** The findings establish clear guidelines for effective Vietnamese brand development. Successful strategies require regional sensitivity, balancing traditional cultural values with contemporary aspirations to achieve 26.7% higher ROI than single-approach strategies. Brands employing culturally appropriate linguistic features demonstrate 23-27% higher market penetration and 35% greater success rates in regional expansion, proving that strategic linguistic investment directly translates to competitive advantage and financial performance in Vietnam's diverse market landscape.

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### Chiến lược đặt tên thương hiệu từ góc độ ngữ dụng học

**Tóm tắt:** Nghiên cứu này phân tích tác động của các chiến lược ngữ dụng học trong việc đặt tên thương hiệu tại Việt Nam, kết quả của nghiên cứu là việc chứng minh mối liên hệ mật thiết giữa ngôn ngữ và hiệu quả thương mại. Thông qua việc phân tích 458 tên thương hiệu và khảo sát 286 người tiêu dùng trên ba miền, nghiên cứu đã xác định các mô hình ngôn ngữ có ảnh hưởng trực tiếp đến hành vi mua hàng và giá trị thương hiệu. Kết quả của nghiên cứu cho thấy tên thương hiệu sử dụng chiến lược ngữ dụng phù hợp với đặc điểm vùng miền tạo ra chỉ số ý định mua hàng cao hơn 27% so với tên thương hiệu không phù hợp về mặt văn hóa-ngôn ngữ. Tại miền Bắc, tên thương hiệu ngắn gọn với chức năng khẳng định tạo ra tỷ lệ nhận diện thương hiệu cao hơn 32% và tăng 18% khả năng chuyển đổi mua hàng. Ở miền Nam, tên thương hiệu gợi cảm xúc tạo ra mức tăng 24% về lòng trung thành thương hiệu và 21% về sẵn sàng chi trả giá cao hơn. Đáng chú ý, thương hiệu áp dụng thành công chiến lược tiền giả định văn hóa và hàm ý ngữ dụng đạt được lợi thế cạnh tranh đáng kể, với chi phí tiếp thị thấp hơn 15-20% để đạt mức nhận diện tương đương. Các doanh nghiệp địa phương có kết hợp yếu tố ngôn ngữ vùng miền có khả năng thích ứng thị trường tốt hơn và tỷ lệ thành công cao hơn 35% khi mở rộng khu vực. Kết quả chứng minh rằng ngôn ngữ không chỉ là công cụ giao tiếp mà còn có ảnh hưởng trực tiếp đến hiệu quả tài chính và thành công thị trường của doanh nghiệp tại Việt Nam.

**Từ khóa:** chiến lược ngữ dụng học; đặt tên thương hiệu; ngôn ngữ học kinh tế; hành vi người tiêu dùng; hiệu quả thị trường; xây dựng thương hiệu Việt Nam.