Linguistic and Extralinguistic Factors of Brand Name Formation in Kazakhstan

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Abstract—The current research considers the basics of the formation of brand names from linguistic and extralinguistic aspects. The material of the study was the brand names of Kazakh manufacturers. The interpretation of the term brand as an object of linguistic research is presented, the functions of brand names as a type of commercial nomination are identified and considered as nominative, informative, differentiating, aesthetic, influential and attractive. At the same time, special attention is paid to the types of brand names: by structure, by degree of expression, by origin, by degree of formality and by degree of motivation. The analysis of lexical material made it possible to differentiate linguistic factors that have a decisive influence on the process of brand name formation, including phonetic, graphic, lexical, stylistic, semantic and morphological aspects. Among the extra-linguistic factors, the cultural context, competitive environment, target audience, features of the national character, purpose and pragmatics were identified. The methods of name formation were studied, among which the most frequent were nomination according to the anthropological criterion, as well as the use of Kazakh vocabulary, neologisms and foreign words. The analysis and interpretation of the factual material from the sociolinguistic aspect made it possible to identify language units that represent the processes that take place in modern society: the revival of public interest in national culture and language, the strengthening of the position of the state language and the involvement of Kazakhstani society in the processes of globalization.

Index Terms—brand name, naming, commercial nomination, linguistic aspect, extralinguistic aspect

I. INTRODUCTION

There are millions of brands in the world. Each year new brands are created, some of which remain in the market, possibly achieving global scale, while others simply disappear. According to the World Intellectual Property Organization's database (WIPO), which keeps a track of brands worldwide, in 2023, there were 62,085,330 registered records of new brands, compared to just 10 million registered trademarks in its database in 2013 (The Global Brand Database of WIPO, 2023). This significant quantitative leap indicates the rapid growth in the number of brands created annually. However, only a small percentage of these new brands managed to sustain themselves in the market and become successful. This outcome depends on various factors, such as product or service quality, marketing efforts, financial support, and more. Ultimately, only a handful of brands can maintain their presence in the market and achieve sustained growth over a prolonged period. The success or failure of brands can be due to numerous reasons influenced by a multitude of factors, of which the brand name is of considerable importance. Brand names are subject to stringent requirements, as they serve as a reflection of the brand's essence, its development strategies, concepts, and potential.

Research on branding is conducted in various fields, such as marketing, psychology, information technology, education, and politics. Moreover, the findings and studies in the domains of public relations, advertising, business, education, and others are also of great significance. Particular interest lies in the linguistic foundation of branding research, as this is imperative for the creation of a successful brand and its effective promotion among consumers. In Kazakhstan, branding research primarily occurs within the realm of marketing; however, the current state of branding research in the country lacks sufficient linguistic analysis to discern trends in this area. The present study considers branding and the process of naming as branding technologies, thereby rendering its findings particularly valuable for professionals involved in branding, naming and linguistics.

II. LITERATURE REVIEW

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It is unsurprising that the field of linguistic science struggles to keep up with the vast amount of commercially nominated brand names created annually. As a result, the relevance of this research becomes evident, as it offers an opportunity to examine and analyze lexical material, thus enabling the identification of trends in brand name formation within the Kazakhstani market. In the contemporary, rapidly evolving world, characterized by the constant introduction of new products, gaining consumer loyalty becomes a more complex challenge. In such circumstances, a critical factor becomes the comprehension of all the intricacies involved in brand name formation.

Experts in the domains of branding and naming believe that a successful brand name should possess the characteristics of conciseness, brevity, expressiveness, attractiveness, euphony, be easy to remember, and have the ability to evoke positive associations and emotions (Aaker, 2011; Anholt, 2010; Dymshitz, 2007; Golev, 1981; Issers, 2016). The purpose of this study is to consider and analyze the process of formation of the brand name from linguistic and extralinguistic aspects. The object of our research was the brand names of clothing produced by Kazakh manufacturers, and the subject of the study is the linguistic features of brand name formation. In accordance with the objectives of the study, we considered 225 name brands of clothing manufacturers in Kazakhstan and considered the features of the brand name formation from their linguistic and extralinguistic aspects.

The most common meaning of the word "brand" is its designation as a commercial name under which a certain product or service is produced. The origin of the word "brand" is connected to the Old German word "brand" ("to burn"). In the Middle Ages it was customary to mark, or brand, cattle with a hot iron to identify to whom they belonged. Later, when technology was used by enterprises to stamp metal products, this mark began to be applied to different products. Today the word "brand" is used in a broad sense and denotes not only a trademark, but also everything that is related to the image and perception of the product or company on the market.

To date, experts in the branding industry have not come to a consensus on the definition of the term brand. According to the leading world expert, Temporal (2004), the brand exists only in the consciousness of consumers and without their emotional commitment only impersonated enterprises, goods and services will exist. Thus, a brand is a set of relationships between goods and consumers. American economist and marketer Kotler (2010) proposed considering the brand as a "name, term, sign, symbol (or combination of these) that identifies the maker or seller of the product" (p. 115). The term brand can be applied to various phenomena. For example, there are such concepts as country brand, personal brand, territorial brand, regional brand, economic brand, and so on. In this study we apply the concept of linguistic brand as the name of the brand is its linguistic embodiment. According to Kozhanova (2007), "the linguistic brand is a set of real and virtual opinions that are expressed in a certain product, and the name of the brand carries a semantic load, attracting consumers" (p. 24). Some of the conceptual papers include a study by the British political scientist Anholt (2010). He developed a complex system of evaluation of the national brand, which allowed his work to go beyond the scope of scientific and specialized literature and take a new look at what is called territorial branding. Well-known branding expert Aaker (2011) developed the concept called brand leadership, where the central idea was to promote the leading role of branding in the activities of a modern company. These works became and can become a serious basis for present and future research within the linguistic component of modern branding. However, these studies are not always linguistic. In the other researchers' work, branding was studied through the prism of territorial marketing. Hence, the study by Mityagina and Sidorova (2018) examined the linguistic focus of branding territories, analyzed the means of optimization of territorial marketing from the linguistic aspect, and the effectiveness of language in branding discourse was evaluated.

In this study, we apply the concept of brand in a broad sense, where the brand is not just a product, but also an image created in the buyer's imagination as a result of marketing activities which aim to create loyalty to the audience; in other words, a promise that a producer makes to a potential consumer.

III. METHODOLOGY

The methodological bases are the work of scientists on the theory of nomination, psycholinguistics, pragmatic linguistics, theory of word formation, onomastics, as well as the work devoted to the study of branding from the linguistic aspect and naming as a technology of branding. The following methods of scientific research were the main ones in this study: descriptive method, linguistic modeling, identifying general trends in the development of branding in Kazakhstan; comparative method; method of analysis and synthesis of lexical material, as well as hypothetical-inductive method, considering processes of formation of name brands from linguistic and extralinguistic aspects. In the course of the study, we selected and analyzed the largest and best known clothing brands in the Kazakh market, identified and described their functions, classified them according to several criteria, identified the most frequent ways of forming brand names with the help of linguistic modeling, considered the conditions and motives of the formation of certain brand names.

To achieve the objectives of our research it is important to consider the concept of commercial nomination, branding, naming as a branding technology, as well as to identify the functions and types of brand names. Kubryakova (2012) characterizes the act of nomination as a "speech-making process aimed either at the choice of a ready-made designation existing in the language for the named phenomenon and the thought of this phenomenon, or at the creation of a suitable name for it" (p. 253). Superanskaya (2007) asserted that nomination is a process that constantly accompanies human knowledge of the surrounding reality. Onomasiology distinguishes several types of nomination: primary (the act of

naming a subject that does not yet have one) and secondary (the use of available nominating means in the new function of the name) (Telia, 1990). In this area, the second type, secondary nomination, significantly prevails. According to Novichihina (2018), commercial nomination refers to the linguistic nomination of institutions and goods, pursuing commercial goals and oriented towards profit. Remchukova et al. (2017) identified commercial nomination as the result of linguistics activity, emphasizing that the purpose of the commercial name is "to attract a potential consumer, including through lingua-creative naming" (p. 96). Shmelyova (2013) analyzed commercial nomination in terms of view of motivation and proposed allocating individual, recipient and locative principles of nomination from the object.

IV. Findings

The process of creating a name and assigning it to a product is called naming, and the term "commercial name" is often used in the work of foreign researchers. This leads to the conclusion that creating a brand name requires following some algorithms and following certain principles of commercial nomination. Novichina (2018) defines the following functions of the commercial nomination: nominative, informative, aesthetic, differential, influencing, recommendatory and attractive. Having studied the work of specialists and practical material, we have come to the conclusion that the proposed classifications do not fully reflect the realities of Kazakhstan; therefore, we offer our own classification of brand name functions. Based on this classification, as well as adjusting it, we propose to apply it to the names of Kazakh brands and allocate the following functions:
• nominative;
• informative;
• aesthetic;
• differentiating;
• influential;
• attractive.

1. The nominative function of a brand name is to identify a product or service and distinguish it from other products and services on the market. In this case, the name should be easily pronounceable, memorable and related to the characteristics of the product or service. Examples of the nominative name are "Qazaq Shapany", "Tulup", "Dresszone", where these names express the essence of the brand, indicate the specificity of the product, can be easily pronounced and are memorable.

2. The informative function of a brand name is to transmit important information about a product or service, its properties and the quality in the name itself. The example of an informative name is "Abay Factories", where the name conveys information about the sphere of activity (this is a factory engaged in the production of clothing) and location of the company (Abay town). Another example of an informative name can be a nomination from the name of the creator ("Aya Rabbim", "Kuralai", "ZHSAKEN", "LaRiya", "Aida KaumeNOVA").

3. The aesthetic function of a commercial name is to create a pleasant sound and aesthetic impression among consumers. The name should be sober, melodic and harmonious. In addition, the aesthetic function can help to memorize the name and create a positive brand image. An example of an aesthetic name can be "Dilana", "Manera", "Sofya Exclusive", where the name creates a pleasant sound, and is related to the philosophy of the brand, so that femininity and exclusivity of the images correspond to the characteristics of the product.

4. The differentiating function is to distinguish the name from competing products and services in the market. It must be unique and memorable, for example a neologism, which will attract the attention of consumers and highlight the brand from others, as well as reflect the special characteristics of the product or service. For example, the names "Balaco Ulttyqkod", "Mynana", "Zibroo", "Booboo", "Alfabala" allow the consumer to guess that the products of these companies are designed for children and also differ from the names of other brands.

5. The influential function is to encourage consumers to buy goods and services. It can be related to emotions, lifestyle, status of people, etc. Moreover, an influential function can promote customer loyalty to the brand, thereby influencing consumers' choice of a product. A striking example is the brand "Qazaq Republic", where the name appeals to the emotions and feelings of consumers: patriotism, uniqueness, country identity. In this context, the word "qazaq" does not mean "Kazakh" (the nationality), but "free". The philosophy of "Qazaq Republic" is the promotion of a new identity both within the country and abroad, transferring a piece of national culture through its products, which allows the brand to gain popularity among consumers in a short time. Examples of other such names are "Qazaq Soul" ("Kazakh soul"), "Zibroo" (from English "zebra"), "DiLana" (from Italian "made of wool"), "Mangilik" (from Kazakh "eternal").

6. The attractive function of the brand name is to attract the attention of potential consumers, causing positive emotions and associations. This feature is based on a visual and audio impression of the brand name. The attractiveness of a brand name may also depend on the design of its logo, color scheme, typography and other visual elements that accompany it. These elements must be well coordinated and reflect the overall brand concept. Striking examples are "Podium Dress Wear", "Qazaq Soul", "I am Different", "Ozine gana" (from Kazakh "only for you"), "Basqa" (from Kazakh "different"). A well-designed and attractive brand name can help the company engage more potential consumers and enhance the effectiveness of marketing campaigns. It can be a key element in creating a unique image of the company and its differentiation from competitors.

We analyzed 225 brands of clothing manufacturers in Kazakhstan: 14 of them are presented in Cyrillic, which is 6.22% of the total number, and 211 are in Latin, which makes up 98.2%. There are also cases of the simultaneous use of both scripts ("ETHNOS WEAR"). The percentage of Kazakh words is 18.6%, Russian 6.6%, foreign vocabulary 21.3%, including Italian (1.77%), French (0.88%) and Spanish (0.44%). The percentage of neologisms is 19%. The number of brand names based on the anthropocentric principle is 30.6%, including precedent names, which make up 3.55%.

As a result of the analysis of the actual material, using the methods of linguistic modeling, analysis and synthesis of lexical material, we have established that traditionally the nomination of brands is carried out according to the anthropocentric principle (30,6%), when the name of the founder, their children, and so on, are given to the brand. This technique has been used for a long time and allows the effect of brand identification with its creator to be achieved, as well as promoting the personal brand designer. This is achieved through the so-called "personalization" of the brand, when the creator of the brand is actively involved in the process of naming and promotion, contributing to the growth of brand popularity.

In the process of name formation, the most significant characteristics dominating during nomination of the same type of subjects or phenomena are selected. Golev (1981) named the principles of nomination "unique onomasiological models generalizing the most typical models and features by which homogeneous objects are named, for example, by color, by action, by origin, etc" (p. 17). Thus, from a semantic aspect, Gak (1977) defined the following principles of nomination: "a) use of a unit of a given language; b) creation of a new lexical unit; c) borrowing from another language". From the structural aspect, "in relation to the external form" the scientist distinguishes "a) simple word; b) derived word; c) complex word; d) word combination" (p. 46). Pozdnyakova (2020) listed the following means of nomination: lexical borrowing; word-forming; lexical-semantic method; substantiation; lexical-syntactic method; figurative nomination; language game; precedent phenomena. In some cases, nominators used the so-called language game, in which the "poetic function of the language" is released (Zemskaya et al., 1983, p. 175).

Classification of brand names can be carried out according to several criteria. Following Domnin (2020), we propose to use the following criteria in creating a brand name:
1) Phonetic (the name should be significantly different in sound from the names of competitors' goods, and be sober, easy and rhythmic to pronounce): "Zufa", "Sultan Khan", "LaRiya";
2) Phonosemantic (if the brand name is a neologism, it should have exclusively positive associations): "AZALI", "Mullida", "TEMALI";
3) Morphological (the meaning of each of the constituent parts of the name and the whole name should correspond to the identity of the brand): "Ethnos Wear", "Estestvo", "Ine concept";
4) Lexical-semantic (associations should express the essence of the brand and be positive in all languages of its use): "RomaNova", "White flower", "Hey Baby";
5) Lexicographical (name should not cause difficulties in reading and should be easily identified in Latin and Cyrillic): "Hanza", "Manera";
6) Legal (the possibility of other brands with the same name should be excluded): "Ainur Turisbek", "Aya Bapani".

According to their structure, brand names can be *simple* ("Zinnati", "Mimioriki") and *compound*, expressed with word combinations or sentences ("Qazaq soul", "Hey Baby", "Over", "House of Raya"). In terms of severity, brand names can be divided into *explicit* ("Qazaq Shapany") and *implicit* ones ("Manera"). It is easy to guess from the name of the brand "The Forma" (from Russian "form") that the company offers clothing. This is an example of an explicit name, as it is the explicit name of the proposed product. In the case of implicit nomination, the name of the brand either is not connected with the product or is connected with it remotely: "Argymaq" (from Kazakh "racehorse"), "Nadezhda" (from Russian "hope"; it is also a popular woman's name), "AnnaAnna" (woman's name). By origin, brand names can be identified as *national* ("Kurak Korpe"), *borrowed* ("Hayali brand", "Pentatonica", "Red Crow", "White Flower", "Hey Baby"), and *mixed* ("Adili Clothing", "OyuFashion", "Abil Sisters", "Arystan Wear"). According to the degree of formality, brand names can be identified as *official* ("Abai" factory, Uralsk Sewing and Knitting Factory "Nadezhda" LLP, "HIMTEX LTD" LLP) and *non-official* ("Amark", "YarDi", "Estro"). The degree of motivation can be distinguished between *motivated* and *unmotivated* names. Motivated and unmotivated names can be distinguished by the degree of connection between the words and objects of nomination at the moment of naming. For example, the the brand names "Qazaq Republic", "Qazaq Soul", "Kandas" are regarded as motivated, as their creators believe that the names successfully reflect the essence of the brands, which proclaime the mission of spreading patriotism within the younger generation and the formation of consumer loyalty to domestic products. At the same time, the name of the brand "Nadezhda" is unmotivated, since the company was created during the times of the Soviet Union without a clear motive, and since the name is fixed to this enterprise, there is no need to change it at this time. Other examples are "Novopek", "Textiline", "Chimtex LTD". It should be noted that in the typology of brand names, motivation is considered in terms of the nominator.

V. DISCUSSION

Brand names play a crucial role in the promotion and success of the product in the market. A well-designed and memorable name can influence consumer behavior and create a unique brand image. Analysis of lexical material

allowed the main linguistic factors that should be taken into account when forming a brand name to be identified, i.e. the phonetic, morphological, lexical, stylistic, semantic and graphical aspects.

The phonetic aspect indicates the attractiveness of the sound of the name, both its ease and the pleasure in pronouncing it, as well as its harmony with other words and sounds. An easy to pronounce and memorable brand name can have a significant impact on consumer behavior. One important aspect of the phonetic nature of the name is the sound symbolism. This means that certain sounds can be associated with certain qualities or emotions. For example, the sound "q" may be associated with the word "qazaq", and the sound "f" may be associated with the word "fashion". When creating a brand name, it is important to consider what sounds will be used in the name and what associations they can cause in consumers. In addition, the phonetic aspect includes analysis of the sound properties of the word, such as sound similarity and rhythmic structure. Sound similarity can be used to create a memorable name when certain sounds or sound combinations are repeated as, for example, in the brand names "AnnaAnna", "Arystan Aigerim". The rhythmic structure can create a balance between sounds and allow a name that is more harmonious and easier to pronounce. Finally, the phonetic aspect may also include an analysis of the intonation organization of the name. Intonation can be determined not only by the sound structure, but also by the emphasis on certain sounds, which can affect the emotional coloring and perception of the name ("Aima", "Roxwear").

The morphological aspect is related to the lexicogrammatical characteristics of the word, which may influence its perception and association. The brand name can be formed in a variety of ways, including derivative, complex, composite, and eigenwords. Derived brand names are formed by adding prefixes, suffixes, and endings to the root of the word, which can help create new words with desired meanings and associations. Complex brand names are formed by combining two or more words, allowing you to create unique and original names that reflect brand values and concepts. For example, the brand name "Sultankhan" consists of two words: sultan (sultan, prince) and khan (khan, lord), which reflects the focus of the brand on the creation of status clothing in the national style. Composite brand names are formed by merging two or more words without changing their form. For example, the name of the brand "Dresszone" is formed from the words dress (dress) and zone (zone, space), which reflect the concept of the brand: the creation of comfortable clothing for every day. Brand names are usually the names of the company's founders or produce associations with the concept and values of the brand. For example, the brand "Arystan Wear" was named after the founder of the brand: Eigerim Arystan. Another technique is to combine two or more words to create a new word. One of the most famous examples in the Kazakh market is the name of the brand "Mimioriki", which is a combination of the words Mimi, Mio and Riki (names mascots brand). This is a visual example of emotional branding, where the brand is created in four dimensions: spiritual, social, personal and mental. "We wanted the title to raise questions about the brand's values and philosophy. We needed it to be a non-existent word, to be able to fill it with meaning", the brand name's creator, Inna Apenko, explains. Having analyzed and summarized the practical material, we then highlighted the main ways of word building:

1) Addition: TEXTILINE, Novopak, Gkost (Galiya Kostayeva), TEMALI (formed by adding the first syllables of names TeMirlan+ALIzhan);
2) Fusion: DRESSZONE, ELENAROMANOVA, including combining words of different languages: Ailuna ("ai" - from Kazakh "moon", "luna" from Russian "moon");
3) Substantiation of adjective: Basqa (from Kazakh "different");
4) Abbreviation / addition of abbreviated words: IRBY Style, THE FAME (Feminine, Adorable, Muse, Extraordinary), MD (Marhabat Dulatovna, the founder of the brand), BQ BRAND.

The lexical aspect of brand name formation is connected with the use of certain lexical units, which can be words, parts of words or word combinations ("Ozine gana", "Belkovna"). When creating a unique brand name, word composition, lexical transfer, lexical neologisms or word formation by analogy can be used ("Bibotta", "Anysai", "Jamini"). These lexical units can have different meanings and connotations which must be consistent with marketing goals and brand positioning. When choosing a lexical component for a brand name, both neologism and an existing word or word combination ("Edelweiss", "Akbota", "Darideya") can be used. A new word can be formed by joining two or more existing words, modifying a part of the speech or word end, adding a prefix or suffix, and using a completely new word. When forming the brand name "Mullida" the founder chose the Spanish word "mullida" ("air"), as this word reflects the essence of the brand. Word games, allusions, rhymes and other lexical techniques can also be used to select a brand name, helping to create a unique and memorable name. The use of precedent names is widespread: "Baikonur", "Alatau", "Shoqan". It is important to note that when choosing lexical means for the name of the brand, it is necessary to take into account not only marketing purposes, but also cultural features, as well as possible negative connotations or homonyms in other languages.

The stylistic aspect takes into account the style and overall concept of the brand when forming the name. The use of figurative and emotional vocabulary, as well as stylistic techniques such as archaism, terms and idioms, can create a memorable brand image. This approach helps to create a unique style and increase brand awareness. One such technique is the use of figurative vocabulary such as metaphors, metonymy and synecdochies, which can create associations with the conceptual meaning of the brand ("Black Pepper", "White Flower", "Blue Velvet"). Another stylistic technique is a play on words or the use of unexpected combinations of words ("Nera We Nera"). Stylistic techniques may also include the use of rhyme, alliteration, assonance, which make the brand name more resounding and

memorable ("AnnaAnna", "Mimioriki"), and the use of the verb in the imperative mood ("Munayma" - "don't worry"). In addition, from the stylistic aspect of brand name formation, various linguistic and cultural elements can be used, such as exotic words, names or numbers ("Abadan", "Pentatonica", "Pakita"). The use of stylistic techniques in the formation of the brand name makes it possible to create a memorable image which stands out among competitors in the market.

The semantic aspect: choosing a word with a positive and neutral connotation for a brand name is very important, and its meaning and internal shape should not cause negative associations among potential customers. It is also important to consider cultural differences when choosing a brand name to avoid unfortunate translations and other cultural inconsistencies. In addition, if the brand name reflects its specialization and is understandable to potential customers, it can increase its visibility and help to attract new audiences. For example, when choosing a brand name for a product related to environmental technologies, it is effective to use words related to nature, green, sustainability, such as "eco", "green". This enables a positive brand image to be created and a link with its basic concept to be established. Another example is when choosing a brand name for a product associated with elite fashion, the founders use words that denote luxury, quality and style, such as "sultan", "khan", "gold" ("Sofya Exclusive", "SulaKhan"). These words have the meaning of high status and allow the brand to be associated with a high level of quality and exclusivity. Another important aspect is the use of linguistic tools that allow the semantics of the brand name to be strengthened. For example, the use of words that form contrasts ("Mimioriki", "Naive Wear"). This permits the brand to create both a visual and audio contrast, which enhances the perception of the brand name.

The graphic aspect is related to the visual perception of the brand name and is one of the most important elements of the visual image of the brand, which not only determines its recognition and brand elements, but also influences the brand strategy. This helps to establish a unique brand identifier and shape its visual embodiment, which usually includes logo, colors, fonts and other design elements. The graphic embodiment of the brand name consists of various elements such as font, color, size, shape, style, which interact to create a unique visual image of the brand ("ETHNOS WEAR", "OLA BRAND", "SLT Addict"). One of the key elements of the graphic embodiment of the brand name is the font. The choice of font can be determined by the semantic meaning of the brand. For example, bold font can be used to express strength and energy, and italics can be used to express elegance and sophistication. In addition, color is also an important aspect of the graphic embodiment of the brand name, as it can cause certain emotions and associations among consumers. For example, blue may be associated with reliability and trust, green with environmental responsibility, and red with energy and passion. Shape and size can also play an important role in the graphic embodiment of the brand name. For example, the oval form can be used to express refinement and sophistication, and the square form to express strength and confidence.

Extralinguistic factors have a great influence on the process of naming: features of culture, national character, goals and pragmatics of nomination. Extralinguistic factors are parameters of extralinguistic social reality, which determine changes in language of both global and private character (Zherebilo, 2011). These factors are beyond the language and are related to the particular business sector, target audience, cultural and social characteristics of the market and the country in which the brand will operate. One such factor is the target audience for which the brand is created. For example, for the young audience a bolder and more vivid brand name can be chosen ("Pentatonica", "Hey Baby"), and for conservative buyers, a more classical and traditional brand name can be used ("Tarbiya", "Myrza Brand"). It is also important to consider the context in which the brand name will be used as well as the competitive environment and uniqueness of the name, so that it is different from other brands and is easy to remember.

Extralinguistic aspects of brand name formation reflect the culture, national character, goals and pragmatics of the nomination. These may include factors such as social, economic and cultural trends in a particular country or region, consumer tastes and preferences, and a competitive environment. One extralinguistic factor is the cultural context. For example, in the culture of modern Kazakhstan, traditions and history are valued, so when choosing a brand name ancient or historical terms ("Myrza", "Tarbiya", "Qazaq Shapany") can be adopted. The national character has a significant influence on the formation of the brand name. The goal and pragmatism of the nomination also play an important role in the formation of the brand name. If the purpose of the brand is to be recognizable and memorable, then the name can be more vivid and unusual ("Zinnati", "RomaNova"). If the goal is to be descriptive and informative, then the name may be simpler and more informative ("Abai fabrikasy"). The competitive environment can also influence brand name selection. For example, if a brand with a similar name already exists in a certain market segment, a new brand may choose a different name to avoid consumer confusion. As Zhuravleva (2020) pointed out, "when analyzing mental traits of representatives of a certain ethnic group, it is necessary to take into account the territorial, social and cultural features of the region, where its representatives live compactly. This allows a number of holistic conceptual pictures of the world to be seen reflected in the language, as well as their specific priority systems" (p. 7).

The analysis of practical material enables tendencies towards democratization of the language to be traced. 18.2% of Kazakhstan clothing brands contain spoken language and slang, which helps to expand the consumer audience, attracting new buyers. The use of vocabulary representing the national Kazakh culture is 48.6% of the total number of language. This demonstrates the population's growing interest in national history and the strengthening of the position of the State language. The percentage of common names was 18.6%, and that of proper names was 30%. There is a gradual popularization of the Kazakh language within the country which is reflected directly in the commercial

nomination and represents the population's increased interest in its national history, culture, language and revival of traditions. The increase in the number of brands in the Kazakh language, the target audience of which are young consumers (15-30 years), gives reason to believe that the Kazakh language is becoming the language of the younger generation, and thus more fashionable. At the same time, there is a tendency to increase the number of brand names reflecting the national-cultural specificity of the Kazakh ethnic group, as well as that of other peoples living in the territory of Kazakhstan.

The vast majority of names of Kazakhstan brands of clothing are represented by vocabulary such as Kazakh and Russian, as well as foreign languages which are represented by Latin script (98.2%). The brand name implicitly reflects the attitude of modern society to the processes taking place in the country, as well as to its values. In this regard, the wide use of the Latin alphabet in the brand names of Kazakh manufacturers highlights the public request for the transition of the Kazakh language to the Latin script. At the same time, it is the Latin alphabet that allows brands to integrate into the world space when entering the foreign market. A large percentage of foreign-language vocabulary (20%) testifies to the globalization processes taking place in Kazakh modern society. A brand containing a foreign word-component in the name, can be associated in the consumer's eye with high quality products, ease of use and mobility. Such recognition often contributes to further promotion of the brand in the market.

The most common way to form a brand name is to use the name of the creator of the brand, as well as the use of neologisms. Brand names are usually the names of the company's founders or they are associated with the concept and values of the brand. The formation of brand names follows the anthropocentric principle, which also contributes to the promotion of the personal brand of the designer, which is achieved through the so-called "personalization" of the brand. In the sphere of commercial nomination in Kazakhstan, there is so-called emotional branding, when the manufacturer appeals to consumers' feelings through the name, and the brand is created on four planes: spiritual, social, personal and mental, thereby realizing the influential function of the brand name. The percentage of neologisms in the studied material is 19%, which suggests that Kazakh clothing manufacturers prefer the primary nomination. i.e. the invention of new words (neologisms), which allows the essence and concept of the brand and the investment of their unique senses in the name to be fully expressed, thereby gaining consumer loyalty.

Summarizing the conclusions of specialists, as well as studying Kazakhstan brands, we determined the following methods of branding. When forming a brand name, different means of language are often used, such as onomatopoeia, alliteration, rhyme, acronym, neologism, use of foreign vocabulary. The most common nomination is anthropocentric ("Aida KaumeNOVA", "Zherebtsov", "Gulnara Kassen", "Anar Ribeiro"). In commercial nomination, secondary nomination is mainly used, but when creating a brand name, experts often resort to the help of neologisms, new words or expressions formed by combining or changing existing words or phrases. Neologisms are often created by combining or modifying existing words: "Mimioriki" (Mimi+Mio+Riki). Onomatopoeia is a way of forming words, when the sound of a word reflects the sound spoken by an object or by the phenomenon that word means. One example of a way to form a brand name through onomatopoeia is the word "Gakku", which mimics the sound of a bird. There is a famous Kazakh song, which is called "Gakku". Alliteration is a linguistic technique where the same sounds are used at the beginning of two or more words. Examples include "Mimioriki", "Dresszone", which makes the name more memorable. An acronym is a language technique when a word is formed from the first letters of the words or phrases that it represents. For example, the abbreviation "MD" is the initials of the creator of the brand, or more precisely, it is their name and patronymic: Marhabat Dulatovna. Alliteration is the repetition of the same sound at the beginning of several words in a phrase or sentence. This method can be used to create a catchy and memorable brand name. Finally, rhyme is the repetition of the same sounds at the end of words. This method can also be used to create a memory and memorable brand name, whereas the use of foreign language vocabulary can add to the brand a sense of uniqueness and exoticity. Examples include "Pentatonica", "Red Crow" and "Monochrome Collection". The use of a foreign word can make a brand name more attractive to international audiences, but it can also lead to difficulties with pronunciation or translation in some languages.

VI. Conclusion

To sum up, the study of scientists' work in the field of commercial nomination, as well as the analysis of the actual material, revealed some features of brand name formation and allowed the following conclusions to be reached. First, the classifications offered by foreign experts do not fully reflect the realities of Kazakhstan, so we proposed our own classifications of the functions and types of brand names, complementing and correcting them and identifying the following brand name functions as a type of commercial nomination: nominative, informative, differential, aesthetic, influencing and attractive. Secondly, we created our classification of brand names based on several criteria: structure, degree of expression, origin, degree of formality and degree of motivation. Third, it was found that the most common way of forming brand names is nomination following the anthropocentric principle. From the lexical aspect, the names of clothing brands in Kazakhstan are dominated by the use of nouns from Kazakh vocabulary, neologisms and foreign words. Fourthly, the quantitative analysis of practical material has made it possible to identify linguistic representations which reflect the processes taking place in Kazakh society: the revival of public interest in national culture and language strengthening the position of the State language, and the involvement of Kazakhstan society in globalization processes.

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