
General Appraisal of the Nomenclature of Non-Alcoholic Beverages (NAB) Brands

Ayorinde Samuel Oluyemi

Department of Industrial Design, School of Environmental Technology,
Federal University of Technology, P.M.B 704, Akure, Ondo State, Nigeria.

Emmanuel Bankole Oladumiye

Department of Industrial Design, School of Environmental Technology,
Federal University of Technology, P.M.B 704, Akure, Ondo State, Nigeria.

ABSTRACT

The brands of NAB (coffee, tea, cocoa, fruit drink, soft drink, milk, and wine) package designs constitute the sampling frame for this research. Here, data of the NAB package designs are collected between October 2016 and June 2018. The Purpose of the study is to identify the common naming styles adopted for the branding of Non-Alcoholic Beverages (NABs). The significance of the findings will help brand managers, graphic designers, marketers, and other stakeholders in understanding the trends of the uniqueness in the branding if NAB.

1. Introduction

Nomenclature is referred to as a system of names assigned to objects or items in a particular science or art (Encarta Dictionary, 2009). The word ‘*Nomenclature*’ comes from the Latin *nomenclature*, meaning "the assigning of names (Webstar dictionary, 2015). It also defines nomenclature as the act or process or an instance of naming. According to GD1(2015), nomenclature system is used to provide common descriptions to products which have the same performance characteristics and thereby can be substituted for each another (i.e. two syringes, with differing product descriptions from two different manufacturers which are designed for the same purpose or use). Names and forms (*nama-rupa*) create one's personality. This means that names in themselves have no psychological significance unless one associates a memorable experience with a particular name. Hence, this study focuses on product nomenclature has an aspect of semiotics and

empirically validates the existence of product nomenclature in the branding of non-alcoholic beverages.

In the world at large, there are various brands of beverage. Pedestrians could see new brand names on packages (can, bottle, paper, carton, plastic and to mention a few) all round, by the roadside and even inside the waste bin. An example is the can of Monster Energy Drink which someone could find in our vicinity. The assumption here is that stakeholders' quest to deriving a distinctive product name could lead to misconception. Such product brand names might be misinterpreted to be alcoholic, disgusting, and inappropriate to consumers' health. In such a situation, consumers could be engaged in prolonged search time, looking for a preferred product. On the other hand, such a product could be avoided. Also, Guest, Estes, Gibbert, and Mazursky (2016) gave some examples of negative brand names such as Frog Piss, Fat Bastard, and Monster Energy Drink as prevailing brands in a particular study area. It is assumed that few people seem not to raise any issue about such a naming style in Nigeria either via the newspaper, social media or one-on-one contact. One might think they have a very negligible effect on the consumption and supplies of NAB because its patronages seem to be increasing.

Guest, *et al* (2016) affirmed that brand names with negative valence have actually been around for decades. Cognitive research confirms that negative words generate negative feelings, signal threats and therefore lead to avoidance responses. Exception could be when they are moderately negative and highly arousing. Also, they may be more memorable themselves and make visual information presented with them more memorable (Guest et, al, 2016). Hence, this paper reports predominant nomenclature for the naming of Non- Alcoholic Beverages (NAB).

This paper will serve as insight for stakeholders such as brand managers, manufacturers, marketers, entrepreneurs, food regulation agencies, and designers for successful product branding. It is noteworthy that beverage or packaged food is one of the most popular food products that are mostly consumed by people because of their commonness and instant nutrition. Non-alcoholic beverages are consumed by all population especially by children, pregnant women, sick and old people (Solange, Georgette, Gilbert, & Marcellin, 2014). Moreover, while they have little or no religious taboos for consumptions and supplies (Amao, 2014), the patronage is still on the increase despite the global recession (Wei, Ou, Luo, and Hutchings, 2014). Hence, this paper builds on the existing body of knowledge concerning product naming strategies and particularly focusing on Non-Alcoholic Beverage (NAB) product packages popular sold in Akure as a feasible context to achieving the purpose of the study.

2. Literature Review

The naming *of the product entails the strategy of deciding on what type of name to be given to a product*. Although, product naming is not a new phenomenon either in advertising or packaging (Variawa, 2010); *to the best of the knowledge of this research, of all the study*

conducted in product packaging not much have been done on product naming. Examples of such studies are Pentus, Mehine, and Kuusik (2014), Fetscherin, et al (2015), Borishade, et al (2015), Vyas (2015) and other scholars. They have examined the crucial role of product package design in terms of attractiveness by investigating how it forces consumers to choose a product without considering product naming. Oladumiye, Oluyemi, and Adelabu (2018) examine the visual typicality of NAB package forms in Akure but naming styles for the branding of these NABs are not mentioned. Therefore a gap does exist which this study intends to fill.

It is possible for the omission of a name on the product package to cause loss of identity (Hickey, 2010). It can be assumed that the product name is one of the elements of the brand that should never change. All other elements can change over time but the brand name remains constant. The results of a study carried out by Sourdout-Dexel et, al (2014) in an attempt to discover the consumer's reaction after the product they buy changes its name reveals that consumers are reluctant to accept the renamed product.

According to Hickey (2010) naming refers to the creation of an autonomous individual with a unique personality. It is a creative category of graphic communication which involves the strategy of assigning a distinctive name to the product in order to augment consumers' confidence in a product's value or benefit as well as ensure appropriateness in product selection during consumer's product search and evaluation.

Below are styles of product naming according to previous researches:

a. Generic Naming Style

The generic naming style adheres strictly and concisely to a straightforward meaning. For example, apple for apples (Greene and Wilkerson, 2013). Thus, generic naming can be reckoned as the assigning of general name to products from different manufacturers which are designed for the same purpose or use. An example is the drug nomenclature which adopts generic names as nonproprietary names for drugs having similar structure and function (BIO, 2014). Paracetamol is an example of a generic name (nonproprietary name) because it is a general name for every other paracetamol produced by any other pharmaceutical company.

b. Alphanumeric Naming

This approach uses the combination of letters and numbers (either in numerical form or in the script) to describe a product service brand. Commonly used by banks, examples of this strategy are First Bank, Third National Bank (Guha, 2010). Alphanumeric brand names are typically only used for mechanical/technical brands, especially those that include the elements of chemicals (Schmidt, 2011).

c. Toponym /Geographical/Regional Naming

The toponym is a name derived from a place or geographic feature. They can be used to provide a patriotic appeal and to create an exotic image, examples are "INDIAN"

or “US”, American Airlines (Guha, 2010). The association of a region or country of origin to a brand is a tactic that adds credibility and implies a certain level of quality to the product. In other words, if a brand name sounds related to the native language or is familiar, it is more likely to be memorable (Schmidt, 2011).

d. Descriptive / Relevant Word Naming

These are names that clearly or directly describe the goods or services being offered; they describe the products or services or some feature and their benefits (Regensburg, 2016). Descriptive names are the most relevant followed by associative names. Purely descriptive names are difficult to trademark because they make use of common, everyday language. The legally protectable name should be a less descriptive name.

e. Suggestive / Associative/ Relevant Non-Word Naming

A name that suggests or refers to a product indirectly without actually describing it is suggestive (Catchword, 2014). Mountain Dew is an example of suggestive names (Catchword, 2014). They make use of metaphor and analogy to create a positive association. Suggestive names are often easier for clients to get comfortable with because they are somewhat grounded in reality.

f. Arbitrary / Irrelevant / Deviant- Word Naming style

An arbitrary name is next in strength. It is a real word, but one in which there is no tangible connection to the product. They are real dictionary words but used out of context. Apple® is a classic example; there is no relationship between an apple and a computer (Regensburg, 2016). They bear no semantic connection to the brands in question (Catchword, 2014).

g. Fanciful / Empty Vessel / Non-Word / Neologistic Naming style

Fanciful names are invented or coined and have no meaning than the one assigned to the product. They are constructed to be symmetrical and not have meaning in any language. These are considered the strongest names. The example includes Frisbee (Regensburg, 2016). Other examples of fanciful names are made-up words like Kodak or Exxon (Catchword, 2014).

h. Eponym/Personification or Person-Based Naming style

This is a type of name that gives human form to a product or derived from a person, whether real, fictitious or legendary. Michael Jordan, Mr. Clean, and the Nintendo Game Boy are examples of eponymous names (Catchword, 2014).

i. Other Naming Styles

They are names based on humor, colour, animal, foreign, international, and indigenous names.

3. Research Method

The research design is basically quantitatively associated with the survey. The survey entails visitation to the Akure shopping mall, Nigeria to see the NAB package designs present. The brands of NAB (coffee, tea, cocoa, fruit drink, soft drink, milk, and wine) package designs constitute the sampling frame for this research. Here, data of the NAB package designs are collected between October 2016 and June 2018. It involves a purposive sampling technique for the collection of NAB package design. Participatory and observation methods are adopted as a means of data collection. A Sony DSCW510 digital camera with 12.1 megapixels is used for capturing of the NAB package designs. Later, these pictures are observed in order to classify them into naming styles. Figure 1 describes the process of data gathering.

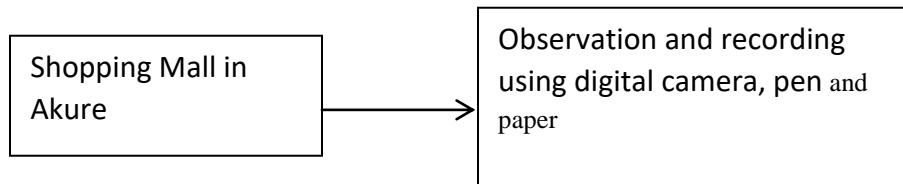


Figure 1: Procedure for Data Collection

The sample size for the purposively collected NAB packaged design consists of 184 brand names. The collected data are entered into Microsoft Excel where they are grouped based on types of NAB and product naming styles. Tables 1 to 7 show the result for the classification of the collected NAB package design according to product naming styles. Later, they are analyzed by using descriptive statistics that entail cross-tabulation, bar chart, frequency percentage distribution, and mode.

4. Result And Discussion

The results in table 1 to table 7 are the nomenclatures predominate in the branding of Non-Alcoholic Beverage in Akure, Nigeria.

Table 1

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

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

Table 2

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

Product Names	Naming Styles
My Choco Alkaline Chocolate Drink	Descriptive
Hot Chocolate Drink	Descriptive
Hot Cocoa	Descriptive
Cadbury Chocolate	Eponym
Bournvita	Fanciful
Cocoa Powder	Generic
Milo Activgo	Homonym
Fanchoco Chocolate Drink	Suggestive
Golden Choco Drink	Suggestive
Cowbell Chocolate	Suggestive
Activa Choco Drink	Suggestive
Good Morning Choco	Suggestive
Prey	Suggestive

Table 3

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

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

Table 4

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

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

Table 5

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

Product Names	Naming Styles
GBB Juice	Abbreviation
Chivita 100% Fruit Juice	Alphanumeric
5alive Pineapple Punch Fruit Nectar	Alphanumeric

Ben 10 Baniaz Apple Drink	Alphanumeric
Tropicana 100%	Alphanumeric
Farm Pride Guava	Descriptive
Chi Exotic Pineapple And Coconut Nectar	Descriptive
Barney Baniaz Fruit Punch	Eponym
Wilson's Lemonade	Eponym
Kally Apple Bite	Eponym
Tonny Time Orange Flavour Cordial	Eponym
BiscoFlavoured Fruit Drink	Fanciful
FeotamyFlavoured Fruit Drink	Fanciful
TiscoFlavouredFlavoured Fruit Drink	Fanciful
Maccaw Cocktail Fruit Drink	Fanciful
Fumman Apple Fruit Juice	Fanciful
Dansa Fruit Juice	Fanciful
PopcyFlavoured Drink	Fanciful
Ribena Blackcurrant	Fanciful
Yojus Natural Fruit Drink	Fanciful
Yugovy Fruit Shoot Orange Flavoured Drink	Fanciful
PopcyFlavoured Drink	Fanciful
Fruit Drink	Generic
Citrus Orange Flavour Instant Drink	Generic
Cici Orange Fruit Drink	Homonym
Tang Instant Fruit Flavoured Drink	Homonym
Bien Banana Lime Flavoured Drink	Homonym
Fandango Citrus Drink	Homonym
Frootzy Fruit Drink	Suggestive
Frootz Fruit Nectar	Suggestive
Frutta Natural Orange Juice	Suggestive
Nutri-C Instant Fruit Flavoured Drink	Suggestive
Pops Pineapple Drink	Suggestive
Happy Delight Juice Drink	Suggestive
Happy Hour	Suggestive
Caprisonne Pineapple Drink	Toponym
Moon Orange Squash	Toponym
California Sun Fruit Drink	Toponym

Table 6

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

Product Names	Naming Styles
L&Z Yoghurt	Abbreviation
Three Crowns Evaporated Milk	Alphanumeric

Peak456	Alphanumeric
Blue Boat Instant Full Cream Milk Powder	Arbitrary
Real Milk	Descriptive
Soya Plus	Descriptive
Peak Evaporated Milk	Descriptive
Popular Filled Evaporated Milk	Descriptive
Ideal Evaporated Milk	Descriptive
Fantastic Yoghurt Drink	Descriptive
Nestle Dessert Cream	Eponym
Don Finest Yoghurt	Eponym
Frumil Fruit Milk Drink	Fanciful
Jago D Lite Instant Filled Milk Powder	Fanciful
Fanice	Fanciful
Lactel	Fanciful
Nido	Homonym
Kerrygold Instant Full Cream Milk Powder	Homonym
Loyal Instant Full Cream Milk Powder	Homonym
Dano Milk Instant Full Cream Powder	Homonym
Nunu Filled Evaporated Milk	Homonym
Bobo Flavoured Milk Drink	Homonym
Auki Yoghurt	Homonym
Glova Sweetened Yoghurt	Homonym
Dannon All Natural Yoghurt	Homonym
Superyogo Sweetened Yoghurt	Suggestive
Miksi Instant Filled Milk Powder	Suggestive
Freshyo Drinking Yoghurt	Suggestive
Yugo Plain Milk Drink	Suggestive
Nutri-Milk	Suggestive
Farmfresh Vanilla Yoghurt Drink	Suggestive
Nutriday Yoghurt	Suggestive
Hollandia Evaporated Full Cream	Toponym
Oldenburger Instant Full Cream Milk Powder	Toponym
Lunar Full Cream Evaporated Milk	Toponym
Olympic Evaporated Milk	Toponym
Coast Full Cream Evapoarted Milk	Toponym

Table 7

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

Product Names	Naming Styles
FAB Forever Active Boost Energy Drink	Abbreviation
H2oh!	Alphanumeric
7 Up	Alphanumeric
Grand Malt Zero	Alphanumeric

Orijin Zero	Alphanumeric
Zero Coke	Alphanumeric
7 Stars Energy Drink	Alphanumeric
Tiger Spices Health Drink	Arbitrary
Sprite	Arbitrary
Deep Crest Cream Soda	Arbitrary
Big Orange	Descriptive
Reinforce Energy	Descriptive
Power Malt Energy	Descriptive
Maltina Sip-It	Descriptive
Mirinda Orange	Descriptive
Nirvana Bitter Lemon Bold	Descriptive
La Casera Apple Drink	Eponym
Eve Flavoured Drink	Eponym
Vekro Chapman Health Drink	Eponym
Fanta Orange Flavoured Drink	Fanciful
Limca	Fanciful
Schweppes Soda Water	Fanciful
Pepsi	Fanciful
Vimto Flavoured Drink	Fanciful
Smoov Chapman	Fanciful
Beta Malt	Homonym
DubicMallt	Homonym
Fayrous	Homonym
Sanz Crème De Soda	Homonym
Malta Guinness Herbs	Homonym
Mountain Dew	Suggestive
Powerhorse Energy Drink	Suggestive
Red Bull Energy Drink	Suggestive
Monster Energy	Suggestive
Bullet Energy Drink	Suggestive
Coca-Cola	Suggestive
Golden Choco Drink	Suggestive
Environ Health Drink	Suggestive
Teem Soda	Suggestive
Climax Energy Drink	Suggestive
Swan Orange	Suggestive
Bigi Cola	Suggestive
Lucosade Boost Energy	Suggestive
Savana Lemon Drink	Toponym
Amstel Malta	Toponym

Table 8: Cross-tabulation of Nomenclature in respect of the Identified NAB

		Soft Drink	Fruit Drink	Wine	Coffee	Tea	Cocoa Based	Milk- Based	Total
Alphanumeric	Count	6	4	1	1	2	0	4	18
	% of Total	2.80%	1.80%	0.50%	0.50%	0.90%	0.00%	1.80%	8.30%
Eponym	Count	2	5	12	2	3	2	5	31
	% of Total	0.90%	2.30%	5.50%	0.90%	1.40%	0.90%	2.30%	14.30%
Descriptive	Count	6	2	4	1	2	3	9	27
	% of Total	2.80%	0.90%	1.80%	0.50%	0.90%	1.00%	4.00%	12.00%
Toponym	Count	2	3	4	0	3	1	6	19
	% of Total	0.90%	1.40%	1.00%	0.00%	1.40%	0.50%	2.80%	8.80%
Fanciful	Count	6	11	2	3	3	4	7	36
	% of Total	2.80%	5.00%	0.00%	1.00%	1.00%	1.00%	3.00%	16.00%
Suggestive	Count	14	7	4	2	1	8	9	45
	% of Total	6.50%	3.20%	1.80%	0.90%	0.50%	3.70%	4.10%	20.70%
Generic	Count	0	3	1	0	2	1	0	7
	% of Total	0.00%	1.40%	0.50%	0.00%	0.90%	0.50%	0.00%	3.20%
Homonym	Count	7	4	1	0	1	1	12	26
	% of Total	3.20%	1.80%	0.50%	0.00%	0.50%	0.50%	5.50%	12.00%
Abbreviation	Count	1	1	1	0	0	0	1	4
	% of Total	0.50%	0.50%	0.50%	0.00%	0.00%	0.00%	0.50%	1.80%
Arbitrary	Count	3	0	0	0	0	0	1	4
	% of Total	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	1.80%
	Count	47	40	30	9	17	20	54	217
	% of Total	21.70%	18.40%	13.80%	4.10%	7.80%	9.20%	24.90%	100.00%

Source: Researchers' Field Work, 2018

From Table 8, 18(8.30%) of the identified NAB are branded with alphanumeric style; in which 2.8% were found to be more peculiar to the soft drink. Out of 27(14.3%) of the identified NAB 4(5.5%), wine was also branded with an eponym style. The toponym is peculiar to milk-based beverages with 6(4 %) of the identified NAB. 4(1.8%) of the identified NAB are labelled with abbreviation; in which coffee, tea, and cocoa beverages are 0.0% respectively. Arbitrary names are found to be more peculiar to soft drinks with 1.4%. Fruit drink, Wine, coffee, cocoa-based beverage, and tea are 0.0% in terms of arbitrary naming style. Fanciful names are more peculiar to fruit drink which represents

11(1.4%). Milk-based beverage and soft drink are 0.0% in terms of generic naming style; fruit drink is also 0.0% in terms of arbitrary style. The summary of Table 8 can be more understood in figure 1 below.

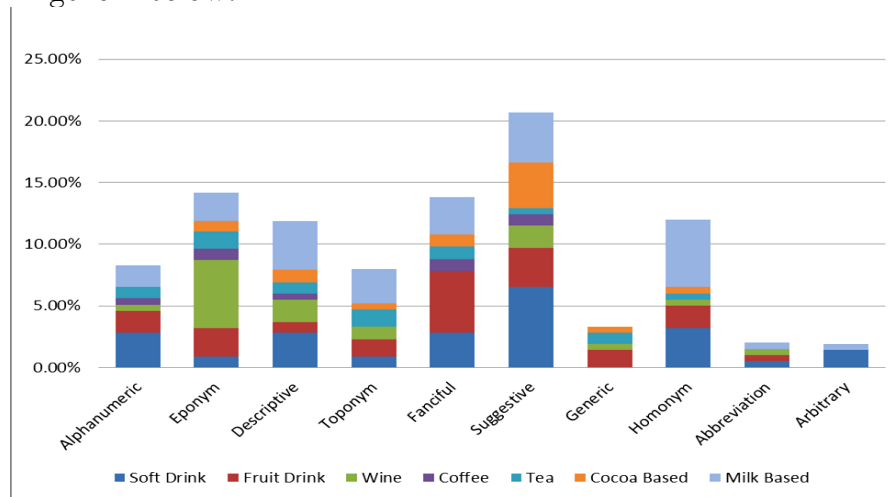


Figure 1: Bar chart showing the percentage distribution of predominate nomenclature common to the identified NAB

Source: Researchers' Field Work, 2018

5. Conclusion

Prior research on naming styles identifies alphanumeric, suggestive, fanciful, descriptive, generic, arbitrary, Toponym, and eponym. The classification of product naming into various types can further be categorized. As part of the contribution to knowledge, this study identifies homonym as a naming style. Some are more predominately used for the branding of NAB package design while some are not used for some particular types of nonalcoholic beverages; examples of such are arbitrary naming styles and abbreviations. Nomenclature is quite complex for many reasons. While this research is of the notion that a single global classification standard is desirable, it is very impractical and perhaps even impossible to form nomenclature for the hundreds of thousands of NAB available because of the novelty which brand managers seek for their products.

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