

On the names of online clothing stores from the perspective of cultural linguistics

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ABSTRACT

The study of shop name language is not only a new perspective in the field of language application, but also a comprehensive research topic involving social, cultural, psychological, economic and other disciplines. The study of shop name language has not only linguistic significance, but also sociological, cultural and psychological significance. This paper selects more than 600 store names from online platforms such as Taobao, Pinduoduo, JD.COM and Tik Tok, and analyzes the naming characteristics of online clothing stores, the cultural factors related to the language of store names and the psychological factors of store names. It is found that the names of these online clothing stores are rich in elements and employ various rhetorical devices. In the cultural aspect of shop naming, there are traditional culture and emerging culture. In the aspect of psychological factors of store naming, it is influenced by cultural inheritance, social hotspots and other factors. These not only play an important role in guiding consumers to search for clothes, but also attract consumers' interest to some extent.

KEYWORDS

Store name; Naming characteristics; Cultural factors; psychologic factor

1 Introduction

There are many studies on shop names in China. This study of shop names has attracted the attention of linguists since the 1980s, and it has become the focus of many scholars' attention and achieved many research results. According to their different contents, there are roughly the following aspects: first, focus on the characteristics of language structure; Second, focus on pragmatic aspects; Third, focus on cultural connotation. Generally speaking, although there are many studies on the names of shops in the academic circles, there are relatively few studies on the names of online clothing shops, and there is a lack of analysis on the cultural and psychological level. Sapir believes that language, like culture, is rarely self-sufficient; Language cannot exist without culture.^[1] Online clothing store names have the characteristics of keeping pace with the times, especially in recent years, the development speed of the Internet is extraordinary, and online clothing store names have emerged rapidly like mushrooms after rain, which have also undergone earth-shaking changes and many new phenomena have appeared. At present, the status and characteristics of online clothing store names are necessarily quite different from those of ten years ago, so it is necessary for us to launch a brand-new inquiry into online clothing store names.

2 Analysis of the elements of online clothing store names

Language is a symbol because it can represent or refer to phenomena. Saussure, the father of modern linguistics, said: Language is like any sign system. Everything that distinguishes a symbol from other symbols constitutes the symbol.^[2] The name of the store is an applied language that can show the characteristics and style of the store. With the evolution of society, the constituent elements of shop names are constantly changing. Traditional time-honored shops are usually named after Chinese characters, but with the passage of time, foreign language elements such as letters and numbers have also begun to appear in store names. In the modern network age, due to the openness of the network and the advanced technology, the expression of shop names is more diversified. Character is a writing symbol system invented to record language. It is produced on the basis of language and is a record of words.^[3] As can be seen from the collected clothing store names, the store names are mainly composed of Chinese characters, letters, numbers and various symbols. These elements are combined in various ways, which provide rich choices for the expression of store names, and also reflect the unique characteristics of modern online store names. The elements of online clothing store names are as follows:

2.1 Components of online clothing store names

2.1.1 Consists of a single element

(1) Pure Chinese characters, that is, the names of online clothing stores are composed of a single element of Chinese characters, such as MINISO Clothing Flagship Store, More than Thirteen Cardamom Guofeng Studio, Yuanyuan Meiyi Retro

Literary Cotton and Linen, etc.

(2) Pure letters, that is, the name of the online clothing store consists of an element of English letters or pinyin letters, such as BIGGOLD STUDIO, FFU fulfil for u, THE TURE, etc.

Table1 Statistics of the proportion of various component types in online clothing store names

Number of elements	Combination Type	Statistical quantity	Percent
Single element	Pure Chinese characters	418	78.04%
	Pure alphabet class	83	
Two elements	Chinese character + letter class	73	18.22%
	Chinese characters + numbers	22	
	Chinese character + symbol class	2	
	Alphabet + number class	17	
	Letter + Symbol Class	3	
Three elements	Chinese characters + numbers + letters	14	3.58%
	Kanji + symbol + letter class	9	
Four elements	Chinese characters + symbols + numbers + letters	1	0.16%

2.1.2 Consists of a mixture of two elements

(1) Chinese characters + letters. The names of such online clothing stores are mainly composed of abbreviations or full spelling and pinyin letters of Chinese characters and English letters, such as Mori Girl Tribe SNBL, Brother is Style and Little Ant Ant Studio etc.

(2) Chinese characters + numbers, that is, the store name is randomly arranged and combined with Chinese characters and numbers, such as Dujia Foreign Trade Men's Clothing Store for 11 years, 7 Youpin Yuesonggang Stores and Shenzhen Luoluo Factory Store No.10 Store etc.

(3) Chinese characters+symbols. Store names are composed of Chinese characters plus punctuation marks and other special punctuation marks, such as No.2 Store with | Shoes and Big Qinglongsi-cold, romantic, poetic and crazy.

(4) Numbers+letters, such as 19 Studio, 11e Stranger and BZ798cc.

(5) Letters+symbols, such as No Need Indented (nnid), iscat (grnl) and so on.

2.1.3 Consists of three elements

(1) It consists of Chinese characters+numbers+letters, such as Wu 77 wu77style Wu 77, M01 Sports Flagship Store and 7vn7vn7vn Vintage Store.

(2) It consists of Chinese characters+symbols+letters, such as Bingo! Xuanxuanjia, TOD'S official flagship store, i. t official flagship store, etc.

2.1.4 Consists of of four elements

It consists of Chinese characters+symbols+numbers+letters, such as MR.25 flagship store.

2.2 Distribution characteristics of online clothing store name combination elements

2.2.1 Pyramid Distribution

Among the online clothing store names, the clothing store names composed of single element account for 78.04% of the total number of collected store names, the online clothing store names composed of two elements account for 18.22%, the clothing store names composed of three elements account for 3.58%, and the clothing store names composed of four elements account for 0.16%. It can be clearly seen that the base of the pyramid is a single type of store name, and the names of online clothing stores with many combination elements are at the upper level of the pyramid, while those with low combination elements are at the lower level of the pyramid. It reflects that even in the complex and changeable network environment, people still tend to be simple and generous in aesthetic standards. Too complicated online shop names often lead to cultural and aesthetic fatigue and negative feelings.

2.2.2 Chinese characters account for a large proportion

Chinese characters have strong ability to differentiate homophones, and the syllable structure of Chinese is relatively simple, which leads to a large number of homophones and homophones in the language. In order to distinguish these homophone elements, Chinese characters with different forms are used in written expression, which are easy to be

confused in spoken language, but they can clearly show differences in written expression. To better inherit the excellent traditional Chinese culture, although Chinese people learn English very early, many people still use Chinese, and online clothing stores also use Chinese characters when naming, which shows the absolute advantage of Chinese characters.

3 Analysis of cultural context characteristics of online clothing store naming

You Rujie once said: Language and culture are closely related. Language cannot exist without culture, and culture cannot exist without language. Language and culture coexist and coexist.^[4] The macro-deepening of language in history is related to cultural reasons. Language is established by social conventions, and the environment affects people's language life. The social and cultural background of language users' times is cultural context, which is a relatively abstract concept that the external environment influences people's inner psychology in a subtle way. Situational context, also known as social reality context, refers to the actual concrete situation when speech acts occur.^[5] Situational context reflects certain psychological characteristics. Store names are distinct language recording symbols, and social and cultural environment and situational environment more or less affect the naming of shops by merchants.

3.1 Traditional culture

3.1.1 Incorporating traditional cultural elements

In the naming of online clothing stores, ancient poems, novel names, online buzzwords, names of film and television dramas, etc. are often quoted. Wang Xijie put forward that quoting, in order to improve the expression effect, inserts ready-made words or stories into one's own words, so as to achieve the purpose of improving the expression effect.^[6] The quotation of this rhetoric reflects the Chinese people's euphemistic, implicit and meaningful speaking habit since ancient times. Integrating into traditional culture makes consumers feel familiar when they see the names of online clothing stores. For example, Maple Forest Evening Clothes Pavilion quotes the poem from Du Mu, a poet of the Tang Dynasty, Stop and sit in the Maple Forest at night, and the maple leaves are red in February flowers in Mountain Walk.^[7] [7] This poem was made by Du Mu when he was traveling, that is, I stopped the carriage just because I loved the evening scene of the maple forest, and the frost-dyed maple leaves were better than the bright flowers in February. On the one hand, the quote here alludes to the beauty of the evening scenery of maple forest, and on the other hand, points out the attraction of this online clothing store. Spring and Autumn Clothing Store, Dielanhua Clothing Store, Chuci Original Clothing and Qiushui Yiren Official Flagship Store quote the brand names, which make the store names full of charm and poetry. At the same time, because these are classics, everyone knows more about them, and the store names are easy for consumers to remember.

3.1.2 The material carrier of a beautiful vision

Among the names of online clothing stores, a large number of store names use pun. Here are a few store names for discussion. By using phonetic or semantic conditions, sentences are deliberately made to care for both superficial and internal meanings at the same time, and the words are here and the other, and the material carrier itself entrusts a beautiful life. Increase the interest of language, so that the store name can express the positioning of the store and give good wishes. This can not only make the language expression implicit and humorous, but also deepen the semantic meaning and give people a deep impression. For example, Wanru Xinsheng Women's Clothing Flagship Store, literally, the word Wanru indicates that it is related to women's clothing, revealing the style of the store, and the pronunciation is the same as Wanru Xinsheng, implying that consumers get a new style and look after entering the store to buy clothing and consumption, and they are radiant, just like being reborn. Another example is No1: Yinuo Qianjin, Yanruiyun Flagship Store, Suixinyi Flagship Store, Feinimoshu Flagship Store, etc.

3.2 Emerging culture

Integrate into the emerging hot spots of the network and combine with the interest of the network. Modern culture is a new culture that comes into being on the basis of traditional culture and conforms to the development trend of the times, or a new culture that contemporary China is making every effort to build with the development of modernization.^[8] When naming a store, combining with network hotspots, metaphors are used to concretize abstract things and visualize generalized things, which makes people easy to understand and gives people a vivid image. For example, SNBL, a Mori tribe, compares its shop to a tribe and its consumers to a forest girl, which gives people a relaxed and comfortable feeling and makes people want to go in and find out. The store's product style is mainly Mori, inspired by the youthful publicity and distinctive fashion characteristics of young girls, and it focuses on clothing brands with girlish personality. The same

business is women's wear. Mushroom Street Original Women's Wear compares its own shop to Mushroom Street, giving people a fresh and light feeling, and people can't help but want to open the shop to find out. However, The Flagship Store of the Goblin's Pocket and Escape from the Earth Intelligence Bureau compare the store to the Goblin's Pocket and the Intelligence Bureau respectively, and Princess Girl Plus Size Women's Wear and CheeseBunny compare consumers to Princess and Cheese Bunny, which vividly depict the characteristics of the store.

4 Analysis of psychological factors of online clothing store names

4.1 Grasp the consumer's psychology of pursuing individuality

People's income level is getting higher and higher, from survival to life, from paying attention to food and clothing to paying attention to external appearance. A prominent performance is reflected in clothing. More and more people customize clothing, pursue personalization, prefer original clothing, and some like to make their own clothing, showing a unique collocation. Personalized customization is a new production mode that emerges as the times require under the urgent needs of the market environment. Compared with the traditional production mode, it can better meet the individual needs of individuals. The personalized customization services carried out in China include personalized stamp customization and personalized high-grade ready-to-wear customization. Such as Good Morning high-end customization, 19 club star customization, Qiqi SEVEN small customization, etc. Original clothing takes original design as the core concept, independently completes production and sales, reflecting the uniqueness and originality of the creative concept, that is, there are no similar products before their own works appear. For example, MILA Collection Original Store, Chuandai Original Guofeng Forest Women's Clothing, Yaoqi Original Guofeng Studio Original Yaoqi Building, etc. Homemade clothing refers to the process of individuals designing and making clothes themselves. This usually involves purchasing the fabrics and other related accessories needed for the garment, such as a sewing machine, and then using those materials and equipment to cut and sew the garment yourself. Compared to purchasing ready-made clothing, homemade clothing allows individuals to personalize customization according to their personal preferences, needs, as well as body shape, thus ensuring that the clothes are more in line with their own style and size. In addition, the process of making homemade clothes is also an entertainment and creative activity, which can make people experience the pleasure of handcrafting. Angela Studio Clothing Homemade, Baby Styling Notes BOBTHING Children's Clothing Homemade, Pearl Homemade 155 Small Size Women's Clothing Customized, etc.

4.2 Presenting directivity shortens shopping time

Clothing is a large field, online shopping has a keyword search engine function, so the online clothing stores can be more detailed distinction, so that it has a point of view, convenient for consumers to find. Save time, better and faster to find the target favorite clothing. According to the object classification, can be divided into men's clothing, women's clothing, children's clothing and senior clothing. When consumers search for these keywords, the merchant store name will be displayed, purposeful shopping at this moment presents the maximization. In the collection of store names with service object for men such as Pacific Bird Men's Flagship Store Earl Joule Men's Flagship Store and so on; service object for women have three wood child fast fashion women's clothing YOBARLA YOBARLA women's clothing yy trend boutique women's clothing strictly selected and so on; the service object is called children's Dudu family children's flagship store blue small father's children's custom store , etc.; to the elderly as the object of service store Mrs. Zhuang flagship store middle-aged and old mother clothing one , etc. The shops serving the elderly include Mrs. Zhuang's Flagship Store and No.1 Middle-aged Mother's Clothing. By service category, it can be divided into tops, pants and underwear. Focus on tops store Eat more Art sweater store Dream house sweater store and so on; focus on pants ROMON Romon enterprise store Summer Spring Tea Star of Tomorrow Store, Amoy Boyhood Official Flagship Store and so on. Categorized by style series, can be divided into many categories, consumers search for keywords, browse the exclusive web store, is conducive to improving the store's turnover rate. Such as sports street men's clothing, ancient style, thousand gold wind wear, waste land wind women's clothing, literature and art men and women's style, Mori women's clothing, cos selection, hip-hop street tide men and so on. Such as small Nili street hip-hop trend store Wei Jin style Hanfu mountain colored Chinese new elegance and so on.

5 Conclusion

The historical development of the language of Chinese store names is a reflection of the changes of the times, which contains rich social and cultural content and has a high value of application. As a witness of social history, online clothing store names record social changes and become a way of economic and cultural competition. The richness of online

clothing store names is directly proportional to the prosperity of the society, and the richness of online clothing store names also reflects the development of culture and the change of the thinking of the masses. The article mainly analyzes online clothing stores from language and culture, in order to provide certain reference thinking on the naming of social store names and promote the healthy development of social culture.

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