
The Linguistic Features of Online Clothing Store Names from a Sociolinguistic Perspective

With social and cultural analysis

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Abstract.

The names of online clothing stores are not only commercial identifiers but also digital reflections of changes in social language life. From a sociolinguistic perspective, this paper takes 642 online clothing store names from platforms such as Taobao, JD.com, and Pinduoduo as research material to systematically examine the internal relationships between their syllable structures, rhetorical strategies, naming orientations, and socio-cultural psychology. The study finds that online clothing store names are mainly five to eight syllables long, with an advantage in even-numbered syllables, and extensively use rhetorical devices such as metaphor, quotation, reduplication, and pun, exhibiting obvious features of personalization and orientation. At the same time, the article also points out current issues in online clothing store naming, such as vulgar tendencies and irregular use of constitutive elements, and proposes corresponding solutions.

Keywords:

Store Name; Voice Features; Rhetoric Types; Personalization; Directivity

1. INTRODUCTION

In recent years, the online business market has become highly competitive. With the emergence of the post-2000 generation as a new consumer group and the rapid development of online platforms, people have shown unprecedented enthusiasm for online shopping, and the names of online stores have gradually entered the public's view. The historical development of store names in China reflects the changes of the times and contains rich social content. As witnesses of social history, the names of online clothing stores record changes in national politics and economic power and have become a means of national economic and cultural competition. Store names are the business card of a store. As a form of language that conveys information and serves an identifying function, they act as a bridge of communication between customers and merchants. Store names carry multiple meanings across linguistics, sociology, economics, and cultural studies. Analyzing the current naming situation of store names from the perspective of sociolinguistics allows us to understand the characteristics of texts, phonetics, and rhetoric, and to explore the cultural connotations and era characteristics contained in store names. Through the analysis of online clothing store names, we can broaden the perspective of research in the field of language application and deepen our understanding of language rules. The study of online clothing store names provides references and reflections for those naming online clothing stores. It can help some clothing business operators become aware of problems in store naming, thereby addressing them, enhancing the attractiveness of store names, promoting store development, and improving economic benefits.

2. Analysis of Online Clothing Store Names

(1) Phonetic Features

As one of the three elements of language, speech is the material shell of language. Syllables, as the basic structural units of speech, reflect the characteristics of speech. Long ago, human society could only transmit production and life experiences orally, making speech very important for the dissemination of store names, and operators paid attention to the influence of speech when naming stores. Now, under the larger context of online self-media, the way online store names are disseminated has changed. We will focus on the field of clothing to explore the speech characteristics presented in the names of online clothing stores.

1. Syllable count distribution

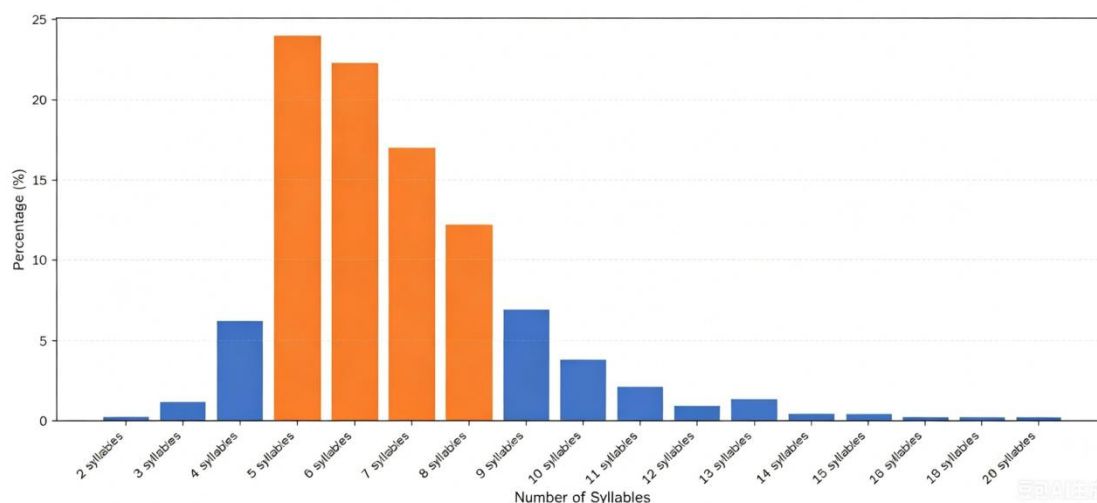
Taking the store names we collected on Taobao, JD.com, and Pinduoduo as an example. To facilitate the statistical analysis of online clothing store names and highlight the phonetic features of the store names, 418 online clothing store names consisting purely of Chinese characters were selected, and names with symbols or letters were excluded from the analysis of phonetic features. To clearly show the syllable distribution, the statistical results are presented in Table 1.

Table 1 Syllable distribution of online store names in pure Chinese characters

Number of syllables	quantity	percentage	example
diphthong	1	0.24%	Mao Ning
trisyllabic	5	1.20%	Han Yage and Qiu Chi's Discourse
Four-syllable	26	6.22%	Thirty Blossom, Kano Clothing
Five syllables	100	23.92%	Brother is also quite artistic, wearing Li 郎's lightweight clothing
six syllables	93	22.25%	Famontze Flagship Store, Mr. Bu Flagship Store
Seven syllables	71	16.98%	Wanaisiao Plus Size Women's Clothing, Cai Zhi Shao Heng Specialty Store
octosyllabic	51	12.20%	Kelly O's Flagship Store, Peacebird Men's Flagship Store
nine syllables	29	6.94%	Garnier Flagship Store, Miniso Flagship Store (Apparel)
Decasyllable	16	3.82%	Carrot Sports Outdoor Specialty Store
eleven syllables	9	2.15%	Scarecrow Clothing JD Self-operated Zone
dodecasyllable	4	0.96%	Chenhe Gentlemen's Chic & Dandy Men's Fashion Store, self-created
Thirteen syllables	6	1.43%	JEEP Sports Outdoor JD Self-operated Flagship Store
Fourteen syllables	2	0.47%	Seven Wolves Apparel and Underwear JD Self-Operated Flagship Store
Fifteen syllables	2	0.47%	Yu Zhaolin Mid-Aged and Senior Women's Clothing JD Self-Operated Flagship Store
sixteen syllables	1	0.24%	Mikasa's Product Specializing in Eight Years of Clothing Tail Stock Wholesale
Eighteen syllables	1	0.24%	Victoria Traveler Sports Outdoor JD Self-operated Flagship Store
Twenty syllables	1	0.24%	My family has a store specializing in Chinese-style cheongsams, Hanfu, Tang suits, tea attire, and women's fashion for enterprises

To visualize the above data more intuitively, the syllable distribution is displayed in Figure 1

Figure 1 Syllable Distribution of Online Clothing Store Names



From the above, it can be seen that the number of syllables in online clothing store names varies, ranging from two to eighteen syllables, with a relatively even distribution. Among these, five-syllable names account for the highest proportion at 23.92%, followed by six-syllable names at 22.25%, as seen in examples like Ge He Wen Yi, Liang Light Fashion, and Antarctic People Premium. Other syllable counts are relatively fewer. Analysis of the table reveals that five-, six-, seven-, and eight-syllable names dominate. This indicates a clear difference in syllable counts between online and offline clothing store names. As online stores evolve with the times, they break through the syllable limitations of offline names, showcasing new characteristics and reflecting distinct differences.

2. Phonetic syllable features

The syllables of online clothing store names account for different proportions in the number of syllables counted, and are distributed between two and eighteen syllables. [3] First of all, it can be found from the statistical corpus that the names of online clothing stores are mainly based on even syllables, and the store names with even syllables are dominant, such as Thirty Blooming, Katuchi Flagship Store, Mr. Muxin's Original Clothing, Charles Peach Heart Clothing Flagship Store, Chen He Gentleman Yuppier Style Men's Clothing Hall and so on. The predominance of even syllable words is an important characteristic of Chinese word formation and an inevitable trend of Chinese vocabulary development. Even syllable words can make the language expression of the store name more accurate and rich, and it is catchy to read, which conforms to the psychological characteristics of the Chinese nation. Secondly, the syllables of online clothing store names are generally longer than those of offline clothing store names, and offline clothing store names are shorter, which is mainly for the convenience of consumers to remember deeply. In this case, because of different carriers and the continuous development of the Internet, online clothing store names break through the limitation of the number of syllables in offline store names, and consumers can use different words for retrieval, so keywords become important. Longer clothing store names can improve the possibility of successful transactions and increase the economic benefits of operators. For example, My family has Chinese style cheongsam, Hanfu, Tang suit, tea clothing, women's clothing enterprise store, and collect the keywords Chinese style, tea clothing, women's clothing and cheongsam respectively to pop up this store. Finally, the name of an online clothing store with a shorter number of syllables can't summarize the clothing types of the store, such as the two-syllable

Mo Ning, which can't highlight the characteristics of the store. Store names with longer syllables are too long, which brings unnecessary burden to consumers. To sum up, it is more reasonable to distribute the names of online clothing stores with even syllables, which can also achieve good results.

(2) Rhetorical Types

With the increasing number of online clothing store names, the competition is becoming more and more fierce, and consumers' leisure time is fragmented. Store names have become a highlight to attract consumers' attention. If the name of an online clothing store can be remembered by consumers and attract their attention, it will increase the probability of successful transactions and increase the in-store revenue. Therefore, in the context of sociolinguistics, it is particularly important to use rhetoric efficiently to make store names stand out. Rhetoric, is to adapt to a specific topic situation, use appropriate language means, in order to pursue the ideal expression effect law. The following selects several common words from the collection of shop names for research.

1. Metaphor

Huang Liao's version of Modern Chinese pointed out that metaphor is analogy, which is a rhetoric that uses things A that are different in nature and have similarities to describe things B or uses theory A to explain theory B. The use of metaphor can make abstract things concrete, and generalized things visualize, so that people can easily understand them and give people a distinct image. For example, Mori Girl Tribe SNBL compares its shop to a tribe, and its consumer to a forest girl, which gives people a relaxed and comfortable feeling and makes people want to go in and find out. The product style of this store is mainly Mori Girl Department, inspired by the youthful publicity and distinct fashion characteristics of young girls, and focuses on clothing brands with individual girly style. While it is also dealing in women's clothing, Mushroom Street Original Women's Clothing compares its shop to Mushroom Street, which gives people a fresh and light feeling, and makes people involuntarily want to open a shop to find out. Fairy's Pocket Flagship Store and Escape from the Earth Intelligence Bureau compare the store to Fairy's Pocket and Intelligence Bureau respectively, while Princess Gu Jinglei Girl Plus Size Women's Clothing and CheeseBunny compare consumers to princess and CheeseBunny, vividly depicting the store characteristics.

2. Quotes

Wang Xijie said, 'Quotation, in order to enhance expressive effect, involves inserting ready-made words or stories into one's own speech to achieve the purpose of improving expressive effect.' This figure of speech reflects the long-standing Chinese habit of speaking in a euphemistic, subtle, and meaningful manner. Quotation is also commonly used in the names of online clothing stores, quoting classical poetry, novel titles, internet buzzwords, film and television titles, and so on. The use of this rhetorical device gives consumers a sense of familiarity when they see the names of online clothing stores. For example, 'Maple Forest Evening Clothing Store' quotes a line from the Tang dynasty poet Du Mu's 'Traveling in the Mountains': 'I stop my carriage, loving the maple forest in the evening; the maple leaves are redder than the flowers of February.' This poem was written by Du Mu while traveling, meaning that he stopped his carriage simply because he loved the evening scenery of the maple forest, where the frost-tinted maple leaves surpass the vivid flowers of February. This quotation not only alludes to the beauty of the evening maple forest but also highlights the appeal of this online clothing store. 'Dancing with Wolves' references the title of a film and television drama; later, this phrase became widely used as an idiom in literary works, referring to struggling with a powerful opponent or environment, bravely challenging oneself and

facing difficulties despite enormous challenges. The store uses this name to encourage consumers not to fear difficulties and to move forward courageously, enhancing consumer goodwill toward the store and potentially increasing repeat customers. 'Spring and Autumn Clothing Store,' 'Butterfly Loves Flowers Clothing Store,' 'Chu Ci Original Clothing,' and 'Autumn Water Beauty Official Flagship Store' quote the names of tune patterns, giving the store name a rich charm and poetic quality. Additionally, as these are classics, people are generally familiar with them, making the store names easy for consumers to remember.

3.Reduplication

Reduplication, as the name suggests, refers to the repeated occurrence of the same syllable. Reduplication emphasizes the repeated syllable, inherently giving the word a musical quality. Reduplication, also called repeated characters, describes the phenomenon of the same character being used repeatedly. The use of reduplication can enrich language expression, making it more artistic and expressive, allowing readers or listeners to enjoy the aesthetic experience that language brings while receiving information. According to the collected data, reduplication is widely used in the names of online clothing stores, such as "Beibei Foreign Trade High-Quality Women's Wear Wholesale", "Diandian Light-Luxury High-End Women's Wear", and "Jiujiu Women's Wear Brand Online Store". They make online clothing store names more catchy, easy to spread, and create a more appealing linguistic atmosphere.

4.Paronomasia

Pun is a rhetorical device that 'intentionally uses phonetic or semantic conditions to make a statement simultaneously refer to both its literal and underlying meanings, saying one thing and meaning another,' and it includes phonetic puns and semantic puns. Using puns can increase the interest of language. This rhetorical device cleverly employs the polysemy of words and homophonic phenomena, making a sentence have double meanings. This not only allows language to be expressed subtly and humorously but also deepens the meaning and leaves a profound impression on people. Among the online clothing store names, there are a large number of store names that adopt the word pun. The following is a few store names for discussion. For example, Wan Ru Xinsheng Women's Clothing Flagship Store, literally, the word Wan indicates that there is something related to women's clothing, revealing the style of the store, and the voice is the same as Wan Ru Xinsheng, which implies that after consumers enter the store to buy clothes and consume them, they will get a new style and look, and their faces will be radiant, as if they are reborn. Another example is No1: Yi Nuo Qianjin, which is a semantic pun. Literally, it can be seen that this store sells clothing goods, and it is the same as Yi Nuo Qianjin in phonics, focusing on integrity. In addition, there is Yan Ruyun Flagship Store, which is similar in phonics to Yan Ruyu. Here, it is a homophonic pun, which refers to a young and beautiful woman. Here, the store operators call consumers jade-like beauties to enhance consumers' goodwill for the store. Suixinyi Flagship Store has the same voice as Suixinyi, paying attention to consumers' personal feelings and improving consumer experience; Fini Moshu Flagship Store has the same voice as It's You, which improves the fitness between goods and consumers. Four main rhetorical devices are widely used in online clothing store names, as summarized in Table 2.

Table 2 Rhetorical Types and Examples in Online Clothing Store Names

Rhetorical Type	Definition	Store Name Examples
Metaphor	Using similar things to describe the store or consumers for vividness	Mori Girl Tribe SNBL, Fairy's Pocket Flagship Store

Quotation	Borrowing poems, film titles, or classic expressions	Maple Forest Evening Clothing Store, Dancing with Wolves
Reduplication	Repeating characters for musicality and memorability	Beibei Foreign Trade High-Quality Women's Wear
Paronomasia	Using homophones or polysemy for double meaning	Wan Ru Xinsheng, Yi Nuo Qianjin, Yan Ruyun

3. Characteristics of online clothing store names

(1) Presenting personalization

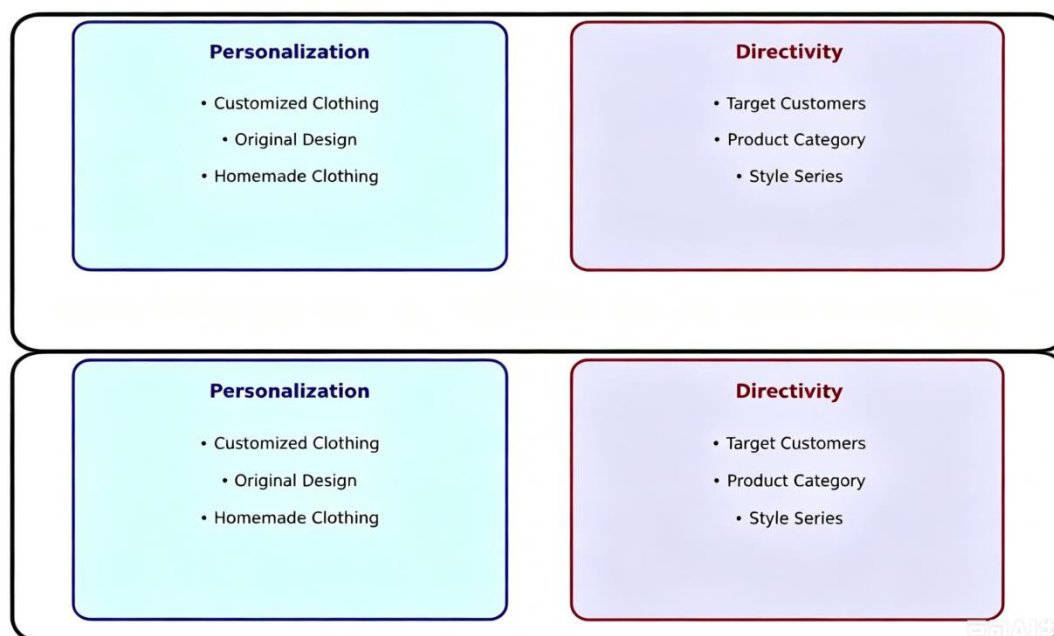
Individualization is an important aspect of typicalization, and it is also one of the methods of writers creating specific characters in literary and artistic works. In contrast to popularization, individualization is often used to meet the needs of individuals and provide services for individuals. In a society with highly developed network, the naming of online clothing stores itself has become a part of commercial activities. A good name may exceed its own value, and its impact on store management is often huge, which is an intangible asset. 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. An outstanding 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 unique collocation. Personalized customization is a new production mode which emerges under the urgent needs of the market environment. Compared with the traditional production mode, it can meet the individual needs more. Personalized customization services in our country include personalized stamp customization and personalized high-grade ready-to-wear customization. Such as Good Morning High-end Customization, Nineteen club Star Customization, SEVEN SEVEN Small Man Customization, etc. Original clothing takes original design as the core concept, completes production and sales independently, and reflects 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 Yuan Yaoqilou and so on. Homemade clothing refers to the process by which individuals design and make clothes on their own. This usually involves buying the fabrics and other related accessories needed for the garment, such as a sewing machine, and then using these materials and equipment to cut and sew the garment yourself. In contrast to buying ready-made clothing, homemade clothing allows individuals to personalize it according to their personal preferences, needs, as well as body type, thus ensuring that the clothing is more in line with their style and size. Moreover, the homemade garment process is also an entertaining and creative activity that enables one to experience the pleasure of handmaking. Angela Studio Clothing Homemade, Baby Styling Notes BOBTHING Children's Clothing Homemade, Pearl Homemade 155 Small Size Women's Clothing Customized and so on.

(2) Presenting directivity

The clothing category is a large field. Online shopping has a 'keyword' search engine function, so online clothing stores can be more precisely distinguished, making them directional and convenient for consumers to find. This saves time and allows them to better and more quickly find their desired clothing.

Classified by target customers, online clothing stores can be divided into men's wear, women's wear, children's wear and elderly wear. When consumers search for these keywords, the corresponding store names will appear, maximizing targeted shopping efficiency. Among the collected store names, those targeting men include Peacebird Men's Flagship Store and Count D'Orzel Men's Flagship Store; those targeting women include Sanmuzi Fast-Fashion Women's Wear, YOBARLA Women's Wear and YY Curated Trendy Premium Women's Wear; those for children include Dudujia Children's Wear Flagship Store and Lan Xiaoba Custom Children's Wear Store; and stores for the elderly include Mrs. Zhuang Flagship Store and No.1 Middle-Aged & Elderly Mom's Clothing. Classified by product category, they cover tops, trousers, underwear and so on. Stores focusing on tops include Eat more Art Sweatshirt Store and Dream House Sweatshirt Store; those specializing in trousers include ROMON Official Enterprise Store, Xia Chuncha Rising Star Specialty Store and Tao Zhiqi Official Flagship Store. Classified by style series, there is a wide variety. Consumers can search by keywords and browse dedicated online stores, which helps boost transaction rates. Styles include street-style men's wear, ancient-Chinese style, socialite-style outfits, wasteland-style women's wear, literary-style clothing for both men and women, Mori-style women's wear, cosplay selections, hip-hop streetwear for men, and more. Examples are Xiaonili Street Hip-Hop Trend Store, Wei-Jin Style Hanfu and Shanyouse · New Chinese Elegance. From this, it can be seen that online clothing store names convey information by category classification, which can enhance the directionality of searches, making it easy for buyers to distinguish among many online clothing stores and achieve two-way interaction with consumers. The two core naming orientations of online clothing store names are illustrated in Figure 2.

Figure 2 Naming Orientation Characteristics of Online Clothing Store Names



4. Problems and Solutions of Online Clothing Store Names

From the collected corpus, it can be seen that the naming forms of online clothing stores are diverse; Chinese characters, letters, and symbols can all convey information and express meaning. Major online clothing stores are brave in innovation and can break traditional biases to showcase

individuality, which is commendable. However, in practice, some store names pursue innovation and uniqueness excessively, deviating from the original functional purpose of the store name, resulting in strange, gimmicky names that are not conducive to the promotion of the store name. Online clothing stores differ from physical stores; they exist in an online environment, and inevitably some stores, seeking attention, overuse or misuse language. The use of online language is also complex and ever-changing. The naming of online clothing stores, within the context of internet culture, is essentially an issue of store name language norms.

(1) Existing Problems

1. The store name shows a tendency toward vulgarization

The vulgarization of online clothing store names manifests in two aspects: 1. Vulgarization: This behavior involves excessive catering to popular tastes or lowbrow interests, abandoning independent thinking and dignity to please others. It reflects a superficial and impractical mindset among the public. Such shallow, superficial store names undoubtedly damage and pollute our cultural environment. Examples like Lian Shang Gui Fu Ren (Lover's Lady), Ai Shang Lian Jiao Pin Pian Nü Chang (Fall in Love with Lian Jiao Brand Women's Wear), and Gui Se Qian Fang Dian (Exquisite Flagship Store) attract attention through vulgarity, blindly follow trends, and lack judgment or independent thinking. This behavior, devoid of independent thought and dignity, should be guarded against and avoided. 2. Westernization: The excessive admiration of Western culture and the belittlement of one's own culture constitute an unhealthy psychological state. This mindset may stem from historical factors such as economic and technological backwardness, as well as cultural insecurity. In online clothing store names, it manifests as overuse of foreign words and the adoption of Western-sounding names, with minimal use of Chinese characters. Examples include BEASTER Official, esc man studio, and No Need Indeed (NNID).

2. Inappropriate use of constituent elements

Regarding the use of constituent elements in store naming, there are primarily three types of irregularities. First, some stores commit spelling errors or use non-standard pinyin when naming. For instance, names like ZZHenL (Zhenzhen Heilan) or 夏不晚 XBUAN not only undermine brand image but also confuse consumers, leaving them puzzled by the store's name. Second, certain store names combine Chinese characters with English words where the English terms lack clear reference, resulting in ambiguous meaning. Examples include ci 旗舰店 or yy 潮流精品女装严选, which obscure the actual intent behind the name. Such unclear naming hinders consumer recognition and memorization, while also impeding store promotion. Lastly, some stores incorporate arbitrary numbers in their names, offering no practical value. Names like 外贸货仓 123 or 叶子女装店 62 render the numbers superfluous. This irrational naming not only fails to enhance brand image but may backfire, negatively impacting store operations.

(2) Solutions

1. Targeting the trend of vulgarization

To address the vulgarization tendency of online store names, merchants and relevant authorities may take the following measures:

Self-regulation by merchants

When naming their stores, merchants should exercise self-restraint and avoid vulgar and indecent names so as to safeguard brand image and consumers' experience. They should recognize that a store name is not merely an identifier, but also a medium for conveying corporate culture and values.

Standardizing naming criteria

Merchants may formulate or follow relevant naming standards to ensure store names conform to social morality and cultural traditions. Relevant institutions or industry associations may also issue naming guidelines to provide proper directions for merchants.

Supervision and penalties

Government authorities shall strengthen supervision over store names. Penalties such as warnings, fines or mandatory name changes may be imposed on merchants that deliberately use vulgar or indecent names. This helps maintain market order and social ethics.

Consumer supervision

Consumers may also play a supervisory role. Upon discovering vulgar store names, they may file complaints or reports to urge merchants to make timely corrections.

Strengthening brand awareness

Merchants should focus on building brand image. By adopting distinctive and creative store names, they can display corporate features and values, improving brand image and consumer trust.

Education and guidance

Governments and social organizations may conduct publicity and education to raise awareness among merchants and consumers of the harms of vulgar store names, and encourage the use of civilized, healthy and positive names.

In conclusion, to curb the vulgarization of store names, joint efforts are required from merchants, governments and all sectors of society. Through self-regulation, standardized naming, supervision and penalties, consumer oversight, brand building, education and guidance, a sound business environment and positive cultural values can be jointly maintained. Therefore, we should advocate a healthy, positive and uplifting store-name culture, making store names an important carrier for spreading positive energy and promoting fine traditional culture.

2. Issues related to the use of constituent elements

The clever combination of various elements in a store name can make the name more vivid and expressive, but it also brings the problem of neglecting the use of these elements. The components of a store name are something that consumers can intuitively feel, and they should be easy to spell and pronounce, simple and clear. Ensuring that a store name is easy to spell and pronounce helps customers share and recommend the store on social media. Store names should be concise and easy to understand, avoiding overly complex or difficult-to-understand elements whenever possible. Merchants should also continuously improve and supplement their store names, promptly adjust unclear names, and update information in time to ensure effective and timely communication, thereby promoting smooth transactions. In short, merchants should enhance their cultural literacy and aesthetic standards, standardize store names, fulfill social responsibilities, facilitate smooth transactions, and ensure the accuracy and standardization of store names.

5. Conclusion

As a typical form of commercial language in the digital age, online clothing store names are not only the realistic projection of language symbol system, but also the mirror image of social cultural psychology. From the perspective of sociolinguistics, this paper systematically analyzes the names

of 642 online clothing stores. It is found that at the phonetic level, store names are dominated by five to eight syllables, and even syllables are dominant, which breaks the traditional practice of short and pithy store names and reflects the reshaping of business names by keyword search logic; On the rhetorical level, figures of speech such as metaphor, quotation, reduplication and pun are widely used, which reflects the tension between the expression efficiency and aesthetic taste of online business language; In the naming orientation, the name of the store shows distinct characteristics of personalization and directionality, which not only conforms to the aesthetic preferences and consumption needs of young consumers, but also adapts to the keyword retrieval and matching rules of the power distribution platform. At the same time, some store names have some problems such as vulgarization tendency and nonstandard use of constituent elements, which reflects the dilemma of weak awareness of language norms and insufficient cultural self-confidence driven by commercial interests. Merchants should improve their language and cultural literacy, and the platform should improve the audit mechanism to create a healthy and standardized online business language environment.

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