




IDENTIFICATION TENDENCIES IN THE ONOMASTICS OF NON-ALCOHOLIC BEVERAGE PACKAGING DESIGN IN AKURE, NIGERIA

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Abstract: *Non-alcoholic beverages (NAB) are widely consumed by diverse demography. Also, there are myriads of names for branding NAB for identification purposes. However, the proliferation of various naming styles on NAB packaging—such as cans, bottles, cartons, and plastics—can lead to misinterpretation, causing consumers to mistakenly associate these products with different categories. This misinterpretation can result in consumers spending more time searching for their preferred products or avoiding them altogether. Previous research highlights instances of negative brand names that evoke strong responses that may send contrary signal. In Nigeria, despite the potential impact of such naming styles on consumer behavior, there has been little public outcry against them. This paper contributes to existing knowledge on product naming strategies by focusing on NAB packages commonly sold in Akure, Nigeria. Utilizing a quantitative research design associated with a survey method, the study involves visiting the Akure shopping mall to observe NAB package designs. The sample includes 184 NAB package designs across various categories: 37 milk brands, 46 soft drink brands, 31 wine brands, 38 fruit drink brands, 16 tea brands, 13 cocoa-based drink brands, and 9 coffee brands. Data collection methods include participatory observation, and the brands are classified based on onomastic styles. Participants aged 12 to 41 years observe a visual display (VD) of the sampled NAB, where only the names and shapes are available for viewing, with all other packaging variables eliminated to avoid noise. Participants then rate the ease of product identification on a scale from 5 (Very Easy) to 1 (Very Difficult). This study aims to examine how consumers perceive these brand identities in terms of onomastics, providing insights for stakeholders—brand managers, manufacturers, marketers, entrepreneurs, food regulation agencies, and designers—to achieve successful product branding.*

Key words: branding, consumers, NAB, onomastics, packaging design

1. INTRODUCTION

This study examines how non-alcoholic beverages (NABs) sold in Akure are identified by consumers, focusing on onomastic features and packaging form or shape. A product's identification is crucial because it directly connects the product to its characteristics. If a consumer has difficulty identifying a product, it becomes challenging to understand or describe its qualities. Successful identification occurs when the label or packaging clearly represents the product. In Akure, Nigeria, it may seem that NABs do not have identification issues, as there has not been significant public concern or media coverage on the matter. However, it is a truism that when a vulnerable consumer encounters unfamiliar onomastic features on product packages that fail to provide detailed information on the principal panel, misidentification or rejection of such product may occur at first encounter. It is expected that such brand should be involved in outdoor advertisements for the benefits of majority. Figure 1 shows a Nigeria nuclear family including children sitting together with their parent to enjoy their meal with a NAB called 'Veleta'. NAB brands are widely promoted through various outlets, with billboard advertisements (see Figure 1) in strategic locations suggesting that these brands are well-recognized (Oladumiye, 2013). However, these ads typically feature older, well-known brands, while newer brands often remain on store shelves or in the homes of those who buy them. Many of these new brands eventually become municipal solid waste (MSW), with their names and packaging often found discarded by the roadside or in waste bins. This suggests that some brands may be misidentified or mistaken for other products, likely due to their absence in public outdoor advertising in Akure. It is significant to carry out this study on NAB because they are widely consumed by diverse demography and there are non-edible products that resemble NAB in this present day ultramodern product design in terms of color, shape, and onomastic features to mention a few.



Figure 1: Example of outdoor advertisement of NAB called 'VELETA' in Akure

There are myriads of names for branding NAB for identification purposes. However, the proliferation of various naming styles on NAB packaging—such as cans, bottles, cartons, and plastics—can lead to misinterpretation, causing consumers to mistakenly associate these products with different categories. This misinterpretation can result in consumers spending more time searching for their preferred products or avoiding them altogether. The challenge arises when vulnerable consumers encounter new products, especially when the names, packaging, or shapes are confusing or resemble other products. With the presence of international stores in Akure, consumers are increasingly exposed to both locally produced and imported NABs, making it likely they will encounter unfamiliar brands. Similarly, within households, vulnerable individuals may come across new or strange brands for the first time. For instance, products like Fabuloso, a brightly colored multipurpose cleaner with fruit on the label, which led to 94 cases of accidental ingestion in Texas (Miller et al., 2006), are now available in Akure. The packaging could easily be mistaken for a beverage, highlighting the risk. This issue is further complicated by the practice of reusing packaging waste for selling homemade beverages in Akure. Lax regulations on safe storage and packaging of household products in Nigeria lead to dangerous accidental ingestions of substance such as alcohol, diesel, insecticides, medicine, cosmetics, soap, shampoo and other household agents (WHO & UNICEF, 2008; Edelu et al., 2016; Ijezie et al., 2016) as result of reusing packaging similar to NAB within the household vicinity.

Beyond confusing packaging designs and shapes, another factor is the creation of distinctive product names that can lead to misconceptions. Consumers may spend more time searching for their preferred product, make incorrect choices, or avoid certain brands altogether. For example, brand names like Frog Piss, Fat Bastard, and Monster Energy Drink, which are known for their negative connotations, might be avoided by consumers if not properly advertised or explained (Guest et al., 2016). Moreover, based on pilot study, the growing number of NAB brands in stores does not correspond to the number of outdoor advertisements in Akure. Thus, this study assumes the possible propensity for identification error among vulnerable consumers.

In Figure 2, 'UK' is prominent on the principal panel of the white bottle of a yogurt drink while on the other side of the same bottle is the letter 'I'. This is a problem of typography as regard the management of length of words and visibility of important variables of the package design. This also affect the product identifier/descriptor as it is also overstretched and the contrast is also not good enough. The actual name of the yogurt is 'AUKI yoghurt' but poor design influenced the product identity. If compared with the 'Hollandia yoghurt' it will be seen that this problem is not present. Poor packaging design, often due to unskilled designers in Nigeria, also worsens the identification issue (Oladumiye, 2018). Thus, present study concerns the identification tendencies in the onomastics of non-alcoholic beverage packaging design in Akure, Nigeria by focusing on packaging form or shape and features that relates to the naming of the NAB.



Figure 2: Package label of 'AUKI yoghurt' in comparison to the package design of 'Hollandia Yoghurt'

1.1 Conceptual background of the study

The packaging of Non-Alcoholic Beverages (NABs) needs careful attention to ensure it promotes healthy consumption and supports sustainable development goals (SDGs 2, 3, and 11). Although these drinks are widely consumed, especially by vulnerable groups like children, pregnant women, the elderly, and the illiterate, there is often little concern about the potential risks posed by unusual packaging designs. These designs can be especially problematic for people who are inexperienced, tired, or distracted, leading to frustration, confusion, or misidentification of products.

In Akure, Nigeria, such packaging issues could prevent the achievement of SDG 3, which aims to ensure good health and well-being. If safety in packaging design is not prioritized, it could lead to several risks, such as confusion, accidental ingestion, longer time spent searching for the right product, and loss of consumer trust. For example, some packaging might mistakenly make a product appear non-alcoholic when it contains alcohol, or vice versa, which could have serious health consequences. Additionally, efforts by companies to create unique product names and designs might cause further confusion. When consumers spend extra time looking for their preferred product, it could be due to the packaging's shape, design, or naming features. It is crucial to address these issues to make sure that NAB packaging supports both healthy consumption and sustainable development.

1.2 Onomastic features and visual elements of non-alcoholic beverage packaging

Visual elements like shape, color, and label graphics significantly impact consumer impressions at first contact (Noble & Kumar, 2010; Marcell & Isaacson, 2015). These features form the aesthetic aspect of product packaging, enabling the product to reach its target audience quickly (Oluyemi, 2018). According to Poslon, Kovačević & Brozović (2021), shape and materials contribute to the packaging appearance in the aspect of revealing the quality of a product like coffee. The package shape/form (Poslon, Kovačević & Brozović, 2021), colors (Wei et al., 2015), illustration, and text elements (Pensasitorn & Disatapandhu, 2014) are for both attracting and providing information about the product (see Figure 3).



Figure 3: Graphical Elements in NAB Packaging Design (Pensasitorn & Disatapandhu, 2014)

Figure 3 shows the graphical elements in a particular NAB. The text elements are not only verbal languages on package design as seen in Figure 3 but they are also visual. Among the features of text elements are the onomastic features, typography, and other information. Onomastic features are the characteristics that relate to naming conventions and there are significant to the branding of non-alcoholic beverages (NABs). Williamson (2013) propounds that creators use a number of strategies in the naming process in order to achieve the desired end result. Examples include the use of compound words, sound symbolism, clipping of pre-existing words and blending, and combination of prefixes and suffixes. Naming conventions for beverage according to Haryati (2014) include blending, compounding, wishy-washy, onomatopoeia, and coinage. Others that are also very common include borrowing, clipping, acronym, and alphabetic abbreviations (Kabir, 2018); those that are not very common but also used are blending, compounding, and coinage (Kabir, 2018). An advantage of a coined name is that it has no prior meaning and is more likely to be usable in multiple languages and countries (Arthur & Bejaei, 2022).

Most of the products' names are created by applying borrowing and reducing words (clipping, acronym and alphabetic abbreviation) while fewer products' names are formed by applying blending, compounding, and coinage (Kabir, 2018). Basically, Schmidt (2011) in the psycholinguistic investigations of brands via word recognition and memory experiments classified them into image-oriented and self-descriptive. Guha (2010) shows that naming can be grouped as descriptive, person-based, associative, geographic, and alphanumeric. In a study by Forbes and Deans (2013), they are considered as regional, geographic, indigenous, animals, humorous, personal, and international. Cann (2014) classified them as color, informative, catchy, animals, and real words. Moreover, they are also classified as descriptive, suggestive, and empty vessel names (Catchword, 2014). In line with Williamson (2013), the focus of creator of these names should be to reveal how the product functions; as well as aid consumers' understanding and desired consumption of the product. However, it seems some of them tends towards causing misinterpretation which may not aid identification. The justification is that some of them prioritize trade mark ability of the names above easy product identification by avoiding genericide and also aiming at been more novel by deviating from the conventional norms. Thus, present study concerns the identification tendencies in the onomastics of non-alcoholic beverage packaging design in Akure, Nigeria by focusing on packaging form or shape and features that relate to the naming of the NAB.

2. METHODOLOGY

This study is a quantitative research design associated with a survey method to observe NAB package designs. The survey starts from January 2020 to February 2023 in the Akure shopping mall. It involves purposive sampling technique for collection of NAB package design. Participatory and observation methods are adopted as means of data collection. Pen and paper are used in recording the information during the survey. By observing NABs as displayed on the shelf (Figure 4), the names and package forms/shapes are recorded with the aid of pen and paper. Also, some of these products are also purchased during each visitation to the mall.



Figure 4: NABs displayed on the shelf within the Akure Shopping Mall

The sample includes 184 NAB package designs across various categories: 37 milk brands, 46 soft drink brands, 31 wine brands, 38 fruit drink brands, 16 tea brands, 13 cocoa-based drink brands, and 9 coffee brands. The next phase of the study involves the use of visual display (VD) of the sampled NAB, where only the names and forms/shapes are available for viewing, with all other packaging variables eliminated to avoid noise (Figure 5). This is line with previous studies on predictive packaging (Ares & Deliza, 2010; Velasco et al., 2014; Oluyemi, 2018; Poslon, Kovačević & Brozović, 2021;) that investigates certain design variables for NABs' product quality that aligns with consumers' expectation.



Figure 5: Development of Research Stimuli for NAB packaging as regards forms/shapes (Oluyemi, 2018)

These stimuli are shown to one hundred participants whose age range from 12 to 41 years. The participants include 80 consumers of only non-alcoholic beverages (NABs) while the remaining 20 participants are consumers of both alcoholic beverages (AB) and NAB. 12 to 15 years only consumers NABs; 16-41 and above consists of those who consumers both NAB and AB. Majority of the participants are also male while 44 are female participants.

Microsoft Excel and IBM statistics 23 are the tools used for analysis of the collected data. Some of the data are also presented by using set notation, pie chart, perceptual mapping and bar chart. Participants rate the ease of product identification on a scale from 5 (Very Easy) to 1 (Very Difficult) when the stimuli are displayed.

3. RESULT AND DISCUSSION

3.1 Identification of NAB in terms of Package Form/Shape Categories

Figure 6 shows the identified package shapes/forms in which selected NAB product brand are sold in Akure. One of the distinctive observations in figure 6 is the variation in sizes of the package shapes. The NAB packaging are classified into twenty three forms/shapes (see Figure 6); namely, can with opener (A), can without opener (B), big can with replaceable lid (C), small can with replaceable lid (D), cup (E), box (F), folding carton (G), standing pouch without sprout (H), standing sprout pouch (I), metallic tub (J), plastic tub (K), big pillow-shaped pouch (L), small pillow-shaped pouch (M), thin polyethylene pouch (N), glass bottle (O), plastic bottle (P), flat faceted plastic bottle (Q), long faceted plastic bottle (R), faceted plastic bottle with handle (S), Tetra classic aseptic (T), Tetra brik aseptic (U), Tetra prisma aseptic (V), and Tetra rex (W).

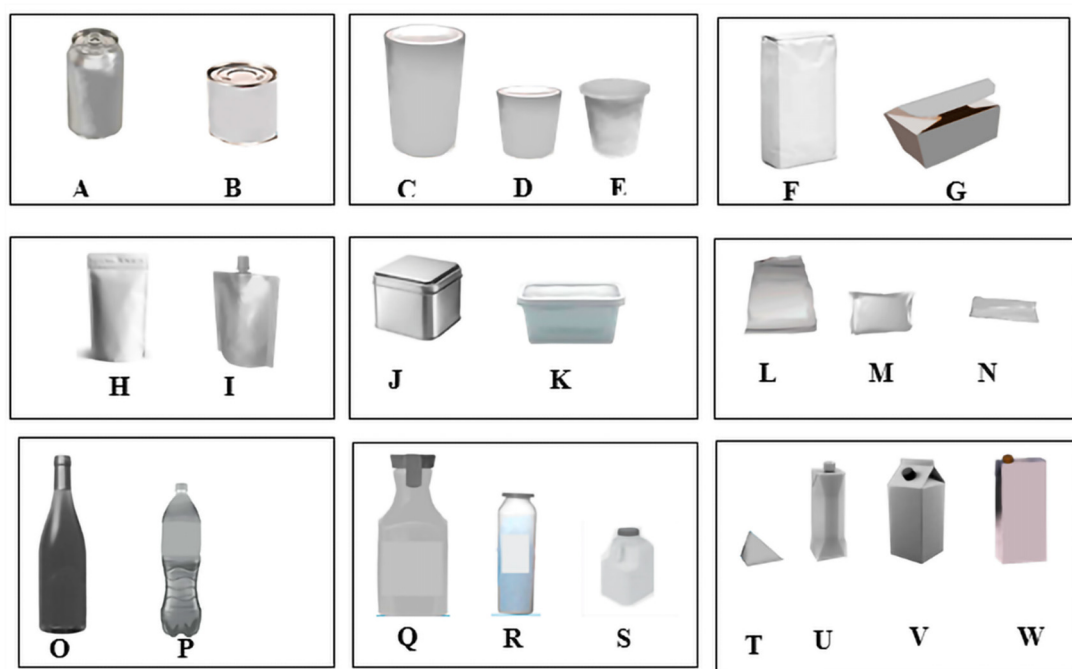


Figure 6: Identified shapes in which NAB Product Packaging Forms exist in Akure

Set notation in terms of set's elements is used to enumerate the package form/shape in which the selected NABs are enclosed, for example: milk-based drink=(A, B, C, D, E, F, I, K, L, M, N, O, P, Q, R, S, T, U, V, W); fruit drink=(A, C, D, I, L, M, N, P, Q, S, T, U, V, W); soft drink=(A, G, I, J, L, P, T); coffee=(A, C, D, F, G, H, L, M); tea=(G, L, H, M); cocoa-based drink=(A, C, D, F, G, L, P, T); and wine=(A, O). The results in Figure 7 is a bar chart showing the amount of the package forms/shapes predominate in the branding of the selected NABs in Akure, Nigeria.

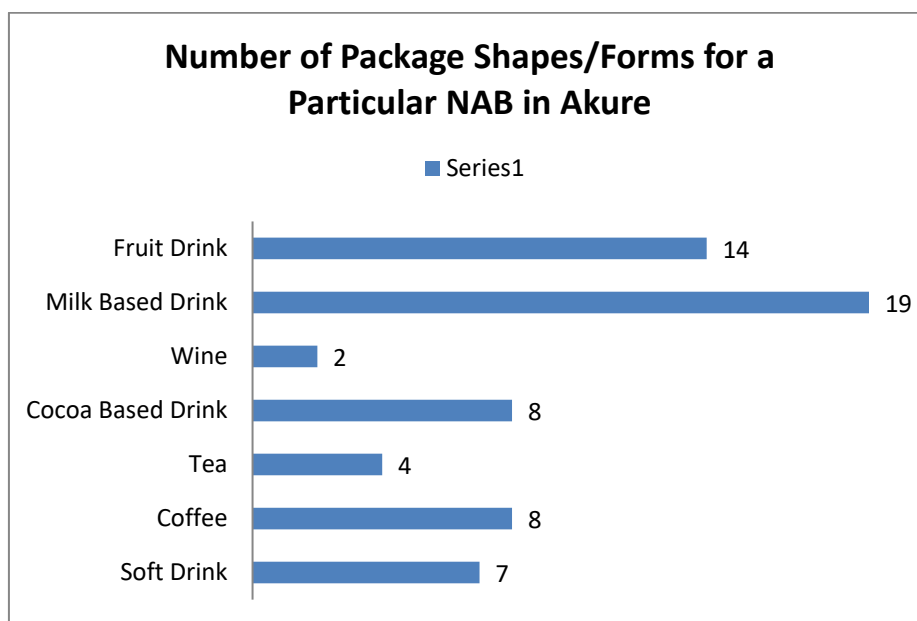


Figure 7: package forms/shapes predominate in the branding of the selected NABs

The numbers in the bar chart are obtained by counting the numbers of set's elements of package forms used for packaging each selected non-alcoholic beverage (NAB). Among the selected NABs, a particular milk-based product exists in 19 different package forms/shapes; fruit drink exists in 13 different package forms/shapes; wine and tea exist in just 2 and 4 forms/shapes respectively; cocoa based drink and coffee exist in 8 different package forms/shapes and soft drink exists in 7 different package forms/shapes (see

Figure 7). In Figure 7, wine exists in the lowest number of package form/shape while milk-based product exists in the highest numbers of package form/shape. By using set notation, wine and tea are not existing in similar package shape/form as seen in equation (i). Can with opener (A) is common to wine, soft drink, coffee, cocoa, milk-based NAB, and fruit drink excluding tea (see equation ii). In equation (iii), soft drink, coffee, tea, milk-based products, and fruit drinks have big pillow-shaped pouch as their common package form/shape.

- $(\text{Wine} \cap \text{Tea}) = \{\emptyset\}$(i)
- $(\text{Wine} \cap \text{Soft Drink} \cap \text{Coffee} \cap \text{Cocoa} \cap \text{Milk} \cap \text{Fruit Drink}) = (A)$(ii)
- $(\text{Soft Drink} \cap \text{Coffee} \cap \text{Tea} \cap \text{Cocoa} \cap \text{Milk} \cap \text{Fruit Drink}) = (L)$(iii)

In Figure 8, dimension 1 represents packaging multiplicity on the x-coordinate while dimension 2 represents packaging individuality in y-coordinate. There is certain level of closeness among NAB packaging as regards how selected NAB sticks to a few specific packaging form/shape. Cluster of NAB in particular quadrants are obvious; for example coffee and soft drink; fruit drink and wine; cocoa and milk are together. Each cluster is perceived to use similar types of packaging. This suggests that, at a glance, consumers may not see a huge difference between the packaging form/shapes of these product categories. Examples are the NABs of high packaging multiplicity and low individuality (e.g. milk based drink and cocoa based drink) because they exist in more diverse range of packaging forms/shapes and overlap with packaging forms/shapes of other NABs.

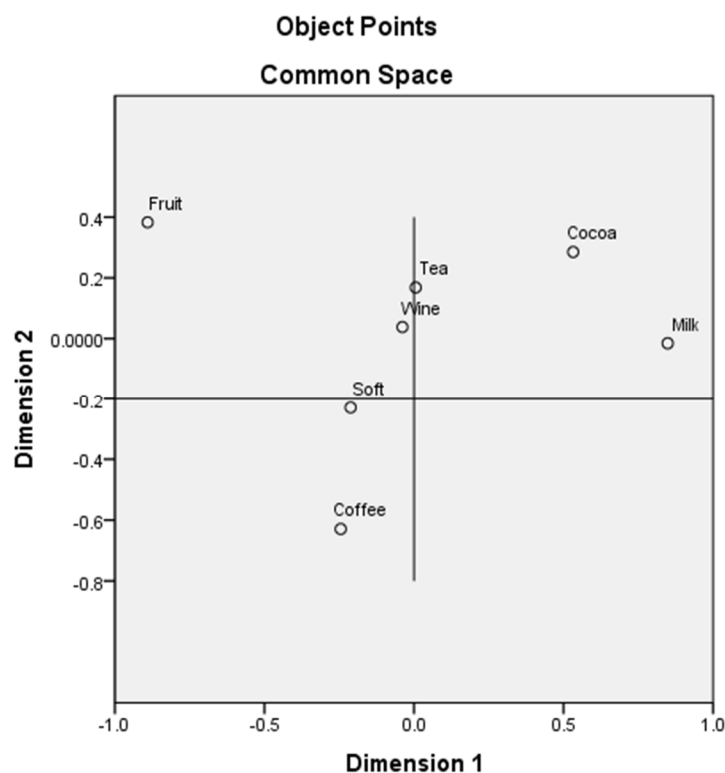


Figure 8: Perceptual map for closeness among NAB packaging as regards forms/shapes

As it can be seen they are in the positive area - signifying some similarities. Fruit drink also exist in similar package form/shape to wine but in very few occasions. This may lead to challenges in brand recognition, product differentiation or identification among similarly looking package form/shape except if the onomastic features can aid identification properly and visible across packaging forms. NAB with low packaging multiplicity are available in few package form/shape as well as have less of overlapping with many other NABs (e.g. tea and wine). As it can be seen, tea and wine are separated closely by the x-axis. This signifies that they are very different. This is expected to minimize identification problem.

In overall, there is no common product packaging form/shape for all NABs; accordingly, this is expected to aid brand recognition, product identification, and differentiation devoid of confusion. In overall, NAB

product packaging form/shape in Akure are not stereotyped to a particular group of selected Non-Alcoholic Beverages. This is also ascertained by the data presented in Table 1. The stress and fit measurement shows that stress value (0.22252) is higher than 0.10; Tucker's coefficient of congruence also shows a perfect fit of 0.93264 (see Table 1). There is a null set for the intersection of NAB packaging as shown with the aid of set notation: $(\text{Wine} \cap \text{Soft Drink} \cap \text{Coffee} \cap \text{Tea} \cap \text{Cocoa} \cap \text{Milk} \cap \text{Fruit Drink}) = \{\emptyset\}$(iv)

Table 1: Stress and Fit Measures

Normalized Raw Stress	.13019
Stress-I	.36082 ^a
Stress-II	.86519 ^a
S-Stress	.22252 ^b
Dispersion Accounted For (D.A.F.)	.86981
Tucker's Coefficient of Congruence	.93264

3.2 Identification of NAB in terms of its Association to Alcoholic Beverage (AB)

Majority of the participants find it difficult to identify non-alcoholic beverages (NAB) that are branded under family branding despite the availability of their advertisements among outdoor advertisements in Akure. According to Johnson 1988, some attributes shared by products from different categories can be used to evaluate all of them despite been of different categories. This may be happening to participants because of the onomastic features or package form. Participants doubts the identity of the non-alcoholic beverages thinking it is also in the same category with the alcoholic category. More than 20 consumers of alcoholic beverages (AB) doubt the identity of the NAB. This means it includes both consumers of NAB and AB. Probably, the advertisements are not effective in terms of frequency of exposure in Akure. This is because the pilot study carried out along Akure roads and junctions shows that out of five locations close to FUTA, only two display poster designs in public spaces where they can be seen and there are no billboard advertisements of the brands. In Figure 9, 63 percent agreed that the NAB are easily identified when they do not belong to a family brand that also produces alcoholic beverages.

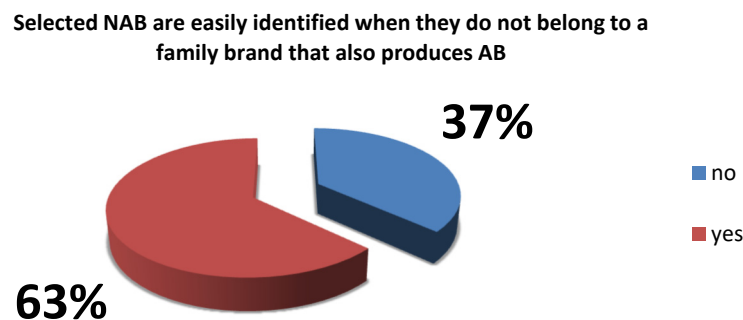


Figure 9: Pie chart showing consumers' perception about family branding in NAB packaging

The reverse is the case for other NABs that belong to family brands but are strictly focused on NAB production without extending to alcoholic beverages (ABs). In family branding, all products use the same means of identification and have no additional brand names or symbols attached (Healthy Eating Research, 2015). All products are branded with the same name (Musa, 2015).

3.3 Identification of NAB in terms of Onomastics Features

In Figure 10, NAB with alphanumeric names are very easy to identify with 23%, probably because of the product descriptor included in the package labeling as well as the consumers' familiarity with the brand names. 32% of the respondents find it somehow difficult to identify NAB labeled with alphanumeric names. Present study reports another aspect of how consumers process alphanumeric brand names different from that of prior study (e.g. Yan and Duclos, 2013). In present study, an average percentage of

32% finds it somehow difficult to identify alphanumeric onomastic features. This shows that majority finds it somehow difficult to identify. According to prior study, 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. However, present research detects that the anchoring effect for identifying NAB with alphanumeric names might be as result of the product descriptor or suggestive names which some of the alphanumeric names have. In Figure 11, NAB with eponym are easy to identify with 24% while 38% finds it difficult to identify, probably because of the product descriptor included in the package labeling as well as the consumers’ familiarity with the brand names. 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. In the research carried out by Forbes and Dean (2013), NAB (e.g wines) having eponym relate to dignity, honour prestige and respect. An average of 18% finds NAB branded with eponym somehow difficult while a large percentage of 38% find it difficult. This is shows that any product that will be branded with eponym must make the product descriptor/identifier very prominent.

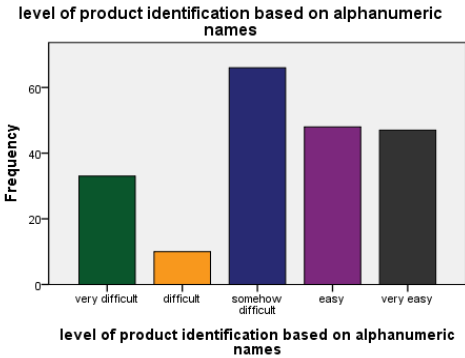


Figure 10: identification in terms of alphanumeric onomastic features

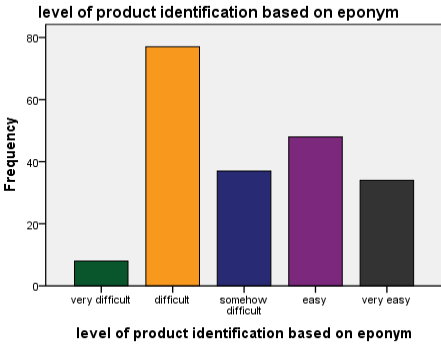


Figure 11: Identification in terms of Eponym

Also in Figure 12, NAB with homonyms are easy to identify with 38% while 24% find it very easy to identify, probably because of the product descriptor included in the package labeling as well as the consumers’ familiarity with the brand names. Present research detects that the homonyms are product suggestive and positive-related probably because of the sound. A sound that seems related to the language of consumers in Akure shows a positive perception of NAB, hence, they are rightly identified. In Figure 13, descriptive names on NAB are somehow difficult to identify with 48%. 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. One would presume that descriptive names would be very easy to be identified; surprisingly, they are found to be somehow difficult. However, 19% of the respondents perceived that NAB with descriptive names are easy to be identified. This is not a surprise because they are expected to be identified.

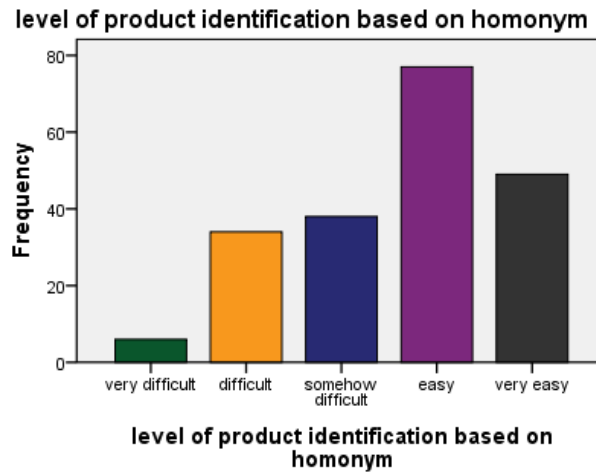


Figure 12: Identification in terms of homonym

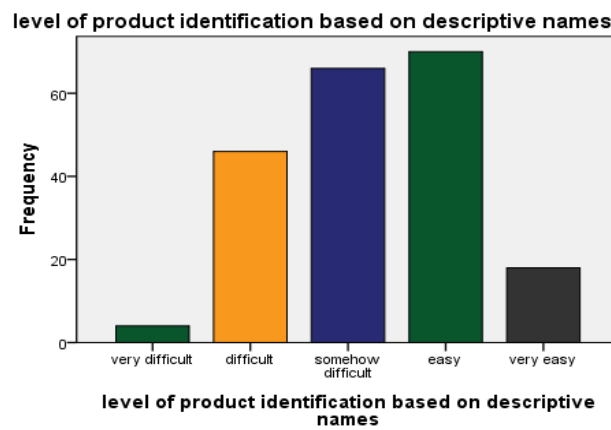


Figure 13: Identification in terms of descriptive onomastic features

Likewise in Figure 14, fanciful names on NAB are somehow difficult to identify with 38% while 20% find it very easy to identify. This could be a result of the effect of the use of bizarre brand names which might have 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.

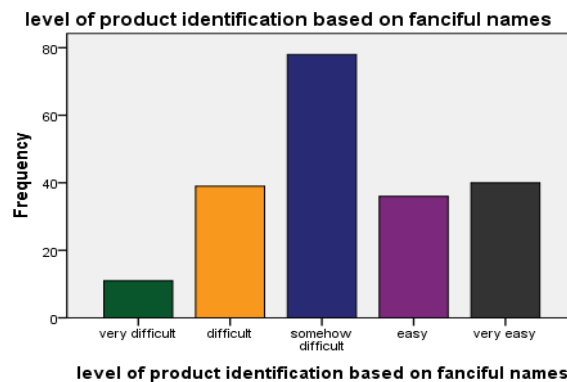


Figure 14: Identification in terms of fanciful names

In Figure 15, NAB with generic names are very easy to identify with 34% while 31% finds it easy to identify, because of the generic names used are the common names for the NAB. However, trademark

law encourages the avoidance of generic names, the Food, Drugs and Related Products (Registration, etc.) Act. (1993), demands for the use of generic on NAB packaging for easy identification (UK Statutory Instruments, 2013) even while using bizarre names.

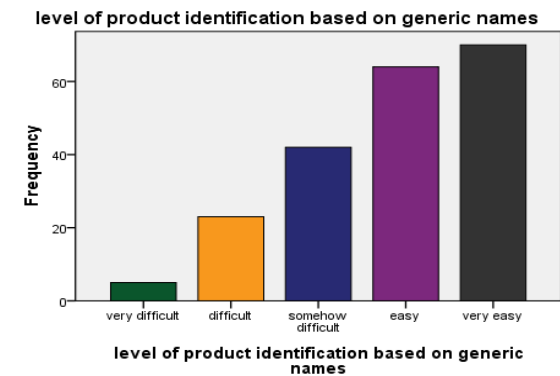


Figure 15: Identification in terms of generic names

In Figure 16, NAB with abbreviations are somehow difficult to identify with 34% while 19% find it very easy to identify, probably because of the descriptor included in the abbreviation and the packaging form used for NAB design. An average percentage of the respondents perceive NAB with abbreviation to be somehow difficult to identify.

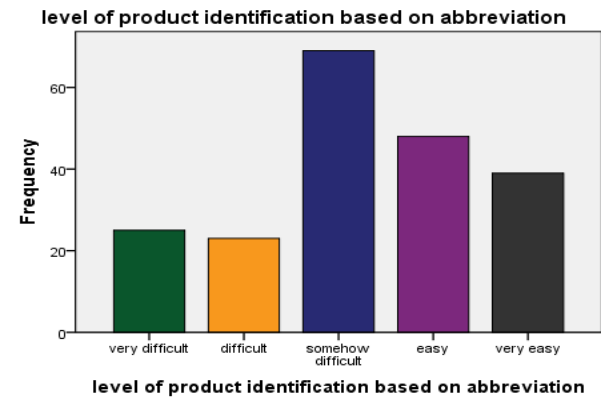


Figure 16: Identification in terms of abbreviation

Arbitrary names on NAB are somehow difficult to identify with 35.3% while 14.1% perceived that NAB with arbitrary names are difficult to identify. The majority perceived that NABs with arbitrary names are difficult to identify. This could be as a result of the bizarre nature of the names which might be hard to believe as an actual description of the product. The package form used as a 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. Trademark law encourages the use of arbitrary names, given this the Food, Drugs and Related Products (Registration, etc.) Act. (1993), demands the use of generic on NAB packaging for easy identification (UK Statutory Instruments, 2013) even while using arbitrary names.

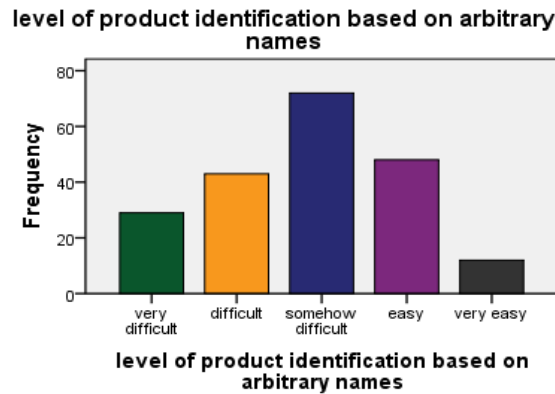


Figure 17: Identification in terms of arbitrary names

In Figure 18, the use of toponyms on NAB is somehow difficult to identify with 48%. According to Forbes & Dean (2013), they only perform respectably and are easy to pronounce so they can also be helpful for a new wine brand. In such situation, the package form e.g. glass bottle would assist intending consumers to easily identify them. The research of Oladumiye et al., (2018) on the visual typicality of Non-Alcoholic Beverages in Akure also reports that glass bottle is the predominant form most identified as the NAB packaging for wine. This shows that both appropriate easy to identify typical package shape/form and onomastic features should be adopted for the NAB package brand.

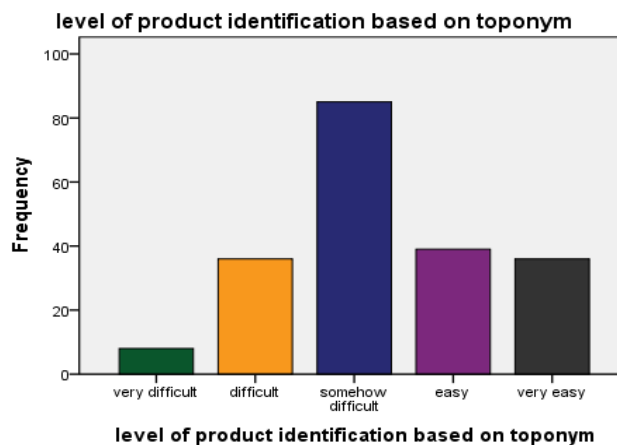


Figure 18: Identification in terms of toponym

In Figure 19, suggestive names on NAB are very easy to identify with 28%. The majority perceived that NABs with suggestive names are very easy to identify. 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.

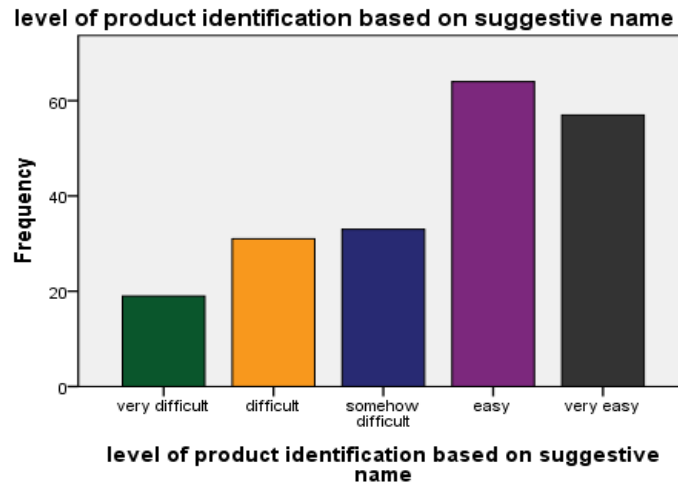


Figure 19: Identification in terms of suggestive onomastic features

In Figure 20, onomastic features are considered by participants to be more influential than package shape/form in terms of easy NAB product identification. 40% of the participants strongly agree that onomastic features are more influential than the package form/shape while only 1% strongly disagreed. This may be because product packaging form/shape for all NABs in Akure are not stereotyped to a particular group of selected Non-Alcoholic Beverages (NAB). Although, brand naming styles are not also stereotyped to a particular group of selected NABs, but there are onomastic features such as the identifier or descriptor that serve as anchorages to assist in easy NAB classification and identification. Also, there are some prefixes and suffixes in the names that could suggest NAB products.

ONOMASTIC FEATURES ARE MORE INFLUENTIAL THAN PACKAGE SHAPE IN TERMS OF EASY NAB PRODUCT IDENTIFICATION

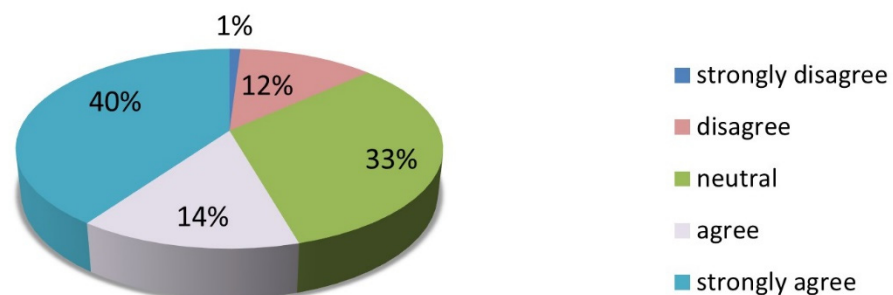


Figure 20: Comparing onomastic features and package form/shape in terms of NAB identification

In Figure 21, search time for preferred NAB is quicker when product names are used as means of distinguishing or identifying them than when package shape/forms are used. This is one of the reasons why suggestive names and other anchorages to other naming styles can be tailored towards brand recognition, product identification and differentiation devoid of confusion. Figure 21, shows that 52% of the participants strongly agreed that product name will reduce prolong search time for preferred NAB than the package shape.

PRODUCT NAME WILL REDUCE PROLONG SEARCH FOR PREFERRED NON-ALCOHOLIC BEVERAGES THAN THE PACKAGE SHAPE

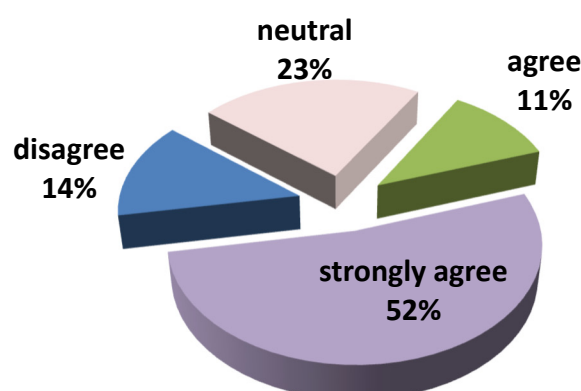


Figure 21: comparing package form/shape with onomastic features in terms of search time

4. CONCLUSION

Easy identification of preferred non-alcoholic beverages (NABs) in terms of correct selection or choice, categorization, comprehensible and proper use/re-use of packaging can contribute positively towards achieving SDGs 2, 3, and 11; namely: zero hunger, good health, and well-being, sustainable cities and communities. A product package design that aids appropriate choice, product categorization, understanding, and proper re-use of packaging will aid the well-being and safety of vulnerable consumers. Efficient product identification and categorization can lead to reduced food waste by ensuring consumers choose the right products, enhance consumers' trust and satisfaction, improve supply chain as well as foster sustainable communities. Eventually, this will facilitate access to correct information devoid of confusion, errors and waste. This will also enhance the overall well-being of the vulnerable consumers. By making product identification easier, we can create a more sustainable and equitable future, aligning with the sustainable development goals (SDGs). Thus, the present study examines how consumers perceive the NAB brand in terms of onomastics, providing insights for stakeholders—brand managers, manufacturers, marketers, entrepreneurs, food regulation agencies, and designers—to achieve successful product branding. Apart from product identifiers or indicators and other captions that are descriptive of the products' function and benefits, the following are diverse brand naming styles appended on NAB packaging; namely: alphanumeric names, eponym, homonym, generic names, abbreviation, arbitrary names, toponym, and suggestive onomastics.

Present research detects that homonym used for NAB are onomatopoeic. Thus, they are product suggestive because some brand names' sound seems related to the language of consumers in Akure. This reflects positive perception of NAB, hence, they are rightly identified. The use of bizarre names as eponym, abbreviation, descriptive, toponym, fanciful, and alphanumeric onomastic features on NAB can actually make intending consumers find it hard to believe in the actual description of the NAB product. This shows that any product that will be branded with any naming style must make the product descriptor/identifier very prominent. This is in line with NAFDAC (2021) that the generic or common name shall be printed in letters that are as large and visible as those of the brand (proprietary) on both the principal panel and other labeling components. NAB brand that elaborates on generic names as common names are more identifiable than any other onomastic features. The avoidance of generic names due to trademark ability or strength should be moderated. This is in line with the Food, Drugs and Related Products (Registration, etc.) Act. (1993), which demands the use of generic on NAB packaging for easy identification (UK Statutory Instruments, 2013). The fact that consumers can confuse a trademark as a fruit varietal name should not cancel trademark rights if such a product brand is considered as a strong trademark at the genesis of such product brand. There should be room for moderation. It is a general observation that even old brands like 'Coke' for Coca-Cola are now used as generic names for any carbonated drink in Akure due to their extensive popularity in the public space.

The package form used as container for the NAB can also be the reason for misidentification. In this study, package shape/form associated to selected NAB shows that some of the NABs (e.g. milk-based

drinks and fruit drinks) overlap with other NAB categories due to high packaging multiplicity (i.e. the use of many diverse package forms/shapes but similar to the package form of other NAB categories). The shape and size of a can with an opener are also found to be common to the majority of NAB; also big pillow-shaped pouch is also common. Accordingly, consumers depend more on the use of onomastic features for NAB product identification than package shape. For instance, the study outcome shows that search time for preferred NAB is quicker when product names are used as means of distinguishing or identifying NAB than when package shape/forms are used. This is one of the reasons why suggestive names and other anchorages to other naming styles are more tailored towards brand recognition, product identification and differentiation. This helps to identify the gap that more package forms or shapes needs to be designed in categorical manner that will typify product categories. For instance, fruit drink should have package form/shape that will be different from wine. This also necessitates the importance of package size. In situations when the package form or shape of a particular NAB is similar to one another, the package size can help in distinguishing them. In this study, majority perceived that NAB with suggestive names are very easy to be identified. This is in accordance to prior study that they are communicative in showing features and benefits of the goods being offered.

This study shows that family branding is good for easy identification of NAB but it is favorable for producers that stick to only NAB. Accordingly, majority of the participants find it difficult to identify non-alcoholic beverages (NAB) that are branded under family branding despite the availability of their advertisements among outdoor advertisements in Akure. The reverse is the case for other NABs that belong to family brands that are strictly focused on NAB production without extending to alcoholic beverages (AB). The recommendation is that whatever strategy that are used in creating names for NAB, the onomastic features should reveal product functions as well as aid consumers' understanding. The recommendation for trademark that are highly fit as trademark is that they should deviate from implicit description that lack meaning that relates to NAB. They used also engage in frequent advertisements by using all media, especially sustainable outdoor advertisement. Producers of alcoholic beverages should use brand architectures that will not cause confusion or identification error when extending their product line to include NAB. Individual branding, endorsed branding and any other brand architecture will be better than family branding in such situation of extending from alcoholic to non-alcoholic and vice-versa.

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