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# Product Naming in Relation to Simple Product Package Design by Adopting a Modified Fogg Behavioural Model (FBM)

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**Abstract**

A simple package design is void of horror vacui (.i.e. without too many design elements). The question is – how possible can product naming persuade potential consumers without other attractive design elements such as colour and images? Thus, this study builds on existing body knowledge adapted from FBM. One of the rationales of this study is that product naming in relation to package designs should solve the problems of identification and persuasion. For these problems to be solved, designers work with shapes, colours, typefaces, and other imagery; however, they do not have mastery of product naming. Meanwhile, certain clients are believed to be ready to accept the contribution of the designers concerning product naming or branding of the product. Hence, the product stimuli used in this study are package designs of nonalcoholic beverages whose images are reconstructed using Adobe Photoshop CS6 to reveal the name. These are then exposed to the participants for evaluation and finally analyzed by using scatter plots, independent sample T-test, and one-way ANOVA to study the relationships. Based on the modified FBM (Fogg Behavioural Model) adopted, the correlation between the factors (motivation and ability) has a positive relationship but the strongest relationship happens in names that require less mental task for identification as well as possessing positive or related association. But for novel or strange names, advertising will be necessary. Since the sender and receiver of these visual messages are designers and consumers respectively, designing to fit consumers' prior knowledge, frequent and widespread product advertisements are important to make the product name of simple package design more persuasive. Designers and other stakeholders can adopt a modified FBM model to prove the feasibility of their creative designs in the aspect of imagery and other forms of visual communication such as product names. However, there is a need for further research on this particular subject because this present study is briefly executed through an exploratory study by using existing brand names of selected non-alcoholic beverages. A similar study can be carried out by using both fictional names and existing names for the purpose of comparison.

## 1. INTRODUCTION

Package design is developed for a product that has many elements such as name (brand) and content. A designer is not interested in the identity of the product, but develops the design that will enable the product with an identity to reach its target audience in the shortest way. However, this research is of the notion that product identity should be one of the concern of a designer because a designer should be able to contribute positively to both the creation of corporate identity and packaging design. Also, the role of graphic designers in contemporary design practice is greatly expanding in the aspect of problem- finding-and-solving. Generally, naming is interdisciplinary and graphic designer should not avoid this aspect as it links to creative design such as logo design and other aspect of branding. Harnessing naming to graphic design practice will not jeopardize design responsibilities but improve the design practice. Naming of product as a creative category of graphic communication is expected to assign distinctive names to products in order to enhance consumers' confidence in products' value or benefits [10]. Also, names in themselves have no psychological significance unless one associates a memorable experience with it [10].

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Even if individuals do not have any life experience with a name, names alone can have some psychological significance in terms of culture or belief. For example, "According to a report in BBC News World Edition in August 2005, Nestle's Kit Kat Bar has seen an increase in sales in Japan. This is because the name of this product is similar to the Japanese word "kitto katsu", which means "good luck". Both parents and students buy this product to bring them luck on exam days." Naming should ensures appropriateness in product selection during consumer's product search and evaluation. As a result of the aforementioned, this study identifies the Fogg Behavioural Model (FBM) as a validated instrument to examine user's desire to perform a target behaviour as fathomed by Priyadarshy and Nguyen-ngo (2013) with the view to exploring persuasiveness of product naming in relation to simple product package design [11].

In the context of current study, product naming is considered as an effective textual aspect of graphic design element which expresses the usefulness and ability of a particular product correctly to the intending consumers. Hence, it is believed that naming that corresponds to consumers' positive frame of reference will enable consumers to perform the target behaviour of identifying and purchasing desired products. Other attributes that are believed to enable consumers to perform the target behaviour may include easy pronunciation, short length of word and to mention a few. An example is 7Up which has short length of word compare to 'Bib-Label Lithiated Lemon-Lime Soda (former name of 7Up). Perhaps, some category of consumers may not like to pronounce the name at the point of purchase because of pronunciation. They may think of the shame of not getting the correct pronunciation. The name may also sound more of chemical product to some category of consumers; so consumers seeking enjoyment may not ask for such name because it may sound chemical related or pharmaceutical. Perhaps, 7Up (.i.e. a name of a soft drink) may not be descriptive or suggestive enough as a typical non-beverage at the initial stage; also, it is notable that 7Up is alphanumeric like 5Alive (a name of a fruit juice) and to mention a few. Brands of this nature have survived through advertising over years. Thus, product advertising have been very helpful in educating potential consumers in such a way that these names definitely becomes familiar with times. Noteworthy, product naming is not only relevant to package design but very important for advertisement as well; thus, it is possible for product name to be either fit for advertising or not fit. For example, a name that will not be easy to recall may not be advertise-able because after a particular period of time audience may not remember the 'just advertised' brand.

The purpose of this study is to explore the persuasive effect of the product naming in relation to simple product package design by adopting a modified Fogg Behavioural Model (FBM). The simple product package in this study represents the stimuli exposed to the selected participants of the study. A simple package design is void of *horror vacui* (.i.e. void of too many design elements). Three factors; namely, motivation, simplicity or ability and trigger are inculcated from Fogg Behavioral Model (FBM) in order to briefly explore the persuasiveness of product names appended on the product package stimuli. The question is – how possible can product naming persuade potential consumers without other attractive design elements such as necessary information, colour and images to mention a few? Also, what type of correlation exists between the naming styles and possible persuasion which may occur as result of the product stimuli? Moreover, can the modified FBM be validated as instruments for testing the persuasiveness of product naming?

The FBM is a practical model to guide technology design to maximize motivation and use of products [4]. It was originally used by the inventor for 'Captology' (Computer As Persuasive Technology). FBM formal application has been limited [1]; hence, present study expounds it beyond its original use just as Agha et al., (2019), Kemler and Gouttebarge (2018), as well as Boerger, Barleen, Marzec, Moloney, and Dobro (2018) applied it in health awareness and intervention [3]. In the present study, exploring the persuasive effect of naming in relation to simple product package design by adopting a modified FBM are based on three factors (motivation, simplicity or ability and trigger). Motivation is defined by how inclined an individual is to engage in a behaviour and ability is defined by how easy or hard it is to engage in a behaviour. The trigger in the FBM is the stimulus that signals action potentially in the form of a message from a public campaign [1]. The model proposes that after experiencing the trigger, people with sufficiently high levels of motivation and ability will perform the behaviour.

### 1.1 Literature Review

Product and Brand:
Product includes everything that can be offered in the market which attracts attention and satisfies needs [7]. A product with a name becomes a brand if it helps a product to stand out distinctively from the cluster of products and names [16]. So, it is not totally wrong when brand name and product name are used interchangeably even though they can be given different meaning.

Packaging:
Packaging is utilitarian or functional; based on its inception, its primary nature is not beautification. However, the water pot in those days are decorated with motifs. This makes them iconic or a means of passing across certain messages. Generally, packaging acts as protection and as well as makes transportation or distribution easier. According to Schueneman (2010), typical early packages are animal skins or clay pots which are only delivery devices to get product from one place to another [15].


***Figure 1.*** *Packaging Systems at different Levels*

As a result of technological development various types of packaging systems have emerged. Thus, instead of using leaves for covering food, some food are covered with plastics or paper and to mention a few. Figure 1 shows packaging systems at different levels; for instance, paper is used for the secondary package (carton) while the Tetra Classic Aseptic (TCA) inside the paper package is a composite package. A composite package is made of different type of materials embedded together. Primary package is in direct contact with the product; an example is the can that is shown in figure 1. A carton shown in figure 1 also encloses other box packages. The most external (.i.e. carton) is the tertiary package while the secondary packages are the other boxes inside the tertiary package (.i.e. box). This means there are primary packages inside those secondary packages. According to Bix, Fuente, Sundar and Lockhart (2009), packaging may often be associated with waste [2]. This is one of the consequence of technological development that creates a drift from naturally biodegradable substance such as leaves to plastics which are non-biodegradable. But in reality, packaging systems operate at different levels (i.e., primary, secondary, tertiary). Sometimes, the different levels may be made of different type of packaging materials or similar types of packaging materials (see figure 1).

Package Design:
A package brand comprises of the structural and graphical elements. Structural elements include the materials, shape, size, and form of the package. Graphical elements include the text and visual images on or in a package [13]. In this study, product name as an example of text is the aspect of graphical package elements considered in relation to simple product package design by adopting a modified FBM. According to Landa (2013), package design is the complete strategic planning and creation of the form, structure and appearance of a product's enclosure or casing which functions as protection, brand promotion, information presentation and establishment of brand experience [6].

Fogg Behavioural Model (FBM):
FBM is among the modern psychological model which focuses on increasing motivation, increasing ability (simplicity), and triggering behaviour in order to verify whether a behaviour is performed [4]. It asserts that "for a person to perform target behaviour, he or she must (1) be sufficiently motivated, (2) have the ability to perform the behaviour, and (3) be triggered to perform the behaviour". FBM further said that the three conditions must coincide (see Figure 2) for the behavior to occur [14]. This framework helps to validate our persuasive patterns by checking these conditions and whether they coincide [14]. Motivation, simplicity or ability and trigger must coincide, or correspond before a particular behaviour can be performed. According to Fogg (2009), motivation could be consider as Hope / Fear [4]. Hope is the anticipation of something good happening. Hope could also mean safety, trust or confidence. If target behaviour requires deep thinking in new or difficult way and consumers lack enough time to perform the target behaviour, then the behavior is not simple. The general concept of triggers goes by many names: prompts or calls to action. A trigger is something that tells people to perform behaviour immediately.

The adoption of a modified FBM is relevant because one of the rationales of this study is that package designs should solve the problems of identification, comprehension, and persuasion. For these problems to be solved, designers work with shapes, colours, typeface, and other imagery; however, they do not have mastery of product naming. Meanwhile, certain clients are believed to be ready to accept the contribution of the designers concerning product naming or branding of the product. Notably, graphic design should please consumers' expectation by ameliorating product searching, and reducing prolong search time [8]. Hence, designers need certain model or theory to prove the feasibility of their creative designs not only in the aspect of imagery but other forms of visual communication such as product name.

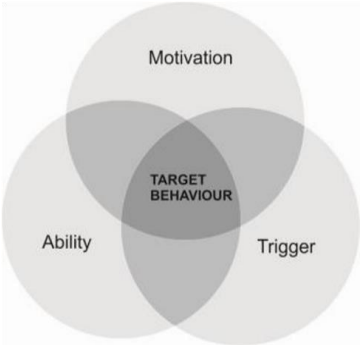



***Figure 2.*** *Adapted from BJ Fogg's Behaviour Model[17]*

## 2. METHOD

The methods of research tools used are observation, and questionnaires. Observation means a method of data collection which makes use of vision and experimentation as its main means of data collection. It is also appropriate in situations where full and/or accurate information cannot be elicited by questioning, because respondents are unaware of the answers [12]. The researcher has to observe the condition of samples in order to arrive at any feasible result. The product stimuli are package design of nonalcoholic beverages which have already existing names .i.e. the names are not fictional. The researcher fails to reveal the content or ingredients of the non-alcoholic beverage package so that preference for a favourite type of non-alcoholic beverage will not influence the result of the study. This is because certain participant may like milk product and not tea, thus he or she might be persuaded by his or her special preference for a favourite non-alcoholic beverage and not probably because of the naming style. Thus, the particular category of non-alcoholic beverages are excluded from the stimuli.
Table 1 shows the association which the participants linked to the product names before exposing them to the package form used as stimuli in this study.

***Table 1.*** *association linked to the names respectively before the visual display of package form*

| Age of participants | Names of non-alcoholic beverages without seeing the package form | Association linked to the names respec tively without seeing the package form |
|---|---|---|
| 16 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Fruit, Person, celebration, place, ballon, place, tea. tree |
| 16 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Apple, Person, love, place, sweet, place, tea, tree |
| 17 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Leaf, person, celebration, place, person, place, colour, herb |
| 17 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Fruit, animal. Celebration, place. sweet, place, colour, soup |
| 20 years old | Frutta, Maccaw, Happy Delıght, CrystalValley. 3Ballerina, Hillway, Green, Moringa | Fruit, person, favourite, place, sweet, place, tea, drink |
| 21 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Drug, person, joy, place, sweet, place, tea, medicine |
| 30 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Herb, animal, celebration, place, person, place, tea, herb |
| 30 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Fruit, person, happiness, place, sweet, place, tea, plant |
| 31 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Medicine, animal, enjoyment, place, person, place, tea, leaf |
| 32 years old | Frutta, Maccaw, Happy Delıght, CrystalValley, 3Ballerina, Hillway, Green, Moringa | Fruit, animal, desirable, place, toy, place, colour, herb |

In table 1, none of the participants remember any brand of non-alcoholic beverage relating to the names. The participants only associates the names to generic nomenclature without mentioning any brand of non-alcoholic beverage. None of them mention any unrelated terms. The associations given to the names are almost close to the meaning of the names in relation to nonalcoholic beverages. Since the suggestive/explanatory design elements of packaging are stripped-off, names such as GREEN and MORINGA are deliberately included so as to aid easy suggestion or association to edible substance e.g. herbs (see figure 3). The package form for the product stimuli in figure 3 are folding cartons; this is because prior study by Oladumiye et al., (2018) reveals that box or folding cartons are typical package form for tea category of non-alcoholic beverage. Thus, this folding carton is used deliberately in this study so as to aid easy suggestion or association to edible substance. The product package stimuli have the following names as appendages on them; viz. 3BALLERINA and MORINGA, GREEN and HILLWAY respectively. Participants have no prior knowledge of the already exiting names (see table 1). In the aspect of brands of non-alcoholic beverages, participants are not aware of the existence of any of the selected names appended on the product package and they are seeing them for the first time as non-alcoholic beverage brand. Adobe Photoshop CS6 is used for image adjustment and reconstruction (see figure 3).


***Figure 3.*** *Example of Visual Display of Product Stimuli via a Monitor for the first display*

Hence, only the product name and shape of the product package of the stimuli are exposed to the participants. Of, course, the product name cannot do without typography; hence, the typefaces are reconstructed and all the stimuli have the same typeface (.i.e. the physical features of a letter [9]. The example of the visual display of product stimuli shown during the first exposure is shown in figure 3.
In figure 4, the package form is the Tetra Pak system (Tetra Brik). The four names which are MACCAW, HAPPY DELIGHT, FRUTTA and CRYSTAL VALLEY are the names appended on the four Tera Brik packages (see figure 4).Pictures of product stimuli are display for the participants to observe and data are obtained based on their response to the stimuli. Visual display of the product stimuli are carried out with the aid of a monitor. Moreover, stopwatch was used for timing; each participant observed the product for five minutes. Each participant observes the product stimuli displayed individually without any distraction and external influence. Modified FBM as valid instrument for ascertaining the reliability of the data are adopted. Data gathered were analyzed by using descriptive statistics, scatter plot, one way ANOVA and independent sample T-test.


***Figure 4.*** *Example of Visual Display of Product Stimuli via a Monitor for the second display*

### 2.1. Presentation and Analysis of the Data

Demographic Data of the participants:
The table 2a and 2b present the demographic data of the participants that are involved in the observation and research activities. In terms of gender status, table 2a shows that 4 (40%) are female while 6(60%) of them are male. Table 2b describes the educational qualification.
4 (40%) of the participants have university education. Participants with .postgraduate education also represent 4(40%) of the participants sampled. 2 participant representing 20% among the participants sampled are graduates.

***Table 2a.*** *Gender Distribution of participants*

| | **Response** | **Frequency** | **Percentage** |
|---|---|---|---|
| **sex** | **Female** | 4 | 40 |
| | **Male** | 6 | 60 |
| | **Total** | **10** | **100** |

***Table 2b.*** *Educational Qualification of participants*

| | | | |
|---|---|---|---|
| **Qualification** | University | 4 | 40 |
| | Postgraduate | 4 | 40 |
| | Graduate | 2 | 20 |
| | **Total** | **10** | **100** |

Table 2c describes the age of the participants. 2(20%) of the participants are 16 years old; 2(20%) of the participants are 17; and 2(20%) of the participants are 30 years old.1 (10%) of the participants is 20 years; 1 (10%) of the participants is 21 years; 1 (10%) of the participants is 31 years; and 1 (10%) of the participants is 32years old.

***Table 2c.*** *Age of participants*

| | | | |
|---|---|---|---|
| **Age** | 16 | 2 | 20 |
| | 17 | 2 | 20 |
| | 20 | 1 | 10 |
| | 21 | 1 | 10 |
| | 30 | 2 | 20 |
| | 31 | 1 | 10 |
| | 32 | 1 | 10 |
| | **Total** | **10** | **100** |

Information in table 2a to 2c shows that participants are mature and knowledgeable in terms of their age and educational qualification. Thus, their experience should be useful in obtaining reliable data.

Demographic Data of the Graphic Designers:
In terms of gender status, table 3a shows that 5 (50%) are female while 5(50%) of them are male.

***Table 3a.*** *Gender Distribution of Graphic Designers*

| | **Response** | **Frequency** | **Percentage** |
|---|---|---|---|
| **sex** | **Female** | 5 | 50 |
| | **Male** | 5 | 50 |
| | **Total** | **10** | **100** |

Table 3b describes the educational qualification.. 4 (40%) of the graphic designers have university education. Graphic designers with .postgraduate education also represent 4(40%) of the participants sampled. 2 graphic designers representing 20% among the participants sampled are graduates.

***Table 3b.*** *Educational Qualification of Graphic Designer*

| | | | |
|---|---|---|---|
| **Qualification** | University | 4 | 40 |
| | Postgraduate | 2 | 20 |
| | Graduate | 4 | 40 |
| | **Total** | **10** | **100** |

Table 3c describes the age of the graphic designers. 4(40%) of the graphic designers are between the age range of 16 years old to 20 years old; 2(20%) of the graphic designers are between the age range of 21 to 30 years old; and 4 (40%) of the graphic designers are in the age range of 31 to 40 years. Information in figure 3a to 3c shows that designers are mature and knowledgeable in terms of their age and educational qualification. Thus, their experience should be useful in obtaining reliable data.

***Table 3c.*** *Age of Graphic Designer*

| | | | |
|---|---|---|---|
| **Age** | 16-20 | 4 | 40 |
| | 21-30 | 2 | 20 |
| | 31-40 | 4 | 40 |
| | **Total** | **10** | **100** |

***Table 4.*** *Likert Scale for Evaluation of the Participants' Responses*

| **Scale** | **Motivation** | **Ability** |
|---|---|---|
| **1** | Very Low (VL) | Very Low (VL) |
| **2** | Low (L) | Low (L) |
| **3** | Moderately Low (ML) | Moderately Low (ML) |
| **4** | High (H) | High (H) |
| **5** | Very High (VH) | Very High (VH) |

Table 4 describes the Likert scale for the evaluation of the participants' responses to the product stimuli. Participants have 1 (very low) if they dislike product stimuli (or they are doubtful) while those that are motivated to desire the product stimuli have 5 (very high) or they are confident. Likewise under ability, participants have 1 (very low) if they find it difficult to identify the product category/usefulness while those that find it very easy to identify product category/usefulness have 5 (very high).

## 3. RESULTS AND DISSUSSION

For a better understanding of this study, FBM presents the trends in the persuasiveness of product naming. The persuasive effect of the product stimuli on which participants based their responses are established on three factors (motivation, simplicity or ability and trigger). In table 5, participant A has a moderately low motivation for GREEN, MORINGA, HILLWAY, and 3BALLERINA. Participant A possesses the ability to conceive the understanding that GREEN and MORINGA are acceptable as a non-alcoholic beverage with a very high ability (i.e. 5 point) and high ability (.i.e. 4 point) for the product stimuli. During the second display, participant A has a low motivation for CRYSTALVALLEY, FRUTTA, HAPPY DELIGHT, and MACCAW. Also, participant A has a very high ability (i.e. 5 point) for the product stimuli labeled as FRUTTA during the second display. GREEN and MORİNGA are generic names which are familiar to participants; thus, they are simple and requires little or no mental task for identification. It can be inferred that some category of consumers can be persuaded by a simple product package design whose product names are generic, descriptive or meaningful. Other names will require higher trigger in terms of curiousity to know what exactly the attribute of a particular non-alcoholic beverage is. Such trigger is believed to occur when other attention grabbing or explanatory text and design elements are included.

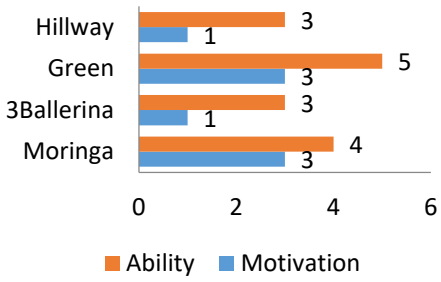
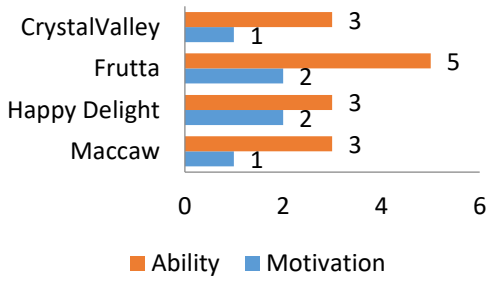
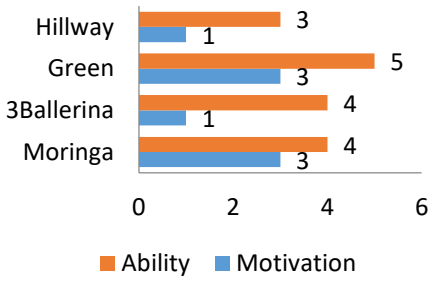
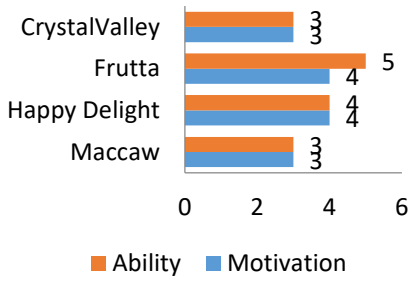
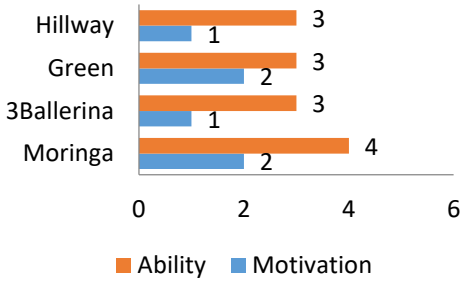
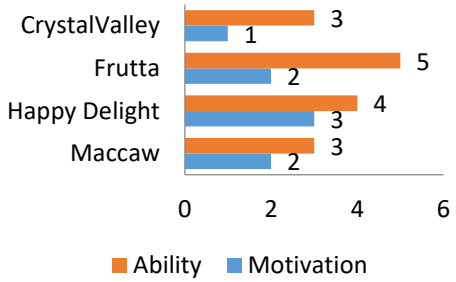
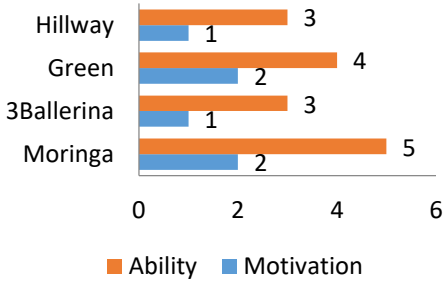
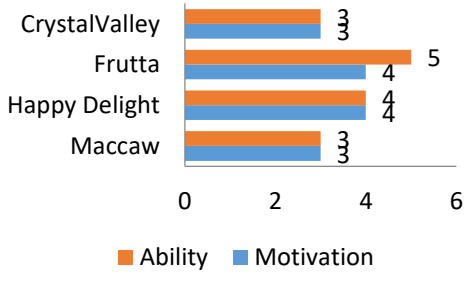
Participant B possesses the ability to conceive the understanding that GREEN, MORINGA as well 3BALLERINA are acceptable as a non-alcoholic beverage. This is unlike participant A which only has a very high ability (i.e. 5 point) and high ability (.i.e. 4 point) for the product stimuli with only two names (.i.e. Green and Moringa). In the case of participant B, the level of ability/simplicity for 3BALLERINA is high (.i.e. 4 point) while it is 3 point in participant A (that is moderately low). This shows a variation among the same age group (i.e. 16 years old age group). During the second display, behaviour of participant B is not similar to participant A despite being of the same age. Participant B has a low motivation for only CRYSTALVALLEY and MACCAW. This is unlike participant A which has a low motivation for FRUTTA and HAPPY DELIGHT. For participants B, FRUTTA and HAPPY DELIGHT are 5 point (.i.e. very high motivation) and 4 point (.i.e. high motivation) respectively. By comparing first display and second display, participant B only has high motivation in second display while in the First display there is only low motivation. The increased motivation may be as a result of repeated exposure and reliable or hopeful expectation of the participant B concerning FRUTTA and HAPPY DELIGHT.

In table 5, participant C has low motivation for the four names during the first display. However, participant C possesses the ability to conceive the understanding that MORINGA is acceptable as a non-alcoholic beverage. Participant A and B has higher ability than participant C during the first display. Participant C also has a lower motivation than participant A and B. Like participants A and B during the second display, participant C has a low motivation for CRYSTALVALLEY, FRUTTA, HAPPY DELIGHT, and MACCAW. Also, participant C possesses the ability to conceive the understanding that FRUTTA and HAPPY DELIGHT are acceptable as a non-alcoholic beverage. Participant C has a very high ability (i.e. 5 point) and 4 point for the product stimuli labeled as FRUTTA and HAPPY DELIGHT respectively. This is similar to participant B; thus, the increased motivation may be as a result of repeated exposure and reliable or hopeful expectation of the participants.

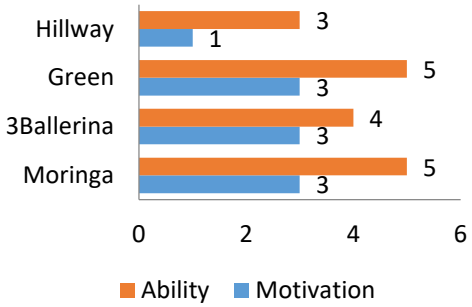
Like participant A, participant D possesses the ability to conceive the understanding that GREEN and MORINGA are acceptable as a non-alcoholic beverage. Participant D has a very high ability (i.e. 5 point) for the product stimuli labeled as MORINGA and 4 point for GREEN. GREEN and MORİNGA are generic names which are familiar to participants; thus they are simple and requires little or no mental task for identification. It can be inferred that some category of consumers can be persuaded by a simple product package design whose product names are generic, descriptive or meaningful to consumers. Other

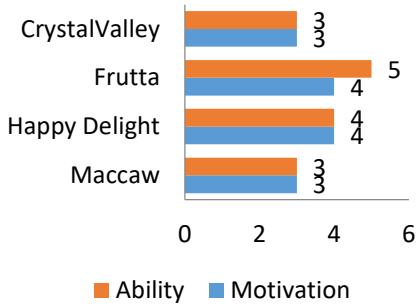
names will require higher trigger in terms of curiousity to know what exactly the attribute of a particular non-alcoholic beverage is. Such trigger is believed to occur when other attention grabbing or explanatory text and design elements are included.

***Table 5.*** *Motivation /Ability in relation to the names on the Product Stimuli*

| Participants | During 1st Exposure | During 2nd Exposure |
|---|---|---|
| A |  |  |
| B |  |  |
| C |  |  |
| D |  |  |

E


Hillway
Green
3Ballerina
Moringa
3
1
5
3
4
3
5
3
0
2
4
6
Ability
Motivation


CrystalValley
Frutta
Happy Delight
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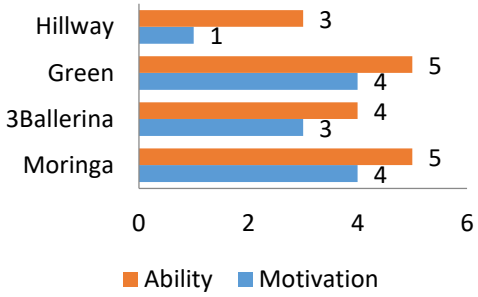
Ability
Motivation

F


Hillway
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Ability
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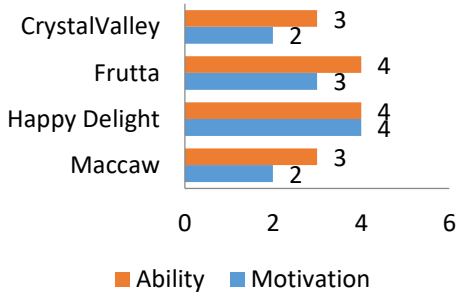
CrystalValley
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Ability
Motivation

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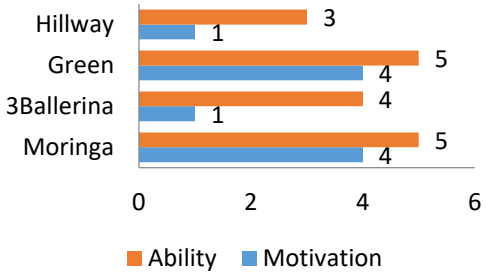
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Ability
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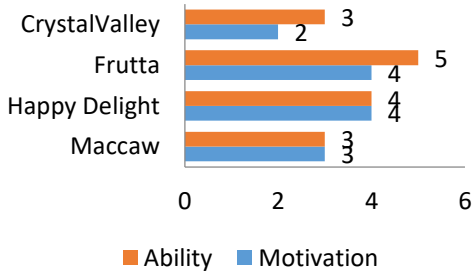
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Ability
Motivation

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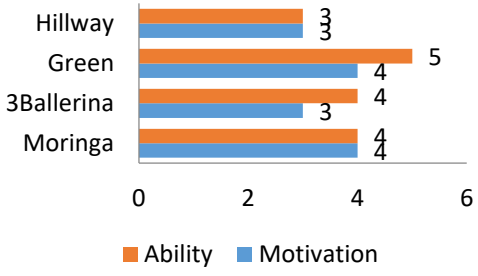
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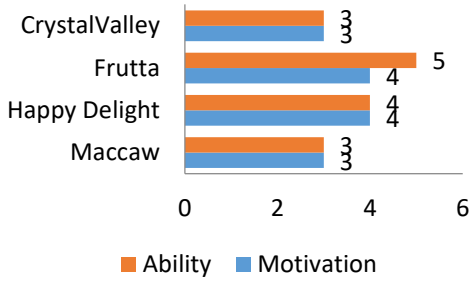
CrystalValley
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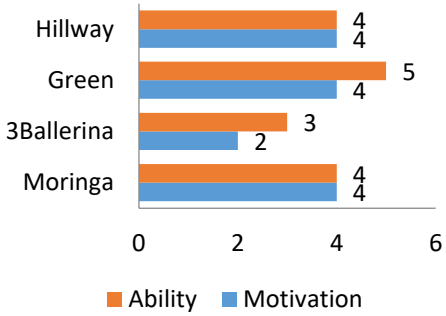
Motivation

I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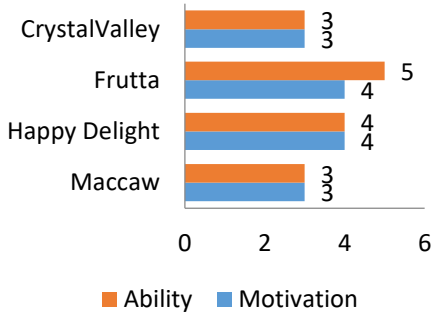
CrystalValley
Frutta
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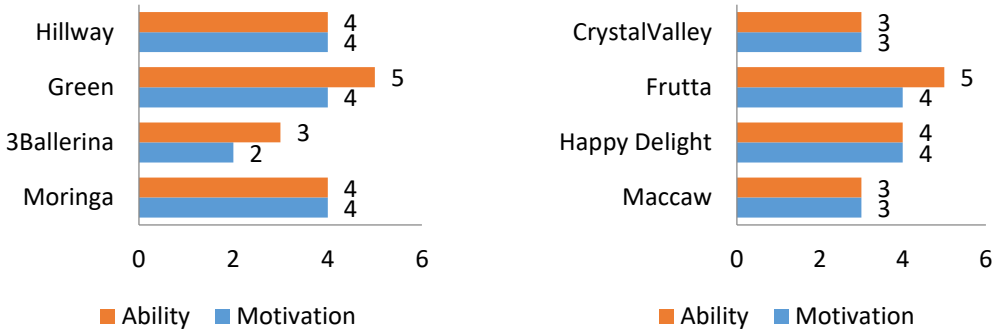
J




During the second display, FRUTTA and HAPPY DELIGHT are at 5 point (very high ability) and 4 point (high ability) respectively. For motivation, FRUTTA and HAPPY DELIGHT are both at 4 point. This is similar to participant B and C during the second display. Thus, the increased motivation may be as a result of repeated exposure and reliable or hopeful expectation of the participants.

Participant E in the first visual display has a moderately low motivation for GREEN, MORINGA, HILLWAY, and 3BALLERINA just like other participants (see table 5). The ability to conceive the understanding that GREEN and MORINGA are acceptable as a non-alcoholic beverage is at 5 point (.i.e. very high ability). During the second display, participant E has a moderately low motivation for CRYSTALVALLEY and MACCAW. Category of consumers like participant E is expected to be persuaded by names like HAPPY DELIGHT and FRUTTA because of their motivation and ability despite not seeing detailed product package information.

During the first display, the behaviour of participant F have both very high ability and high motivation. for GREEN and MORINGA. During the second display, participant F has a moderately low motivation for CRYSTALVALLEY and MACCAW. Category of consumers like participant E is expected to be persuaded by names like HAPPY DELIGHT and FRUTTA because of their very high motivation and high ability despite not seeing detailed product package information. During the second display, participant F has a low motivation for CRYSTALVALLEY and MACCAW. This is unlike participant E whose motivation is moderately low for the two names. Participant F has high ability and high motivation for HAPPY DELIGHT. It is surprising that participant F fails to show similar behaviour to FRUTTA like participant E which has very high ability and high motivation for FRUTTA.

For participant G, the ability to conceive the understanding that GREEN and MORINGA are acceptable as a non-alcoholic beverage is at 5 point (.i.e. very high ability) and 4 point (high motivation). During the second display, participant G has a low motivation and moderately low ability for CRYSTALVALLEY. Participant G has a very high motivation and high ability for FRUTTA as well as high motivation and ability for HAPPY DELIGHT. Thus, this category of consumers will be persuaded by this type of name with little or no trigger.

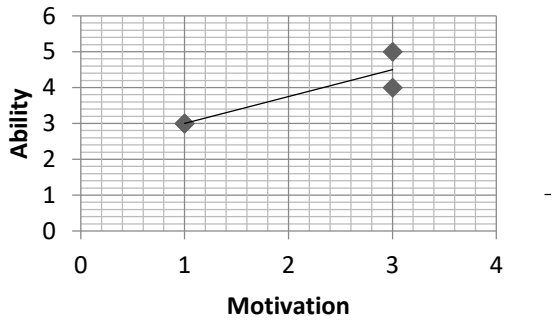
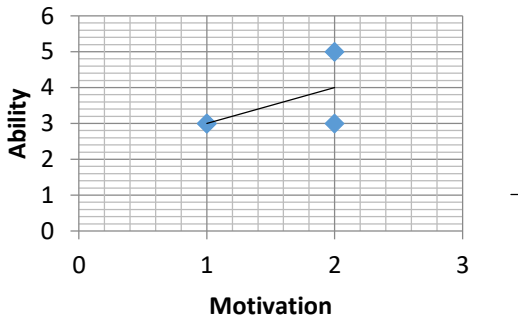
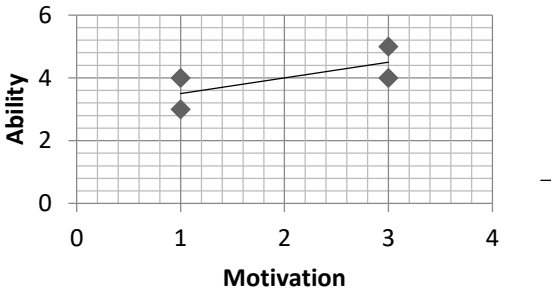
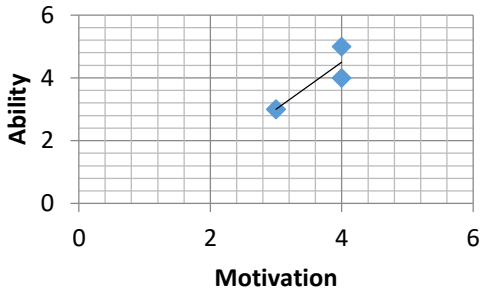
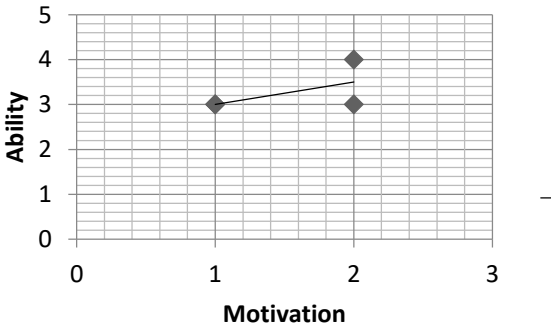
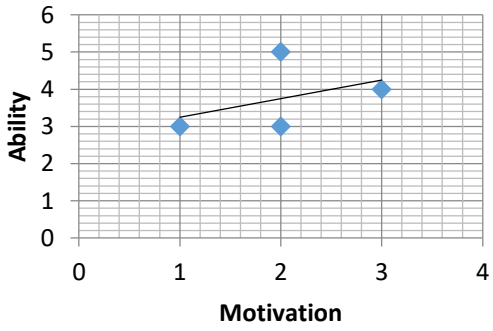
For participant H, the ability to comprehend that GREEN is acceptable as a non-alcoholic beverage is at 5 point (.i.e. very high ability) and 4 point (high motivation) while the behaviour of the participant to MORINGA is at high ability and motivation. During the second display, Participant H has a moderately low motivation and ability for the other product stimuli. Participant H, I and J behaved exactly in the same pattern to the product stimuli during the second display. Probably because of the age, education, repeated exposure and reliable or hopeful expectation of the participants and other prior experience.

But during the first display, participant I and J have a high motivation and ability for HILLWAY and MORINGA. This is different from the behaviour of other participants. Also, participant I and J behaved exactly in the same pattern to the product stimuli during the first and second display (see table 5). This may be due to their age, education, repeated exposure and reliable or hopeful expectation of the

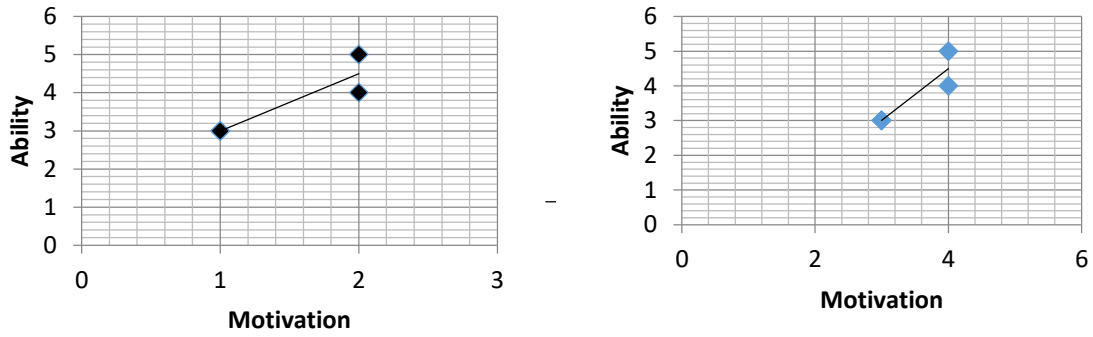
participants and other prior experience.

In table 6, the scatter plot shows the relationship between motivation and ability during the first and second display for each participant. For all participants, there are positive relationship between the two factors (.i.e. motivation and ability). As there is increase in ability so is an increase in motivation; thus, there is positive relationship between motivation and ability. Majority of the participants have higher ability than motivation during their responses to the product stimuli (simple product package design); however, both factors increases with positive trends. For instance, as a participant's ability increases, the level of motivation also increases.

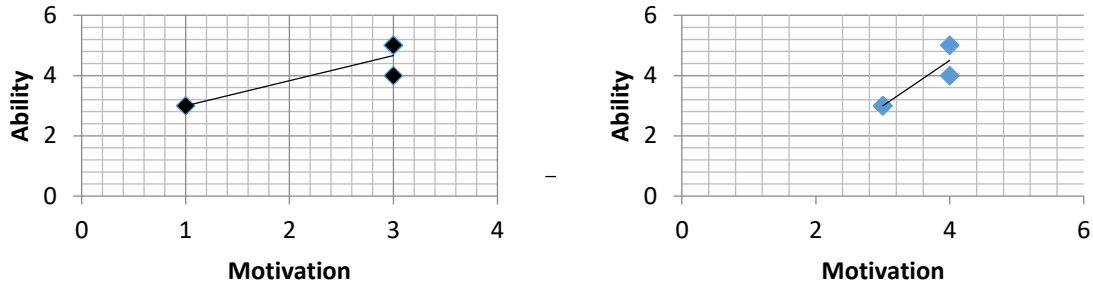
***Table 6.*** *Relationship between Motivation and Ability during 1st and 2nd display for each participant*

| Parti-cipant | During the First Dispaly | During the Second Display |
|---|---|---|
| A |  |  |
| B |  |  |
| C |  |  |

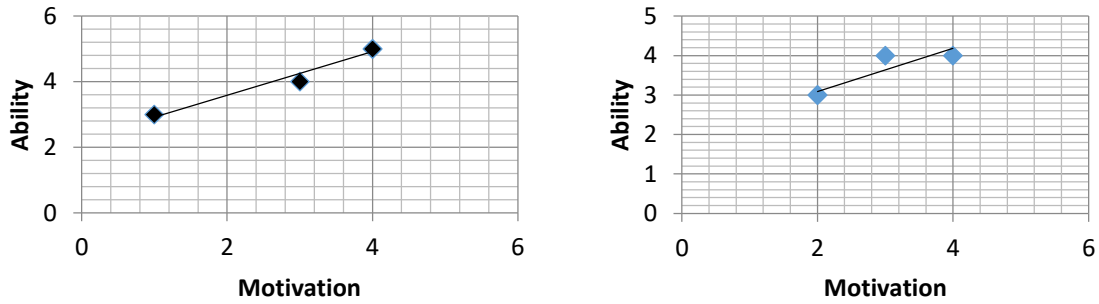
D


Ability
Motivation
Ability
Motivation

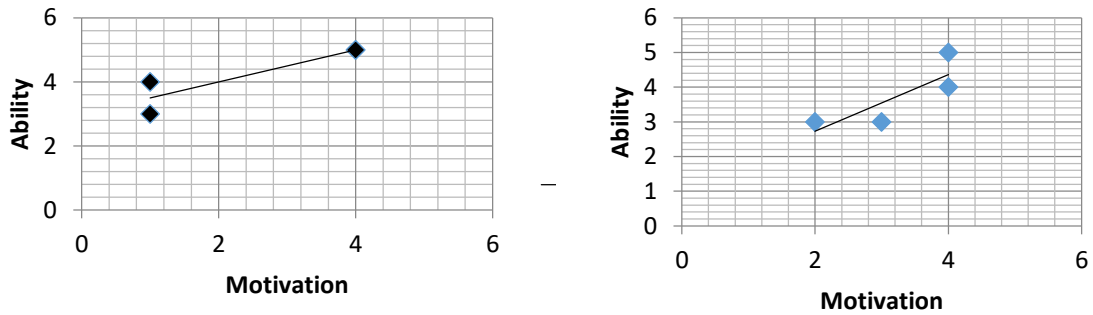
E


Ability
Motivation
Ability
Motivation

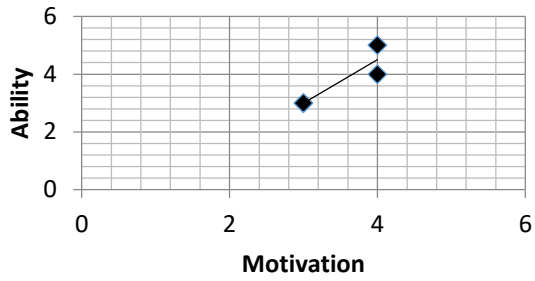
F

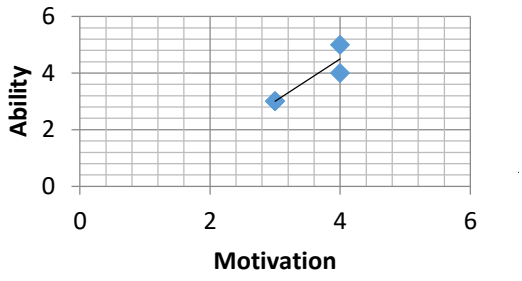

Ability
Motivation
Ability
Motivation

G

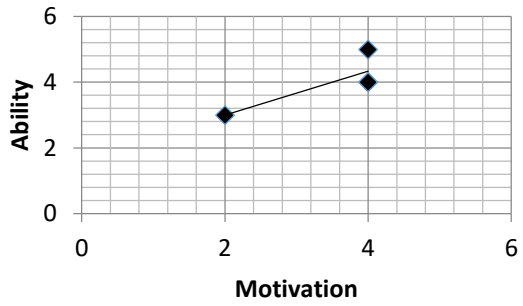

Ability
Motivation
Ability
Motivation

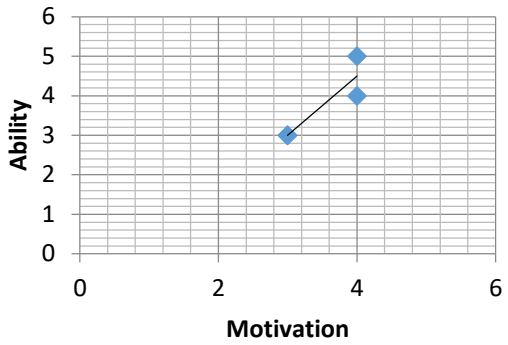
H



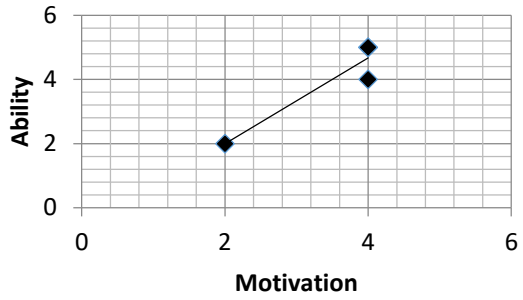



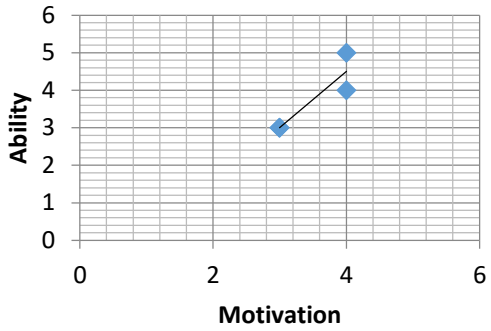

I




J




From the scatter plot in table 6, coefficient of determination ($R^2$) can be further used to interpret the strength of the positive relationship between the factors. Participant A has a $R^2$ of 0.818 during the first display and $R^2$ of 0.333 during second display. For participant A, the relationship between the factors is stronger in the first display than in the second display. Names during the first display of the product stimuli seems to be familiar to participant A with higher motivation than in the second display. Thus, simple package design with familiar names that requires little or no mental task for identification can help in the persuading the acceptability of a simple product package design. The prior knowledge of such consumer can also be responsible for the ability and motivation. Thus, simple package design with familiar names that requires little or no mental task for identification can help in persuading the acceptability of a simple product package design. For a small business with less financial capability for product advertising, this type of names will be very beneficial for both local and international market. But for novel or strange names in a simple product package design, advertising will be necessary. This necessitate product advertising not only for persuasion but educative purposes that will aid familiarity in terms of augmenting the prior knowledge of potential consumer in situations where there are very low ability and motivation.

Names during the second display of the product stimuli seems to be familiar to participant B with higher motivation than in the first display. Participant B has a $R^2$ of 0.5 during the first display and $R^2$ of 0.818 during the second display. For participant B, the relationship between the factors is stronger in the second display than in the first display. Despite the fact that participants A and B are of the same age group, their

behaviour in terms of motivation and ability seems to be different in the sense that participant B has higher $R^2$ in second display while in the first display there is lower $R^2$. The increase in $R^2$ may be as a result of repeated exposure and reliable or hopeful expectation of the participant B concerning the names in relation to the simple package design. The prior knowledge and not only the age of participant B can be responsible for the ability and motivation. Thus, product advertising (not only for persuasion but educative purposes) will aid familiarity in terms of augmenting the prior knowledge of potential consumer in situations where there are very low ability and motivation is necessary.

Participant C has a $R^2$ of 0.333 during the first display and $R^2$ of 0.181 during the second display. Like participant A, the relationship between the factors is stronger in the first display than in the second display. However, $R^2$ is smaller in participant C than participant A because participant A has lower ability and motivation. Thus, for potential consumer like participant C simple package design with familiar names that requires little or no mental task for identification can help in persuading the acceptability of a simple product package design. Also, high trigger that will aid familiarity in terms of augmenting the very low ability and motivation will be necessary.

Participant D has a $R^2$ of 0.818 during the first display and second display. This means the positive relationship between motivation and ability is strong when participant D encounters names in relation to the product stimuli during both displays. For participant D, the prior knowledge and not only the repeated exposure of the product stimuli can be responsible for the ability and motivation. This is different in the case of other aforementioned participants (A, B and C) Participant A and B have a low $R^2$ during the first and second respectively. The relationship is strong during the first display and low in the second display for participant A. The reverse is the case for participant B. That is, participant A has a $R^2$ of 0.818 during the first display while participant B has a $R^2$ of 0.818 during the second display. Thus, designers and other production stakeholders should understand consumers' behaviour so as augment the feasibility of their creative designs in the aspect of imagery and other forms of visual communication such as product names.

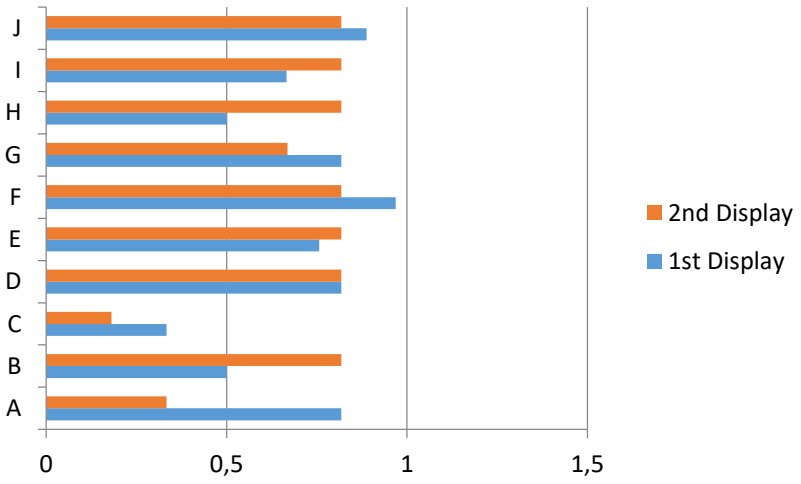



***Figure 5.*** *Participants' Behaviour during First and Second Display in terms of $R^2$*

For participant E, $R^2$ during the second display is higher than $R^2$ during the first display (see figure 5). This means the positive relationship between motivation and ability during the second is stronger than the first display. For participant F, $R^2$ during the first display is higher than $R^2$ during the second display. This means the positive relationship between motivation and ability during the first display is stronger than the second display. Participant G has a $R^2$ of 0.818 during the first display and $R^2$ of 0.669 during the second display. This also means that the positive relationship between motivation and ability during the first display is stronger than the second display. For participant H, $R^2$ during the second display is higher than $R^2$ during the first display (see figure 5). This means that the positive relationship between motivation and ability during the second display is stronger than the first display. Participant I has a $R^2$ of 0.818 during

the second display and $R^2$ of 0.666 during the first display. This means that the positive relationship between motivation and ability during the second display is stronger than the first display. For participant J, $R^2$ during the first display is higher than $R^2$ during the second display. This means the positive relationship between motivation and ability during the first display is stronger than during the second display. Majority of the participants have strong positive strength in terms of relationship between motivation and ability. Also, majority of the participants have higher ability than motivation during their responses to the product stimuli (simple product package design); however, both factors increases with positive trends.

One way ANOVA conducted to compare the mean of the first display (.i.e. motivation and ability during the first display) shows ($F(6.3) = 6.400$, $p = 0.078$) for motivation during the first display. There is high variability in the motivation .i.e. majority of the participants fail to behave in similar pattern in terms of motivation and there is difference among the means. It can be inferred that majority of potential consumers may not accept new and unfamiliar product at first encounter because of low motivation and individualistic perception. Thus, appropriate trigger (.i.e. necessity, emergency, enabling spark or opportunity to perform the target behaviour promptly) will be necessary for the acceptance of new and unfamiliar product in such situation. A simple package graphic design without explanatory text may be less efficient to persuade potential consumers. The one way ANOVA also shows $F(6, 3) = 0.400$, $p = 0.844$ for ability during the first display. There is very low variability in the ability .i.e. majority of the participants behave in similar pattern in terms of ability and there is no enough evidence to support the claim that there is difference between the mean; since, 0.400 is less than 0.844. The ability of the majority of the participants to accept the product stimuli as non-alcoholic beverage shows the importance of using typical package form just as adduced by prior study that typical package shape and onomastics enable swift product identification (Oluyemi, 2021a).

Atypical package shape and product naming will require frequent product advertisement; this will be capital intensive for small businesses which do not have enough financial capability. One way ANOVA conducted to compare the mean of the second display (.i.e. motivation and ability during the second display) shows ($F(6.3) = 0.211$, $p = 0.95$) for motivation during the second display. Majority of the participants behave in similar pattern in terms of motivation and there is no enough evidence to support the claim that there is difference between the mean; since, 0.211 is less than 0.844. For the ability during the second display, the behaviour of the participants is greater than what is expected to happen by chance in the sense that majority has high ability. Thus, product naming is more efficient to persuade potential consumers during the second display. It can also be inferred that designing to fit consumers' prior knowledge, frequent and wide spread product advertisement are important to make product name of simple package design more efficient (.i.e. recognizable, memorable and desirable to mention a few).
Graphic designers are also included among the participants of the study so as to compare the consumers (participants A to J) with graphic designers in terms of the persuasiveness of product naming in relation to simple package design. However, the result for each graphic designers are not based on the design processes or perception about package graphic design techniques. It is based on the same condition of the participants A to J in which the graphic designers are to see themselves as potential consumers as well. That is, if a graphic designer is to be a potential consumer, how will he or she behaves in terms of the simple package design? The only available package graphic design elements as in the case of the product stimuli shown during the first and second display are just the product package form and name. The same names such as 3BALLERINA, MORINGA, GREEN, and HILLWAY during the first display as well as names such as MACCAW, CRYSTALVALLEY , FRUTTA and HAPPY DELIGHT during the second display are shown to the graphic designers just as they are formerly shown to participants A to J.

An independent sample t-test is conducted to compare graphic designer and the consumers in terms of their response to the simple product package design. The conditions are about the same for the motivation during the first display to the graphic designers ($M = 3.4$ $SD = 1.3$) and consumers ($M= 2.9$ $SD= 0.88$); $t(1.026)$ , $P= 0.32$ (2-tailed). Graphic designers have higher motivation than the consumers during the first display. Also, there is no statistical significant difference between them in terms of graphic designers' ability ($M = 3.40$ $SD = 1.08$) and consumers' ability ($M = 3.9$ $SD = 0.32$); $t (-1.41)$, $P= 0.002$. Graphic designers' behaviour towards the simple package design is not entirely different from consumers'

behaviour. Graphic designers might have higher motivation because they are design experts involved in using design elements like typeface, colour and to mention a few to enhance any type of name. So, they might not be doubtful of the product identity since they may believe that any name can be designated for any type of product without considering typicality. Also, they do not have higher ability than consumers in terms of identification. The consumers can easily identify that certain names easily signal the product type more than how the graphic designers do identify them. This can be because they have more experience of been at the receiving end than the graphic designers. The graphic designers can be considered as the senders and the consumers as the receivers. The consumers may be more familiar with the names more than the designers because of their individualistic intuition in the mental task of processing the meaning of the product names. Accordingly, designers and other production stakeholders cannot depend on their own perception towards creative designs in the aspect of imagery and other forms of visual communication such as product names. Graphic designers and other production stakeholders should understand consumers' behaviour so as to augment the feasibility of their creative designs in the aspect of imagery and other forms of visual communication such as product names.

There is also statistical significant difference between the ability of graphic designers (M = 3.2 SD = 0.79) and consumers (M = 4.0 SD = 0.0); t(-3.207), P < 0.001 during the second display. Consumers have higher ability than graphic designer during the second display. There is no statistically significant difference between graphic designers and consumers in terms of motivation during the second display. This means that the conditions are about the same in motivation during the second display to the graphic designers (M= 3.0 SD = 1.15) and consumers (M = 3.4 SD = 0.84); t (-0.885), P = 0.388 (2-tailed). But, consumers have higher ability than the graphic designer during the first display.

Table 7 shows the result for each graphic designer's response for the product stimuli based on motivation and ability during the first and second display.

***Table 7.*** *Result for Each Graphic Designer's Response to the Product Stimuli*

| | Graphic Designer **A** | | Graphic Designer **B** | | Graphic Designer **C** | | Graphic Designer **D** | | Graphic Designer **E** | | Graphic Designer **F** | | Graphic Designer **G** | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Exposure | 1st | 2nd | 1st | 2nd | 1st | 2nd | 1st | 2nd | 1st | 2nd | 1st | 2nd | 1st | 2nd |
| **Motivation** | 4 | 3 | 4 | 3 | 2 | 2 | 5 | 5 | 2 | 2 | 4 | 3 | 4 | 3 |
| **Ability** | 2 | 2 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 3 | 2 | 2 | 4 | 3 |

***Table 7 Continued.*** Result for Each Graphic Designer's Response to the Product Stimuli

| | Graphic Designer **H** | | Graphic Designer **I** | | Graphic Designer **J** | |
|---|---|---|---|---|---|---|
| Exposure | 1st | 2nd | 1st | 2nd | 1st | 2nd |
| **Motivation** | 2 | 2 | 5 | 5 | 2 | 2 |
| **Ability** | 3 | 4 | 5 | 4 | 3 | 3 |

Graphic designer (A) has 4 point and 2 point in motivation and ability respectively during first display (see table 7). The same graphic designer has 3 point for motivation and 2 point for ability during second display. The second graphic designer (B) has 4 points for both motivation and ability during first display. The same graphic designer has 3 point for both motivation and ability during second display. Third graphic designer (C) has 2 point and 3 point in motivation and ability respectively during first display. The same graphic designer has 2 point and 4 point for both motivation and ability during second display (see table 7). Fourth graphic designer (D) has 5 point for both motivation and ability during first display. The same graphic designer has 5 point and 4point for both motivation and ability during second display. The fifth graphic designer (E) has 2 point and 3 point in motivation and ability respectively during first display. The same graphic designer has 2 point and 3 point for motivation and ability respectively during second display (see table 7). The sixth graphic designer (F) has 4 point and 2 point in motivation and

ability respectively during first display (see table 7). The same graphic designer has 3 point for motivation and 2 point for ability during second display. The seventh graphic designer (G) has 4 points for both motivation and ability during first display. The same graphic designer has 3 point for both motivation and ability during second display. The eighth graphic designer (H) has 2 point and 3 point in motivation and ability respectively during first display. The same graphic designer has 2 point and 4 point for both motivation and ability during second display (see table 7). The ninth graphic designer (I) has 5 point for both motivation and ability during first display. The same graphic designer has 5 point and 4point for both motivation and ability during second display. The tenth graphic designer (J) has 2 point and 3 point in motivation and ability respectively during first display. The same graphic designer has 2 point and 3 point for motivation and ability respectively during second display (see table 7).

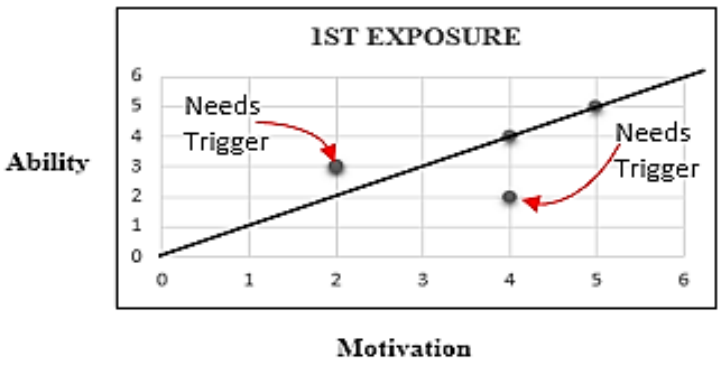



***Figure 6a.*** *Ability versus Motivation during the First Exposure*

In Figure 6a, points where participants experience low ability (such as lack of comprehension of the product stimuli) and low motivation (such as negative connotation and lack of confidence in the product stimuli) will require high trigger so as to prompt participant to perform the target behaviour.


***Figure 6b.*** *Ability versus Motivation during the Second Exposure*

Trigger such as attractiveness, likability and pleasing sound of the product name can be persuasive to prompt the performance of the target behaviour. Thus, without trigger simple product package design such as product stimuli without attractive design elements such as colour and images will require high motivation (product benefit, quality suggestion, and positive connotation to mention a few) and high ability (easy identification, familiarity, pronunciation, and meaningfulness to mention a few) in order to persuade potential consumers, From prior study, participant with high motivation and high ability is expected to be persuaded [1]. It is also noteworthy from prior study that high level of motivation is not compulsory for task that is easy [1]. But, in situation where such does not lead to the performance of the target behaviour, a trigger is necessary. In figure 6b, high ability at a Likert scale of 4 (.i.e. high ability) in relation to a Likert scale of 2 (low motivation) needs a trigger. In a moderately low motivation such as Likert scale of 3 and low ability (2), prior study by Agha et al (2009) states that the target behaviour will

occur because hard task can still be carried out if there is high motivation [1]. However, a trigger will be necessary in the case of product naming in relation to a simple product package as seen in figure 6b.
By explaining with the graphical representation in figure 7, product naming is said to be ineffectual for persuading consumers when there is decreasing motivation and ability or decreasing motivation and increasing ability. This can be situation when potential consumer is afraid and not confident about the attribute of a product package in relation to the product name since there is no adequate information about the content of the package even though the potential consumer has the ability to denote likely meaning or category of product.

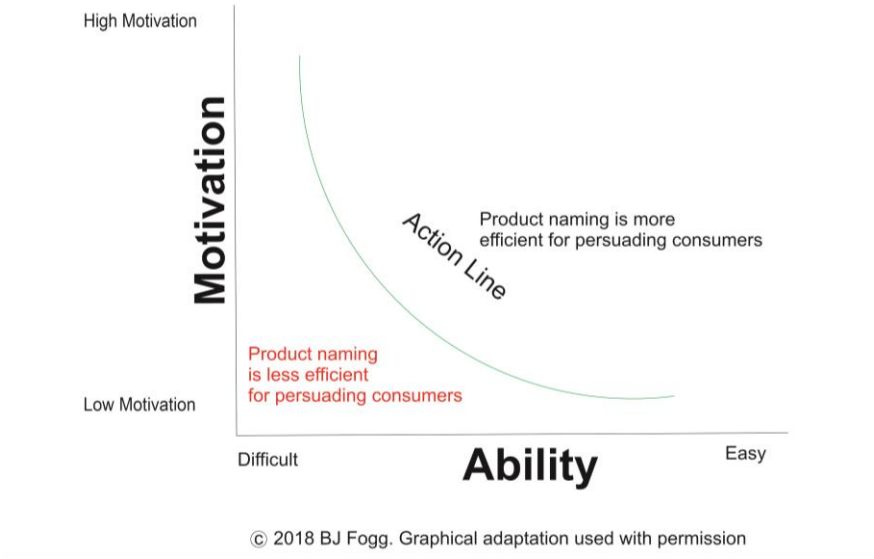



***Figure 7.*** *persuasiveness of product naming in terms of motivation and ability as adapted from FBM*

In this study, names like MACCAW, GREEN, 3BALLERİNA, CRYSTAL VALLEY, and HİLLWAY to mention a few can require potential consumers to undergo mental task of identifying the appropriateness of the product stimuli as non-alcoholic beverages; thus some category of consumers may find it difficult. Based on the prior study, there should be typical package shape and onomastics for a swift product identification [8]. An example of such name as seen in the table 5 is FRUTTA or HAPPY DELIGHT which signal positive connotation and association. When there is increase in both motivation and ability, product naming is said to be more efficient for persuading consumer. Any trigger during this situation is said to be successful because of the increasing motivation and ability. In situation where either motivation or ability or both are low there is need for a higher spark or trigger that will prompt the consumer to perform the target behaviour (e.g. product acceptance). Such trigger have to be very high enough to prompt the consumer to perform the target behaviour. In other words, trigger, motivation and ability should take place at the same time for a target behaviour to be performed.

A participant experiencing increasing motivation and ability predicts that he or she will perform the target behaviour (product acceptance i.e. willingness to adopt product stimuli as a typical and desirable NAB). During exposure to product stimuli, a participant with low ability (difficulty in identifying the product stimuli as a typical NAB) experiences an increasing motivation (confidence in the perceived product characteristics). Simultaneously, a moderate trigger (i.e. style of product name or shape of the package) provided by the product stimuli guided participants towards the target behaviour (product acceptance). Hence, the reconstructed NAB product package can be considered as reliable product stimuli for investigating consumers' perception of product name and package design in the lens of FBM.

It can also accepted that naming styles are persuasive if they are moderate in terms of identifying the product. This means that the naming of product brand should not be extremely difficult or extremely easy to be identified for purpose of persuasion so as to trigger or prompt the audience to act or perform the target behaviour. FBM, as declared by the inventor propounds that "for a person to perform a target behaviour, he or she must be sufficiently motivated; have the ability to perform the behaviour, and be

triggered to perform the behaviour" [4]. Also, [1] found the FBM to be a robust and straightforward model for understanding behaviour. Based on modified FBM (Fogg Behavioural Model) adopted in present study, the correlation between the product name and its ability to influence consumers has a positive relationship. Ability represents how the consumers find it comfortable, satisfactory and easy in accepting the product name. The name labeled on the product stimuli are assumed to be of easy pronunciation, meaning and recognition; hence, consumers experience increase motivation and ability. This predicts consumers' willingness to adopt the product stimuli as a typical and desirable NAB.

***Table 8.*** *Application of FBM*

| **Target Behaviour** | **Ability** | **Motivation** | **Trigger** |
|---|---|---|---|
| Consumers' acceptance | pronunciation | Convincible | Attractiveness |
| | Meaningfulness | Descriptive of product benefit | Distinctiveness |
| | Understandability | Free from negative connotation | Likability |
| | Memorability | Suggest quality | Pleasing sound |
| | | | Length of word |

## 4. CONCLUSION

This study identifies the FBM as a validated instrument to examine trends in the persuasiveness of product naming in terms of consumer's desire to perform a target behaviour. This research fails to examine the influence of the package shape and the size of the typeface in terms of how they affect the persuasiveness of the product stimuli. Present research assumes that product naming should foster consumer confidence in accepting the product; thus it is believed that by the applying FBM to the context of product naming in terms of persuasion; motivation, ability and trigger will correspond or concur in order to ascertain the level of persuasiveness of the naming styles.

The finding depicts that `the use of any of naming styles could influence persuasiveness when these three factors (ability, motivation and trigger) are positively experienced by a potential consumer. The distinctions that can probably exist among naming styles are memorability understandability, attention grabbing, uniqueness and positive association of the name in the consumers' mind, to mention a few (see table 8 for the application of FBM). A simple package graphic design without explanatory text may be less efficient to persuade potential consumers because of low level of the factors shown in table 8. It can also be inferred that designing to fit consumers' prior knowledge, frequent and wide spread product advertisement are important to make product name of simple package design more efficient. Thus, simple package design with familiar names that requires little or no mental task for identification can help in the persuading the acceptability of a simple product package design.

The prior knowledge of such consumer can also be responsible for the ability and motivation. Thus, simple package design with familiar names that requires little or no mental task for identification can help in persuading the acceptability of a simple product package design. For a small business with less financial capability for product advertising, these type of names will be very beneficial for both local and international market. But for novel or strange names in a simple product package design, advertising will be necessary. This necessitate product advertising not only for persuasion but educative purposes in situations where there are very low ability and motivation.

Graphic designers' behaviour towards the simple package design is not entirely different from consumers' behaviour. Graphic designers might have higher motivation because they are design experts involved in using design elements like typeface, colour and to mention a few to enhance any type of name. So, they might not be doubtful of the product identity since they may believe that any name can be designated for any type of product without considering typicality. Also, they do not have higher ability than consumers in terms of identification. The consumers can easily identify that certain names easily signal the product type more than how the graphic designers do identify them. This can be because they have more experience of been at the receiving end than the graphic designers. The graphic designers can be considered as the senders and the consumers as the receivers. The consumers may be more familiar with

the names more than the designers because of their individualistic intuition in the mental task of processing the meaning of the product names.

However, other type of consumers such as the illiterate may behave differently to this product stimuli. They may have very low motivation and ability. It is worthy of note that this study fails to consider this category of consumers. Thus, the findings of this study cannot be over-generalized. Accordingly, designers and other production stakeholders cannot depend on their own perception towards creative designs in the aspect of imagery and other forms of visual communication such as product names. Graphic designers and other production stakeholders should understand consumers' behaviour so as augment the feasibility of their creative designs in the aspect of imagery and other forms of visual communication such as product names. Thus, designers and other stakeholders can adopt a modified FBM model to prove the feasibility of their creative designs not only in the aspect of imagery but other forms of visual communication such as product name. However, there is a need for further research on this particular subject because present study is briefly executed through an exploratory study by using existing brand names of selected non-alcoholic beverages. A similar study can be carried out by using both fictional names and exiting names for the purpose of comparison.

**Authors' Contribution**

All the authors contribute to the study in terms of concept and design.

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**Compliance with Ethical Standards**

**Conflict of Interest**

There is no conflict of interest.

**Ethical Approval**

The research ethics committee of the Department of Industrial Design, School of Environmental Technology, Federal University of Technology, Akure (FUTA) approved the study.

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