



## Non-Alcoholic Beverage (NAB) Identity By Considering Product Onomastics in Relation to Typical Package Shape

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### Abstract

In this study, CorelDraw basic shape tools are used in representing typical package shape for Non-Alcoholic Beverage (NAB) products. Then the graphic display of this NAB typical package shapes are shown to the consumers recruited for the research. Brand names and typical package shape are adopted as the cue for 100 consumers recruited to identify their preferred NAB products. Their level of identification are elicited with the aid of a likert scale 5 to 1; where 5 represents very easy; 4 represents easy; 3 represents somehow difficult; 2 represents difficult and 1 represents very difficult. The study is descriptive and exploratory; hence, there is no right and wrong emphasis in the study but it intends to describe the trend in consumers' ability to identify NAB in the context of typical product package shape by using product onomastics. Alphanumeric, suggestive, fanciful, descriptive, generic, arbitrary, toponymal, homonym and eponym are considered as product onomastics in this study. The trend falls into 3 classification: 'very easy to identify', 'easy to identify', and 'somehow difficult to identify'. There are no difficult to identify product onomastics; however, present study adduce that there should be typical package shape and onomastics for a swift product identification in situation whereby stakeholders cannot afford frequent and regular advertisement in all possible media. This should minimize congestion in marketplaces, as well as the prolong search time undergone by consumers while looking for preferred product brands. This will contribute to the existing knowledge of stakeholders towards conceiving the idea of predictive product representation.

## 1. INTRODUCTION

It is interesting to know that Non-Alcoholic Beverage (NAB) products are used for weaning infants while alcoholic beverages are usually preferred by men (Solange, Georgette, Gilbert, Marcellin, & Bonfoh, 2014). It will be sarcastic to think that alcoholic beverage can be given to infants mistakenly. This fictional sarcasm surfaced due to the increasing number of strange product brands in markets. Perhaps such incongruity has brought about myriad of products whereby consumers have difficulty of identifying preferred product swiftly. Congestion in marketplaces online or offline can redouble if consumers keep spending long time before identifying their preferred products. Hence, there is need to undergo this rethinking about the product branding innovation.

The question is 'will visual typicality of product category minimize consumer's difficulty of identifying preferred product?' Previous research on the visual typicality of Non-Alcoholic Beverage (NAB) package form identifies that there are no stereotyped package form for NAB products (Oladumiye, Oluyemi, & Adelabu, 2018). According to these authors, heterogeneous package forms are associated with NAB products. The deduction is that a single global classification standard proves to be impossible for NAB product package form. The question is - can consumers identify their preferred products easily among myriads of NAB when they see product names on typical package shape? The analogy of children born as identical quadruplets, triplets, or twins shows that names can be used to identify them in situations where by their appearance proves difficult to demystify their individuality. Having imagined the analogy, present

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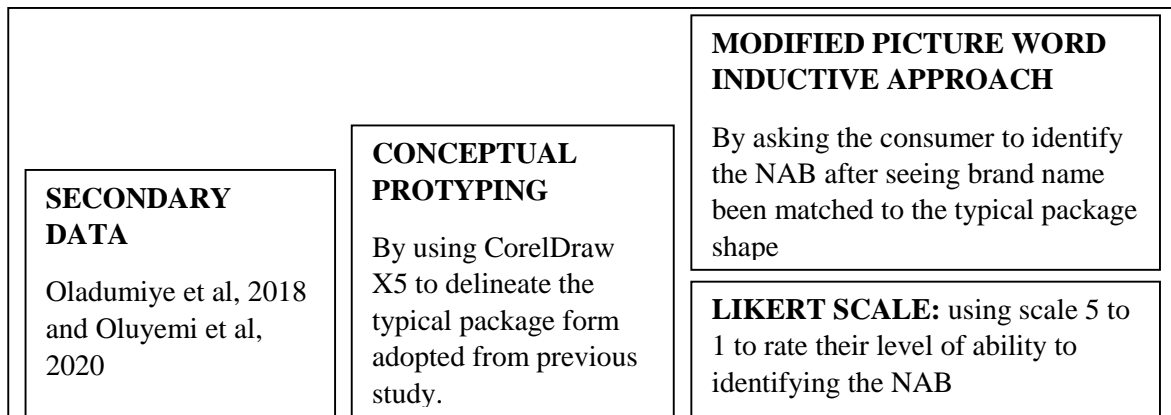
study finds out the level of consumers' ability to identify NAB by using product onomastics as the only cue, while package shape is considered as typical.

Identification adds great explanatory strength (Michaela et al, 2013). It is expected that product onomastics will help consumers to identify NAB when they see the typical package shape. This can serve as means of functional communication that designer and other stakeholders can collectively ensure (Michaela et al, 2013). Present study is based on the notion that prolong search time in marketplaces either offline or online can be minimized if consumers can easily identify them. Hence, it explores consumers' ability to identifying NAB products by considering product onomastics in relation to typical package shape.

Prior research identifies alphanumeric, suggestive, fanciful, descriptive, generic, arbitrary, toponymal, homonym and eponym as product onomastics (Oluyemi, Oladumiye, & Bankole, 2020). Product onomastics cannot be separated from a particular product category since 'onoma' (.i.e. name) should inform the characteristics of such product (Pamungkas & Abdulah, 2017). The idea of product onomastics (.i.e. strategies used by marketers and manufacturers to name products) is to create code of latent meanings for the product that the consumers can grasp either consciously or unconsciously (Marcel, 2021). Hence, consumers' ability to identify NAB in the context of product onomastics for a typical product package shape will be explored in this study. This study conceives the idea of predictive product representation.

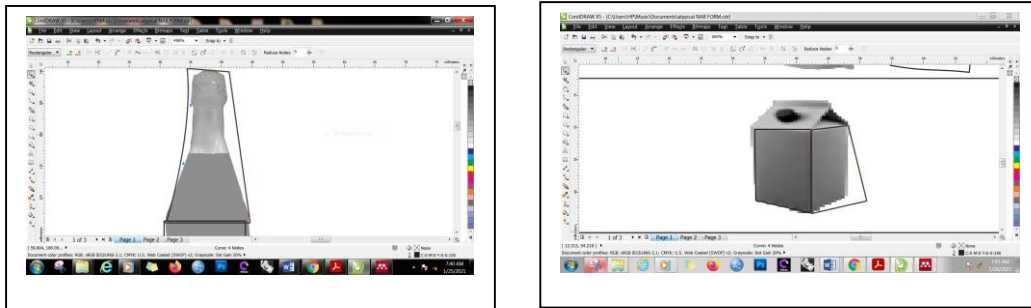
## 2. METHOD

Brand names and typical package shape are adopted as the cue for 100 consumers recruited to identify their preferred NAB products. The study is descriptive and exploratory; hence, there is no right and wrong emphasis in the study but it intends to describe the trend in consumers' ability to identifying NAB in the context of typical product package shape by using product onomastics as mentioned by Oluyemi et.al, 2020. Secondary data are obtained from previous journal articles. Figure 1 shows the method of gathering data for the study.



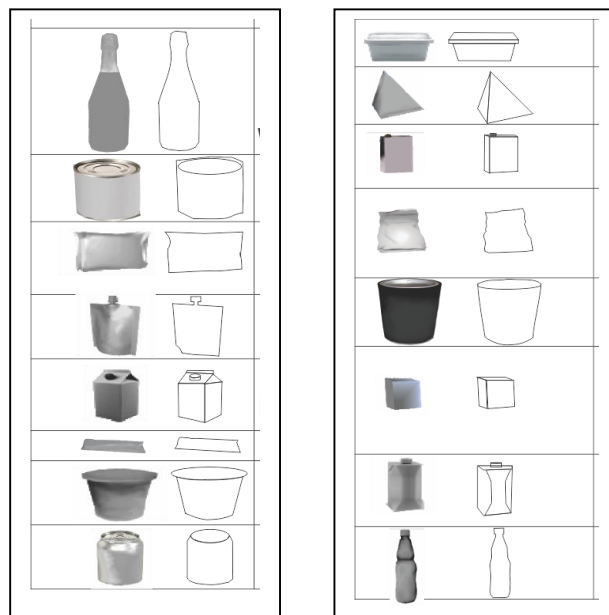
*Figure 1. Data gathering for the study*

The typical package forms in previous study are reconstructed to the simplest shape by using CorelDraw X5 basic shape tools to delineate the raster image to vector image as shown Figure 2 (a) and (b).



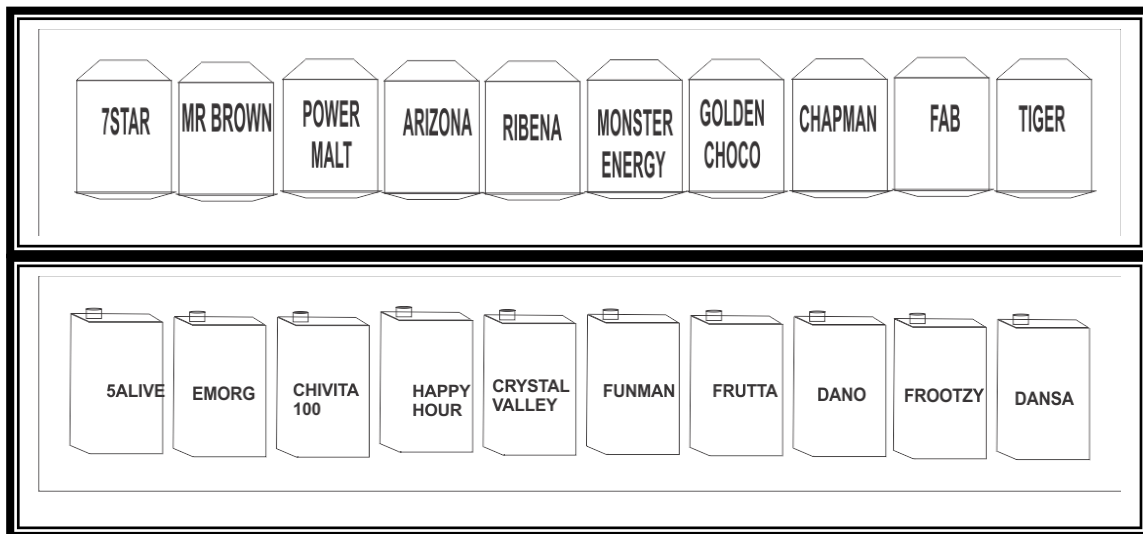
**Figure 2.** (a) Delineating Glass Bottle (b) Delineating Tetra Rex

Picture Word Inductive Model (PWIM) is majorly used in the teaching of English Language; however, present study has adopted it in a modified approach so as to explore consumers’ ability to identify NAB in the context of product onomastics. At one of the stages of PWIM, learners study various pictures and then find out the word that describes the picture. It will be adopted for this study. Just like Ansgar Brossardt (1987) and Joni et al (2020) who used human evaluation of artificial pictures, a graphic display of the NAB package shape delineated with CorelDraw X5 as seen in Figure 2(c) and 2(d) are shown to consumers. Then list of NAB product names as categorized into alphanumeric, suggestive, fanciful, descriptive, generic, arbitrary, toponym, homonym and eponym by Oluyemi et al, 2020 will be available for them. Each name is matched to the typical NAB package shape appropriately by the researcher’s assistance.



**Figure 2.** (c) Package shape obtained after delineating package form (d) Package shape obtained after delineating package form

The next stage will be done independently by the consumers. Without the assistance of the researcher, consumers are to identify NAB products by making use of the already matched product names (such as the example in Figure 3).



*Figure 3. Example of name matched to typical NAB package shape by the researcher's assistance*

As it is believed that name is an important criterion for identifying preferred product, Likert scale 5 to 1 (where 5 represents very easy; 4 represents easy; 3 represents somehow difficult; 2 represents difficult and 1 represents very difficult) is used to rate consumers' ability to identifying NAB.

### 3. PACKAGE SHAPE

Shape is 2-dimensional; it is the simple structure of the product package presented with the delineation of line. It is a simpler equivalent of form. For experimental purpose, package shape is adopted in present study because it will be in a more simplified appearance. The simplicity of the appearance will help the participants to be able to relate freely with the stimulus. It is believed that majority will easily name basic shapes than forms. The simplicity of the appearance will help the participants to be able to relate freely with the stimulus.

#### 3.1. CorelDraw Shape Tools

CorelDraw is a vector-based drawing program that can be used to create product design, especially in 2-dimensional design. CorelDraw as an application software offers a complete set of tools for creating drawings. Examples are freehand tools, 2-point line, bezier, artistic media, pen, B-spline, polyline, and 3-point curve. Also, shape tools and other basic shape tools are used as shown in Figure 4 (a). Also, CorelDraw has tools that can create both raster and vector images. A vector program can scale an image to any size without losing the details; unlike, a raster image which will lost details at high resolution. The typical package form as adopted from Oladumiye et al, 2018 are raster images. At high resolution the image will lose details. Hence, present study uses CorelDraw X5 line tools to delineate the typical package form to vector image as shown Fig 4 (b). For example the sprout pouch form is delineated to its outline shape as in Figure 4 (b). Rectangle has been reshaped to form the outline of sprout pouch package form as in the example shown in Figure 4 (b).

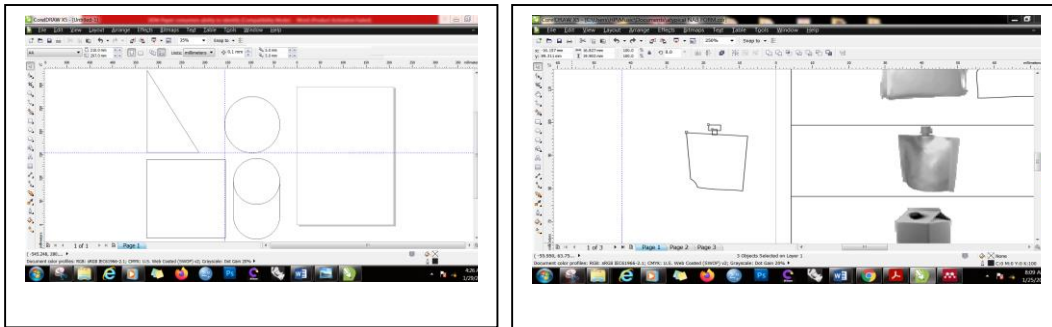


Figure 4. (a)Basic shapes adopted for the Package shape delineated by the author (b): Package shape delineated from the package form adopted from Oladumiye et al., 2018

### 3.2. Typical Package Shape for NAB

Previous study adopted package form as product stimulus. Figure 5(a) and Figure 5(b) show that the NAB typical package form are multiuse, except portable tin, cup and tub which are common as milk package form. Perhaps they are stereotyped package form for milk; hence, they seems to be the most typical for milk. Typical package form is the appearance that most consumers would associate with particular product category. A typical package form for NAB is defined as the most used within that category. From Figure 5 (a) and (b), there is no stereotyped package form for NAB products such as coffee, tea, cocoa, fruit drink, soft drink, and wine. Examples of package multiuse for them are Tetra Rex, plastic bottles, can, glass bottle, cartoon, Tetra Classic Aseptic, Tetra Prisma aseptic, Tetra Brik Aseptic, and pillow shaped pouch and sprout pouch. The deduction is that a single global classification standard proves to be impossible for NAB product package form (Oladumiye et al., 2018). Hence, present study will not consider the multifarious package form but consumers’ ability to identify NAB in the context of product onomastics for a typical product package shape. It is believed that majority will easily name basic shapes than forms. Also, the shapes will be in vector, unlike the typical package form in Oladumiye et al 2018 that are raster images. If either shape or form of the typical package is used, they will be perceived more quickly when it is larger (Francisco et al., 2019). However, the shape delineated with CorelDraw tools is preferred for the purpose of this research. For large NAB package shape graphic display, the shapes are rendered in vector images. The simplicity of the appearance will help the participants to be able to relate freely with the stimulus.









PACKAGE FORM	NON-ALCOHOLIC BEVERAGE (NAB) PRODUCTS
	WINE , MILK
	MILK
	TEA, FRUIT DRINK
	FRUIT DRINK, MILK AND SOFT DRINK
	MILK, FRUIT DRINK
	MILK, FRUIT DRINK
	MILK
	SOFT DRINK, WINE, COFFEE, COCOA

Figure 5.(a)Typical NAB Package Form adopted from previous study (Oladumiye et al., 2018).

	MILK
	MILK, SOFT DRINK, FRUIT DRINK, COCOA,
	MILK, FRUIT,
	COFFEE, MILK, SOFT DRINK, COCOA, FRUIT DRINK, SOFT DRINK
	MILK, COFFEE, COCOA,
	TEA, COCOA, COFFEE, MILK, SOFT DRINK
	FRUIT DRINK, MILK
	SOFT DRINK, FRUIT, MILK, COCOA

**Figure 5. (b) Typical NAB Package Form adopted from previous study (Oladumiye et al., 2018).**

### 3.2. Non-Alcoholic Beverages and Consumers

Non-Alcoholic Beverage (NAB) products are capable of benefitting consumers in the aspect of thirst quenching, stimulation, refreshment and nourishment. It has no taboo in terms of consumption and the societal norms. It is believed that consumers ranging from children to adult consumers will have interest in NAB. When consumers see NAB in the context of a typical product package, there is tendency that they will create a momentary desire to consume the product brand.

## 4. RESULT AND DISCUSSION

NAB with alphanumeric names are those whose characters consist of letters and numbers (Oluyemi et al). From table 1 (a), NAB with alphanumeric names are very easy to identify to 23 consumers probably because of the product descriptor as well as the consumers' familiarity with the brand names. 32 consumers find it somehow difficult to identify NAB matched with alphanumeric names. Present study reports another aspect of how consumers process alphanumeric brand names different from that of Yan & Duclos (2013). This shows that majority of the consumers find it somehow difficult to identifying NAB when they are designated with alphanumeric names.

**Table 1. (a) Consumers' Ability to identifying NAB based on Alphanumeric Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Alphanumeric</b>	Very difficult	16
	Difficult	5
	Somehow difficult	32
	Easy	24
	Very easy	23
	Total	100

According to Yan & Duclos (2013), anchoring theory of alphanumeric names helps them to correctly associate the product name. They propose that the anchoring effect comes from the numbers in denoting certain attributes of the products positively. Present research detects that the anchoring effect for identifying

NAB with alphanumeric names. From the findings of this study, they are the product descriptor or suggestive names which some of the alphanumeric names have. As earlier stated, probably, the consumers are also familiar with the brand names.

**Table 1. (b) Consumers' Ability to identifying NAB based on Eponym Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Eponym</b>	Very difficult	4
	Difficult	38
	Somehow difficult	18
	Easy	24
	Very easy	16
	Total	100

Eponym are personified or person based names used for NAB products. NAB with eponym are easy to identify for 24 consumers while 38 finds it difficult to identify, probably because of the product descriptor included as well as the consumers' familiarity with the brand names. From the data obtained from Oluyemi et al, 2020 (see appendix), present research detects that the commonness of eponym in the naming of brands have assisted the consumers to believe positively in their encounter with NAB branded with eponym. From table 1(b), an average of 18 consumers finds NAB branded with eponym somehow difficult while a large number of them which are 38 consumers find it difficult. This shows that any product that will be branded with eponym must make the product description prominent.

Linguistic references consulted during the course of this study refers to homonym as a techniques of naming and not as a style of naming. Oluyemi et al (2020) suggested the use of homonym as product naming style. Homonym do sound humorous when used as a copycat of an indigenous language. Sound that seems related to the language of consumers are rightly identified. The sound may be suggesting the attribute of the NAB in a humorous manner. This could be the reason why 38 consumers find it easy to identify. From table 1 (c), 24 consumers find NAB very easy to identify, probably because of the product descriptor as well as the consumers' familiarity with the brand names.

**Table 1. (c) Consumers' Ability to identifying NAB based on Homonym Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Homonym</b>	Very difficult	2
	Difficult	17
	Somehow difficult	19
	Easy	38
	Very easy	24
	Total	100

Present research detects that the homonym are product suggestive and positive related probably because of the sound. In the course of this study, there is no encounter with research findings on how consumers relates with products branded with homonym onomastics.

**Table 1.** (d) Consumers' Ability to identifying NAB based on Descriptive Onomastics

Product Onomastics	Product Identification	Consumers
<b>Descriptive</b>	Very difficult	4
	Difficult	18
	Somehow difficult	42
	Easy	19
	Very easy	18
	Total	100

Descriptive onomastics matched to NAB package shape are somehow difficult for 42 consumers to identifying the preferred NAB. This could be as a result of the effect of the use of bizarre brand names which might have actually made intending consumers find it hard to believe any names either descriptive or strange without any actual description of the product. The incongruent package shape used as container for the NAB might also be the reason for this. One would presume that descriptive names would be very easy to be identified; surprisingly, they are found to be somehow difficult as seen in Table 1(d). However, 19 consumers find it easy to be identified as preferred NAB. This is not a surprise because they are expected to be identified.

Likewise from table 1 (e), fanciful names on NAB are somehow difficult to identify for 38 consumers while 20 find it very easy to identify. This could be as a result of the effect of the use of bizarre brand names which might have actually made intending consumers find it hard to believe any names either descriptive or strange without any actual description of the product. The package form used as container for the NAB might also be the reason for this perception.

**Table 1.** (e) Consumers' Ability to identifying NAB based on Fanciful Onomastics

Product Onomastics	Product Identification	Consumers
<b>Fanciful</b>	Very difficult	5
	Difficult	19
	Somehow difficult	38
	Easy	18
	Very easy	20
	Total	100



**Table 1. (f) Consumers' Ability to identifying NAB based on Generic Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Generic</b>	Very difficult	3
	Difficult	11
	Somehow difficult	21
	Easy	31
	Very easy	34
	Total	100

NAB with generic names are very easy to identify for 34 consumers while 31 finds it easy to identify because of the generic names used are the common names for the NAB. However, trade mark law encourage the avoidance of generic names, the Drugs and Related Products Registration Act 1996( as amended ), demands for the use of generic on NAB packaging for easy identification (Fruit Juice And Nectar Regulation, 2005) even while using bizarre names.

**Table 1. (g) Consumers' Ability to identifying NAB based on Abbreviation Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Abbreviation</b>	Very difficult	12
	Difficult	11
	Somehow difficult	34
	Easy	24
	Very easy	19
	Total	100

NAB with abbreviation are somehow difficult to identify for 34 consumers while 19 consumers find it very easy to identify, probably because of the descriptor included in the abbreviation and the packaging form used for NAB design. From, table 1(g), an average percentage of the respondents perceive NAB with abbreviation somehow difficult to identify.

Arbitrary names on NAB are somehow difficult to identify for 35 consumers while 14 consumers perceive that NAB with arbitrary names are difficult to be identified. From the table 1(h), majority perceived that NAB with arbitrary names are difficult to be identified .This could be as a result of the bizarre nature of the names which might be hard to believe as actual description of the product. The package form used as container for the NAB might also be the reason for this perception. It is not surprising that arbitrary names are difficult to be identified by the majority. Trade mark law encourage the use of arbitrary names, in view of this the Drugs and Related Products Registration Act 1996( as amended ), demands for the use of generic on NAB packaging for easy identification (Fruit Juice And Nectar Regulation, 2005) even while using arbitrary names.

**Table 1. (h) Consumers' Ability to identifying NAB based on Arbitrary Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Arbitrary</b>	Very difficult	14
	Difficult	21
	Somehow difficult	35
	Easy	23
	Very easy	7
	Total	100

**Table 1. (i) Consumers' Ability to identifying NAB based on Toponymal Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Toponymal</b>	Very difficult	4
	Difficult	18
	Somehow difficult	41
	Easy	19
	Very easy	18
	Total	100

The use toponym on NAB are somehow difficult to be identified for 41 consumers. According to Forbes & Dean (2013), toponym are honourable and easy to pronounce so they can also be helpful for a new wine brand.

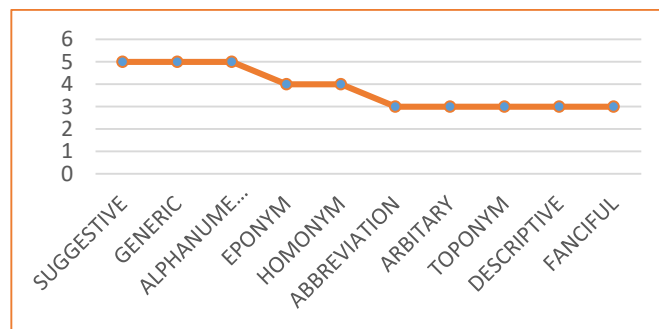
Suggestive onomastics are very easy to be identified as NAB. From the table 1(j), majority perceived that NAB with suggestive names are very easy to be identified. This is not surprising because Catchword(2014) explains that they are the most popular kind of brand name which are also communicative in showing features and benefits of the goods being offered.

**Table 1.(j) Consumers' Ability to identifying NAB based on Suggestive Onomastics**

Product Onomastics	Product Identification	Consumers
<b>Suggestive</b>	Very difficult	8
	Difficult	15
	Somehow difficult	16
	Easy	31
	Very easy	30
	Total	100

## 5. CONCLUSION

In respect to alphanumeric onomastics, consumers' could identify NAB because the anchoring effect of suggestive names and characters like 100% and zero. Any product that will be branded with eponym must make the product description prominent for uncomplicated NAB identity. Homonym in form of humorous and suggestive sound when used as a copycat of an indigenous language are rightly identified as NAB without complication. Generic onomastics are very straightforward and easy for NAB identity. When typical shape are used for NAB, abbreviation onomastics become uncomplicated for NAB identity. It is not surprising that arbitrary onomastics are difficult to be identified as NAB. Unlike descriptive onomastics which should identify NAB easily but fail because of factor fathomed as atypical package shape. In such situation, typical package shape would assist intending consumers to easily identify them. The anchoring effect of atypical package shape or atypical product onomastics will complicate NAB identity. Unless, repeated advertisements are made available effectively to consumers. This could be helpful in improving the memorability features of the NAB. It can be assumed that advertising will be necessary to increase the popularity of such NAB. In situation where by manufacturer have enough money for product advertisement, atypical package shape and onomastics will be well identified with frequent and regular advertisement. Present study adduce that there should be typical package shape and onomastics for a swift product identification in situation whereby stakeholders cannot afford frequent and regular advertisement in all possible media. This should minimize congestion in marketplaces, as well as the prolong search time undergone by consumers while looking for preferred product brands.



*Figure 6. Trend in NAB identity based on typical package shape as regards product onomastics*

The summary of table 1(a) to 1(j) can be more understood in figure 6. Figure 6 shows the trend in consumers' ability to identify NAB in the context of typical product package shape in respect to product onomastics. Suggestive, generic, and alphanumeric onomastics fall into the very easy to identify classification; Eponym and homonym are patterned towards the easy to identify onomastics while abbreviation, arbitrary, toponymal, descriptive, and fanciful onomastics are patterned towards the somehow difficult to identify classification. Designers, brand managers, manufacturers and other stakeholders should pay attention to typicality in product onomastics, package design and other elements of product design. This will contribute to the existing knowledge of stakeholders towards conceiving the idea of predictive product representation.

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**Appendix consisting of Table 1 to 7 from Prior Research of Oluyemi, A. S., Oladumiye, E., & Bankole. (2020)**

**Table 1**

Brands of coffee sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
Nescafe 3-in-1	Alphanumeric
Liven Alkaline Coffee Cappuccino	Descriptive
Kaldi African Coffee	Eponym
Mr. Brown iced Coffee	Eponym
Nescafe classic	Suggestive
Colcafe Cappuccino classic	Suggestive
Frisco	Fanciful
Ricoffy Decaf	Fanciful
Koffienhuis	Fanciful

**Table 2**

Brands of cocoa based beverages sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
My Choco Alkaline Chocolate Drink	Descriptive
Hot Chocolate Drink	Descriptive
Hot Cocoa	Descriptive
Cadbury Chocolate	Eponym
Bournvita	Fanciful
Cocoa Powder	Generic
Milo Activgo	Homonym
Fanchoco Chocolate Drink	Suggestive
Golden Choco Drink	Suggestive
Cowbell Chocolate	Suggestive

Activa Choco Drink	Suggestive
Good Morning Choco	Suggestive
Prey	Suggestive

**Table 3**

Brands of Tea sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
3 Ballerina Herbal Tea	Alphanumeric
Five Roses Superior Ceylon Blend	Alphanumeric
Natural Ceylon Green Tea	Descriptive
Loyd Blackcurrant And Blueberry Tea	Eponym
Typhoo Earl Grey Tea	Eponym
Lipton Clear Green	Eponym
Trinco Tea	Fanciful
Ritebrand Tagless Teabags	Fanciful
Dilmah Flavoured Ceylon Black Tea	Fanciful
Green Tea	Generic
Moringa Tea	Generic
Joko Strong Quality Tea	Homonym
Hillway Golden Label Fresh Ceylon Tea	Toponym
Richmond Tea	Toponym
Glen Tea	Toponym
Vital Chinese Green Tea	Suggestive

**Table 4**

Brands of Wine sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
J&W Sparkling Red Grape	Abbreviation
Four Cousins Sweet Sparkling Wine	Alphanumeric
Just Shiraz Natural Sweet	Descriptive

Just Rose Natural Sweet	Descriptive
Red Grape Juice	Descriptive
Glamour	Descriptive
Don Simon Sparkling Nonalcoholic Red Grape	Eponym
St.Eve Nonalcoholic Cocktail	Eponym
Don Vino Nonalcoholic Sparkling Drink	Eponym
Damas Wine	Eponym
Chamdor Sparkling Red Grape	Eponym
Don Morris	Eponym
Robby Rubble Apple Cherry	Eponym
Saint Celine Natural Sweet Red	Eponym
Andries Family Wine	Eponym
St.Lauren White Grape	Eponym
J.C. Leroux Naturally Elegant Rose	Eponym
Eva Nonalcoholic Sparkling Grape Fruit	Eponym
Venel Pineapple Fruit Drink	Eponym
Glance-X Sparking Fruit Drink	Fanciful
Festillant Sans Alcool	Fanciful
Devalin Apple Fruit Drink	Homonym
Ginger Wine	Generic
Veleta Sparking Fruit Drink	Suggestive
Bonne Nouvelle Sans Alcohol	Suggestive
Vini Vici Alcohol Free Sparkling Wine	Suggestive
Senac Sparkling Red Grape	Toponym
Flemish Cocktail Wine	Toponym
Maracana Sparkling Red Grape	Toponym
Welch's Red Grape	Toponym

**Table 5**

Brands of Fruit Drink sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
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GBB Juice	Abbreviation
Chivita 100% Fruit Juice	Alphnumeric
5alive Pineapple Punch Fruit Nectar	Alphnumeric
Ben 10 Baniaz Apple Drink	Alphanumeric
Tropicana 100%	Alphanumeric
Farm Pride Guava	Descriptive
Chi Exotic Pineapple And Coconut Nectar	Descriptive
Barney Baniaz Fruit Punch	Eponym
Wilson's Lemonade	Eponym
Kally Apple Bite	Eponym
Tonny Time Orange Flavour Cordial	Eponym
Bisco Flavoured Fruit Drink	Fanciful
Feotamy Flavoured Fruit Drink	Fanciful
Tisco Flavoured Flavoured Fruit Drink	Fanciful
Maccaw Cocktail Fruit Drink	Fanciful
Fumman Apple Fruit Juice	Fanciful
Dansa Fruit Juice	Fanciful
Popcy Flavoured Drink	Fanciful
Ribena Blackcurrant	Fanciful
Yojus Natural Fruit Drink	Fanciful
Yugovy Fruit Shoot Orange Flavoured Drink	Fanciful
Popcy Flavoured Drink	Fanciful
Fruit Drink	Generic
Citrus Orange Flavour Instant Drink	Generic
Cici Orange Fruit Drink	Homonym
Tang Instant Fruit Flavoured Drink	Homonym
Bien Banana Lime Flavoured Drink	Homonym
Fandango Citrus Drink	Homonym
Frootzy Fruit Drink	Suggestive
Frootz Fruit Nectar	Suggestive
Frutta Natural Orange Juice	Suggestive
Nutri-C Instant Fruit Flavoured Drink	Suggestive



Pops Pineapple Drink	Suggestive
Happy Delight Juice Drink	Suggestive
Happy Hour	Suggestive
Caprisonne Pineapple Drink	Toponym
Moon Orange Squash	Toponym
California Sun Fruit Drink	Toponym

**Table 6**

Brands of Milk based beverage sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
L&Z Yoghurt	Abbreviation
Three Crowns Evaporated Milk	Alphanumeric
Peak456	Alphanumeric
Blue Boat Instant Full Cream Milk Powder	Arbitrary
Real Milk	Descriptive
Soya Plus	Descriptive
Peak Evaporated Milk	Descriptive
Popular Filled Evaporated Milk	Descriptive
Ideal Evaporated Milk	Descriptive
Fantastic Yoghurt Drink	Descriptive
Nestle Dessert Cream	Eponym
Don Finest Yoghurt	Eponym
Frumil Fruit Milk Drink	Fanciful
Jago D Lite Instant Filled Milk Powder	Fanciful
Fanice	Fanciful
Lactel	Fanciful
Nido	Homonym
Kerrygold Instant Full Cream Milk Powder	Homonym
Loyal Instant Full Cream Milk Powder	Homonym
Dano Milk Instant Full Cream Powder	Homonym
Nunu Filled Evaporated Milk	Homonym

Bobo Flavoured Milk Drink	Homonym
Auki Yoghurt	Homonym
Glova Sweetened Yoghurt	Homonym
Dannon All Natural Yoghurt	Homonym
Superyogo Sweetened Yoghurt	Suggestive
Miksi Instant Filled Milk Powder	Suggestive
Freshyo Drinking Yoghurt	Suggestive
Yugo Plain Milk Drink	Suggestive
Nutri-Milk	Suggestive
Farmfresh Vanilla Yoghurt Drink	Suggestive
Nutriday Yoghurt	Suggestive
Hollandia Evaporated Full Cream	Toponym
Oldenburger Instant Full Cream Milk Powder	Toponym
Lunar Full Cream Evaporated Milk	Toponym
Olympic Evaporated Milk	Toponym
Coast Full Cream Evapoarted Milk	Toponym

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**Table 7**

Brands of Soft Drink sold in Akure shopping mall identified based on nomenclature

<b>Product Names</b>	<b>Naming Styles</b>
FAB Forever Active Boost Energy Drink	Abbreviation
H2oh!	Alphanumeric
7 Up	Alphanumeric
Grand Malt Zero	Alphanumeric
Orijin Zero	Alphanumeric
Zero Coke	Alphanumeric
7 Stars Energy Drink	Alphanumeric
Tiger Spices Health Drink	Arbitrary
Sprite	Arbitrary
Deep Crest Cream Soda	Arbitrary
Big Orange	Descriptive
Reinforce Energy	Descriptive
Power Malt Energy	Descriptive
Maltina Sip-It	Descriptive
Mirinda Orange	Descriptive
Nirvana Bitter Lemon Bold	Descriptive
La Casera Apple Drink	Eponym
Eve Flavoured Drink	Eponym
Vekro Chapman Health Drink	Eponym
Fanta Orange Flavoured Drink	Fanciful
Limca	Fanciful
Schweppes Soda Water	Fanciful
Pepsi	Fanciful
Vimto Flavoured Drink	Fanciful
Smoov Chapman	Fanciful
Beta Malt	Homonym
Dubic Mallt	Homonym
Fayrous	Homonym
Sanz Crème De Soda	Homonym

Malta Guinness Herbs	Homonym
Mountain Dew	Suggestive
Powerhorse Energy Drink	Suggestive
Red Bull Energy Drink	Suggestive
Monster Energy	Suggestive
Bullet Energy Drink	Suggestive
Coca-Cola	Suggestive
Golden Choco Drink	Suggestive
Environ Health Drink	Suggestive
Teem Soda	Suggestive
Climax Energy Drink	Suggestive
Swan Orange	Suggestive
Bigi Cola	Suggestive
Lucosade Boost Energy	Suggestive
Savana Lemon Drink	Toponym
Amstel Malta	Toponym

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