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# Sociolinguistic Analysis of English in Fashion Design

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## ABSTRACT

*In the global apparel and textile industry, language is a critical tool for conveying the cultural and commercial value of garments and other fashion products. This study addresses a gap in research by moving beyond traditional advertising rhetoric to systematically analyze how English language styles directly influence consumer cognition and social identity related to fashion brands and their products. Employing an artificial intelligence-driven system that incorporates natural language processing and user behavior tracking, this research investigates consumer responses to three distinct language styles used in marketing apparel: high-end, trendy, and street. Through analysis of eye-tracking data, click patterns, and linguistic feedback, the study precisely measures how these language strategies shape consumer perception of brand-related cultural labels. The findings demonstrate that in the communication context of fashion design, specific linguistic choices can construct a product's identity and influence purchase intent, providing key insights for brand strategy within the competitive textile and fashion marketplace.*

## KEYWORDS

*English language style, brand identity, fashion communication, consumer behavior, textile industry*

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## INTRODUCTION

With the continuing acceleration of globalization and digitalization, the way brands communicate and communicate with consumers is also undergoing profound changes. Indeed, the shaping of brand image not only depends on the function and quality of the product but is also deeply influenced by language style, cultural background, and emotional resonance [1]. In modern society, consumers' recognition of brands and perception of brand image are no longer merely rational evaluations but more about emotional resonance and cultural identity.

This study aims to explore the relationship between different language styles and brand impressions and subsequently analyze how they affect consumers' brand identity and purchase intentions through potential cultural labels. Through the analysis of multiple respondents, this study attempts to reveal how language style,

as a cultural symbol, helps brands establish identity with specific consumer groups and shape brand uniqueness in diverse brand communications. In this process, language is not only a tool for conveying information but also an important carrier of cultural values, emotional connections, and social identity. Through the precise use of language style, brands can gain deeper emotional resonance among different cultural backgrounds and consumer groups, thereby enhancing the brand's appeal and market competitiveness.

## RELATED WORK

In the context of increasing diversity and globalization of contemporary fashion communication, language is deemed an important bridge between brands and consumers. Accordingly, it has steadily become a core topic of academic research in terms of communication strategies and expressions. To analyze the language strategies of fashion industry advertisements, Munteanu [2] explored consumer behavior and how it adapts to the ever-changing consumer society. He proposed a model for analyzing advertising discourse, focusing on its role in linguistics, rhetoric, and pragmatics [2]. Jinyoung et al. [3] studied the expression of brand information and promotional intentions and their relationship with customer interaction. The study found that brand information (e.g., the size of the brand logo and brand name) generally leads to lower levels of interaction, but luxury brands show the opposite trend [3]. Alomoush [4] studied Arabic-English vocabulary in 88 signboards by combining the theories of "connectivity analysis" and "geosemiotics." The study found that the use of Arabic-English reflects different social discourse cycles and becomes a manifestation of the dominance of English in Jordan's visual culture, despite the country's constitutional monolingual state [4]. Gan and Chen [5] explored the impact of the femininity, ethnicity, and presence of models in underwear models on young Chinese female consumers' advertising evaluations, body image, and gender role attitudes. The experimental results showed that advertisements that showcased bold femininity received more positive advertising evaluations [5]. Brans and Kuipers [6] analyzed the framework of fashion magazines since the 1980s and the critical discourse analysis of British *Vogue* at a key point in 2020; subsequently, they proposed that ideologization includes the following three elements: aesthetic agenda setting; reconstruction of the relationship between producers, consumers, and intermediaries; and the generation of discourse contradictions. Liu et al. [7] comprehensively reviewed the tasks related to fashion analysis, including fashion detection, fashion analysis, fashion retrieval, fashion style learning, fashion compatibility learning, fashion attribute prediction, and fashion generation. Park et al. [8] explored the female empowerment

advertisements (feminist advertisements) of luxury brands on social media. The study found that the authenticity of information played a mediating role between the specificity of information and brand attitudes and the intention to support women's empowerment activities [8]. Vladimirova et al. [9] explored who and how consumers are influenced to consume more sustainable fashion through social media. The study found that most studies explored how brands influence consumers through social media marketing strategies, whereas fewer studies focused on the broader sustainable fashion discourse and the role of social media as an activism tool [9]. Lee S and Lee Y [10] aimed to explore the decorative effect of aesthetic finishing technology on fabrics. By combining theoretical analysis with empirical research, the study collected the expression techniques and fashion cases of aesthetic finishing technology; through the design practice of six creative garments, it confirmed the application effect of aesthetic finishing technology in clothing, which can create unique surface effects and morphological beauty [10]. Park and Chun's [11] research results show that designers' arbitrary interpretation of traditional clothing may change its original meaning; appropriation of items is typically for commercial purposes; additionally, an unfair profit distribution can easily cause controversy; thus, the appropriation of historical events must be particularly cautious, especially for cultures that have experienced colonial rule [11]. Research by Pangesti et al. [12] showed that social media plays a leading role in shaping the cultural identity of millennials. Language usage has profoundly changed, with many English words and phrases being widely used in daily communication. Global fashion trends spread through social media are also widely accepted, leading to the fusion of traditional and modern clothing styles [12]. However, existing research focuses on the expressive effect of language in a specific context and rarely systematically integrates the dynamic relationship between language style, media platform, and consumer behavior. Consequently, it limits the in-depth understanding of the overall mechanism of advertising language strategy.

## **METHOD**

### **English Language Style and Discourse Construction in Fashion Design**

*Language Features in Fashion Advertisements (e.g., Rhetoric, Metaphor, Trend Words, etc.)*

Fashion advertising is an important bridge of communication between brands and consumers. Its language style is very expressive. It should not only attract attention but also convey the core value of the brand. English has a unique expressiveness in fashion advertising. It often uses rhetoric, metaphors, and trending vocabulary

to build emotional resonance, social recognition, and identity symbols.

Rhetoric: Fashion advertisements widely use various rhetoric devices, such as parallelism, contrast, rhetorical questions, and so on, to enhance the expressiveness of language. For example, the advertising slogan, “Unleash your beauty,” not only inspires potential and a sense of freedom through the verb “unleash” but also quickly conveys the brand concept through concise and direct sentence patterns.

Metaphor and symbolism: Metaphorical language in fashion advertising helps construct the abstract concept of the brand. Through language such as “luxury is a feeling,” advertisements directly connect luxury with emotions, making consumers subconsciously see the product not only as a material thing but also as a symbol of a lifestyle.

Trending words: New trending words are constantly being incorporated into fashion advertisements, especially those that reflect current fashion trends (e.g., “sustainable,” “eco-friendly,” “inclusive,” etc.). These words not only can convey the social responsibility of modern brands but also attract target groups, especially the younger generation of consumers.

Through these language features, fashion advertisements not only promote products but also shape social and cultural discourse, enhancing brand recognition and cultural value.

#### *Creation and Spread of “Popular English” in the Context of Social Media*

Social media platforms, especially Instagram, TikTok, and Twitter, have become the core stage for fashion brands to showcase and interact with consumers. On this platform, fashion language is highly fragmented and updated quickly, and popular English has become an important tool for the dissemination of fashion culture.

Creation and dissemination: Through user participation and content interaction, some ordinary words in English have been given new meanings and trends. For example, the word “aesthetic” originally referred to aesthetics; however, in the social media dissemination of the fashion industry, it has slowly evolved into a symbol of style or lifestyle, commonly seen in labels such as “vintage aesthetic” and “cozy aesthetic,” becoming a collection of vision and emotion.

The rise of trending words: Words such as “vibe” and “slay,” which are often emotional and contagious, have quickly become popular on social media. For example, “slay” originally meant to beat; however, in the context of fashion, it is used to describe someone who performs extremely well, especially in terms of appearance and dress. Social media users use “slay” to express their appreciation for others’ clothing combinations or

overall appearance, and this usage has become one of the iconic features of fashion language.

User-created language: On social media, brands are not the only ones creating language; users are also creating new ways of expressing language through personal content. For example, fashion bloggers and influencers on Instagram often spread emerging buzzwords through hashtags and short sentences. These words quickly enter the popular language in a short period of time and become the builders and disseminators of fashion language.

The characteristics of social media are its immediacy and interactivity, which not only allow the quick generation of “buzzwords” in English but also their quick spread worldwide. Accordingly, they become part of fashion culture and shape the current “fashion trends.”

### **Discourse Strategies in English in Fashion Shows, Design Briefs, and Interviews**

In fashion shows, design notes, and interviews, English is not only a tool for conveying information but also a strategic means to build discourse power and brand image in the fashion industry. The English used by designers, brand representatives, and fashion critics in this process has a clear language strategy. Its aim is to shape the brand’s personality, leading cultural trends and establishing connections with global audiences.

Language strategies in fashion shows: Fashion shows are places where brands present their self-image and design concepts. In such occasions, the use of English language is generally concise, straightforward, and expressive, often using phrases or slogans to strengthen the brand image. For example, brands may use adjectives such as “bold” or “avant-garde” to highlight the avant-garde nature of the design in a show. Alternately, they may use “innovative” in a speech to convey their creativity and breakthrough.

Discourse construction in design description: When designers introduce their new series to the media or the public, they often use English to construct a high-end, artistic language style. Design description is not only a simple introduction to the work but also conveys the philosophy, inspiration, and artistic pursuit behind the design to the audience through carefully designed language. For example, designers may use “conceptual” to emphasize the thoughtfulness of the design or “unconventional” to express a design concept that breaks tradition.

Language strategies in interviews: In fashion interviews, brand representatives or designers use English to express their insights into fashion trends, social culture, and consumer psychology. Language strategies in interviews are often ideological and emotional. Designers may use concepts such as “sustainability” to express their concern for the future development of fashion. They may also use “empowerment” to convey

how brands can help consumers express themselves through fashion.

This English language strategy in the fashion industry not only plays a communication role in conveying design concepts but also strengthens the brand's cultural positioning and global influence through specific vocabulary selection and language style shaping.

### **Language Identity and Fashion Consumption Identity**

#### *Social Class Symbolic Significance of English Language Use to Brand Image*

In the fashion industry, the use of English is not only a tool for communication but also has a profound social class symbolism. Brands use specific language choices to convey their social status and target consumer groups.

##### (1) High-end brands and social elites

Many luxury brands (e.g., Louis Vuitton, Chanel, Gucci, etc.) often use standardized, concise, and elegant English words in their brand language, which can accurately convey their high-end positioning. The use of refined English terms is not only a language strategy but also a symbol of social identity. For these brands, English, as a global language, can effectively convey their international and high-end image while targeting people with a certain social status. Through words such as "luxury," "exclusive," and "heritage," these brands not only show their nobility to consumers but also strengthen consumers' social class identity through language.

##### (2) Mass brands and popular consumption

Compared with luxury brands, some mass fashion brands (e.g., Zara, H&M, etc.) tend to use more popular and popular language. English is given a more "lifestyle" color in these brands, such as the use of words such as "affordable" and "casual," which convey the brand's emphasis on product cost-effectiveness and universal accessibility. Through this language strategy, brands can narrow the distance with ordinary consumers and make them feel that they can participate in fashion consumption.

#### *Consumers' Social Recognition and Emotional Recognition of Fashion Brand Language*

Consumers' recognition of a brand often depends not only on the product itself but also on the language information conveyed by the brand. As an important communication tool between fashion brands and consumers, English has strong emotional resonance and social recognition.

##### (1) Emotional identification

Fashion brands convey emotional value to consumers through carefully designed English language. For example, by using words such as “freedom,” “empowerment,” and “confidence,” brands can create a positive emotional atmosphere and help consumers establish emotional resonance. For some consumers, this emotional identification is more attractive than the product itself. They are not only buying the brand’s products but also buying an emotion and lifestyle.

## (2) Social identity

For modern consumers, especially the younger generation, the use of brand language has become an important symbol of their social identity. The development of social media has made the language of fashion brands not only limited to advertisements and product labels but also deeply integrated into all aspects of consumers’ daily lives. By identifying with the brand language, consumers can show their connection with the brand in their social circles, thereby shaping their personal social identity. For example, using a brand’s “hashtag” or wearing a brand’s iconic clothing is not only an expression of love for the brand but also a reflection of the social class, values, and cultural identity represented by the brand.

## (3) Social influence and language identity

When opinion leaders in social media (e.g., fashion bloggers, celebrities, etc.) use the language of a specific brand, consumers often imitate their language style to gain social identification. The spread of this language not only affects consumers’ purchasing decisions but also affects their social behavior and cultural identity, forming a deep connection with the brand.

In this language interaction, English is not only a tool for conveying information. In itself, it has profound social and emotional significance and can strengthen consumers’ emotional and social identification with the brand.

### *How Does English Language Style Construct “High-End,” “Trendy,” or “Street” Cultural Labels*

Through the clever use of English language style, fashion brands can effectively construct specific cultural labels. Accordingly, it grants the brand a unique identity and cultural significance, thereby influencing consumers’ purchasing behavior and sense of identity.

Construction of high-end cultural labels: Many luxury brands convey their “high-end” image by using concise, elegant, and culturally profound English words. For example, brands use words such as “timeless” and “elegance” to highlight their timeless and classic designs. Simultaneously, these brands often use concise and clear brand slogans, avoid excessive rhetoric and complex language expressions, and maintain an elegant and implicit brand style. In this case, English becomes a carrier of brand culture, which not only helps brands build

high-end identities but also helps consumers show their elite status by choosing these brands.

Construction of trend culture labels: Distinct from high-end brands, trend brands (e.g., Supreme, Off-White, etc.) attract young consumers by creating English language with a sense of street culture. For example, brands use words such as “hype,” “exclusive,” and “limited edition.” It conveys “scarcity” and “trendiness,” thus shaping its “trend” cultural label. Through these words, the brand not only strengthens its own sense of fashion and personality but also stimulates consumers’ desire to buy, especially those young people who seek to keep pace with the trend.

Construction of street culture labels: Some street style brands (e.g., Vans, Nike, etc.) tend to use a more relaxed and casual language style and shape the brand’s street culture sense through concise slogans and dynamic expressions. For example, the use of words such as “skate” and “rebel” are not only closely related to the rebellious spirit of street culture but also strengthen the brand’s close connection with young, free, and uninhibited culture.

In solving the inadequacy of the traditional three-classification to cover cross-border brands, this paper introduces Bourdieu’s two-dimensional theoretical framework [13] of cultural capital (Table 1) to reposition the brand cultural identity from the two dimensions of “elitism–popularity” and “traditionalism–innovation.” Each corpus corresponds to the position of the brand in the two-dimensional quadrant, achieving a precise division of language style (Table 2). For example, Off-White is positioned in the “high innovation + medium elite” area, which is different from traditional Luxury texts and also separated from mainstream Trendy language, thereby controlling the consistency of the corpus and the reliability and validity of the experiment. This study uses Bourdieu’s cultural capital theory to construct a two-dimensional classification framework as follows:

Table 1. Classification framework

Dimensions	Explanation	Scope
Elitism–Popularity	Measures whether the brand relies on symbolic exclusivity and high cultural capital to differentiate it from other brands	Elite-oriented (e.g., Hermès) ← → Mass-oriented (e.g., H&M)
Traditionalism–Innovation	Measures the degree of traditionalism or avant-garde experimentation in the brand’s visual language and semantic expression	Classic tradition (e.g., Chanel) ← → Trend pioneer (e.g., Off-White)

Map the original three types of language materials to a two-dimensional framework:

Table 2. Two-dimensional framework

Original group	2D Coordinate Mapping	Example Brand	Adjustment Instructions
Luxury	Elitism + Traditionalism	Chanel/ Hermès	Keep as “Upper Right Quadrant”
Trendy	Popularity + Innovation	Zara TRF/ SHEIN	Maps to the “lower left quadrant”
Streetwear	Innovation + elitism (partially mixed)	Off-White/ Vetements	Clearly marked as “center-right to lower” or adding “hybrid”

### Experimental Subjects

Subjects comprise roughly 90–120 people with ages between 18 and 35 years old (primarily focusing on the main fashion consumer group). This study randomly divided them into 3 groups, with 30–40 people in each group.

#### *Participant Grouping and Definition for Native vs. Non-Native Speakers*

For the “semantic transfer effect” analysis (Table 3), this study recruited additional participants (60 respondents) and divided them into two groups, namely, native and non-native speakers. The aim was to examine the influence of language background on the decoding of emerging fashion vocabulary.

Table 3. Semantic shift effect

Language Background	Slay word meaning recognition accuracy	Vibe word meaning recognition accuracy	Brand classification accuracy
Native Speaker	91%	88%	85%
Non-native speakers	63%	58%	60%

Non -native speakers have a significant decoding bias for Gen Z vocabulary, which leads to a distorted understanding of brand positioning. The native language group were primarily recruited through cooperation with local universities, targeting exchange students and foreign faculty members whose native language is English. They also utilize online research participation platforms to screen eligible participants. The non-

native language group were chosen by primarily releasing recruitment information through the university's foreign language college and international student center, aiming to recruit undergraduate students with higher English proficiency (able to read and understand fashion-related texts fluently).

In this study, "native speakers" are strictly defined as individuals who have learned and used English as their primary means of communication from a young age and who have completed their basic education in countries where English is the main official language (e.g., the United States, the United Kingdom, Canada, Australia, etc.). All participants were required to fill out a detailed language background questionnaire before the start of the experiment to ensure that they met the grouping criteria.

To control for potential confounding variables, the two groups were matched in terms of the number of participants, age, and gender composition. The native speaker group consisted of 30 individuals. The age range was from 19 to 34 years old (with an average age of 24.8 years), comprising 14 males and 16 females. The non-native speaker group also consisted of 30 individuals. The age range was from 20 to 35 years old (with an average age of 25.5 years), comprising 15 males and 15 females. The participants in this group had diverse native language backgrounds, including Chinese, Japanese, and Korean, and all had advanced English proficiency (e.g., having passed the University of Cambridge English Certificate [C1] or an equivalent level certification).

### **Experimental Procedure**

The introduction and guidance phase entailed informing the subjects that the experiment is a "brand communication and language perception study" but without revealing the language style intention.

Each group of subjects is only exposed to the advertising text and pictures of the corresponding style in their group.

To control the interference of visual design on eye movement indicators, this study set up a "pure text control group" to present only brand language without image information to remove the influence of images on the subjects' visual attention. The graphic and text groups were consistent in language content with the pure text group, using the same corpus and presenting it in a fixed format to control the interference of layout factors (Table 4).

Table 4. Group settings

Group	Type of Stimulus Material	Purpose
Group A	Combination of pictures and text (original experimental materials)	Simulate real advertising scenes and measure overall visual attention
Group B	Text-only materials (remove images and keep only brand language)	Remove visual distractions and simply measure the impact of language style on attention
Group C (optional)	Pure graphic materials (remove text and keep only pictures)	Verify the independent effect of images on visual appeal (optional)

### Data Analysis Methods

Quantitative analysis involved using SPSS or R to analyze the Likert scale data and compare the impact of three styles of language on identification and brand perception, cross-analyzing the differences in language style preferences among different genders, ages, and educational backgrounds.

Qualitative analysis entailed a thematic analysis performed on the open-ended responses to extract keywords related to language style perception and cultural labels (e.g., “cold,” “friendly,” “hipster,” etc.).

To examine the overall impact of different language styles (elite type, trendy type, and street type) on consumers’ brand perception, we first conducted a one-way analysis of variance (ANOVA) on the Likert scale data of all the samples ( $N \approx 120$ ). The analysis results clearly revealed the significant differences among the three language styles in shaping the “high-end perception,” “trend perception” of the brand, as well as stimulating consumers’ “liking degree” and “purchase intention.”

## RESULTS AND DISCUSSION

### Impact of Language Style on Brand Perception

As seen from Table 5, the “Luxury” style scored significantly higher than the other two styles in the “High-end Feeling” dimension, which validates its effectiveness in shaping the brand’s prestigious and classic image. The “Trendy” style received the highest scores in “Trendiness,” “Liking Degree,” and “Purchase Intention.” This result indicates that by using popular Internet language and expressive words, it can effectively attract young consumers and turn them into direct consumption interests. The “Streetwear” style performed best in the “Affability” dimension and also received high scores in “Trendiness” and “Purchase Intention,” indicating that its relaxed and casual language style successfully brought it closer to consumers. Overall, the data

demonstrate that language style is a key variable influencing brand perception. Brands can strategically select and construct their discourse framework based on their market positioning (high-end, trendy, or street style).

Table 5. Comparison of the average scores of each dimension of brand perception under different language styles

Dimension	Elite	Trendy	Streetwear	F value	P value
High-end feeling	4.35 ± 0.68	3.12 ± 0.85	2.58 ± 0.91	21.45	< 0.001
Trendy style	2.89 ± 0.74	4.55 ± 0.55	4.21 ± 0.79	18.92	< 0.001
Affinity	2.65 ± 0.88	3.98 ± 0.92	4.25 ± 0.82	15.67	< 0.001
Popularity	3.44 ± 0.95	4.41 ± 0.76	4.33 ± 0.80	11.23	< 0.001
Purchase intention	3.28 ± 1.02	4.38 ± 0.81	4.15 ± 0.88	10.51	< 0.001

### Qualitative Analysis of Representative Cases

We selected 5 representative participants (P001–P005) from the three language style groups for qualitative analysis (Table 6) after revealing the overall statistical trend. Our aim was to delve deeper into the intrinsic reasons for the different consumer reactions. The selection criteria were based on their quantitative scores in the questionnaire and the text feedback in the open-ended questions. The aim was to cover typical positive, negative, or complex reactions to different styles. This process anticipates providing a comprehensive understanding of the consumer psychology behind the data.

Table 6. Summary of Keywords (Extraction of Open-Ended Question Topics)

ID	Brand impression keywords	Keywords for language style	Potential cultural labels
P001	“Graceful, noble”	“Exquisite, Traditional”	High-end / Aristocratic
P002	“Personalized, interesting”	“Internet slang, dense phrases”	Trend / Youth Culture
P003	“Relaxation, Freedom”	“Informal, colloquial”	Street/ Skateboarding Culture
P004	“Steady, detached”	“Graceful but lacking in warmth”	High-end/ Alienated
P005	“Modern, Shareable”	“Slay, Vibe, Lit, etc.”	Social/Z Generation Culture

The keyword analysis of individual cases further verified the effect of cultural labels in shaping language styles. For instance, the words “elegant” and “noble” used by subject P001 matched the defined positioning of “elitism + traditionalism” in the study, successfully shaping the cultural identity of traditional luxury brands. By contrast, P002’s feedback represented the brand impression of “individuality” and “fun,” and their language style characteristics were “Internet slang” and “infographic dense,” which were highly consistent with the “trend/young culture” label.

### Analysis of Brand Perception and Identification

As seen from the data in Figure 1, different respondents provided different scores on various factors. In terms of high-end feeling, P001 and P005 gave higher scores (both 5 and 3), whereas P003 gave a lower score (1). In terms of trendiness, P002 and P005 gave higher scores (both 5), whereas P004 gave a lower score (2). The scores for affinity are relatively balanced, with P003 having the highest score (5) and P004 having the lowest score (2). The scores for preference and purchase intention are generally high, with P002 and P005 giving high scores (5 and 5) on both dimensions.

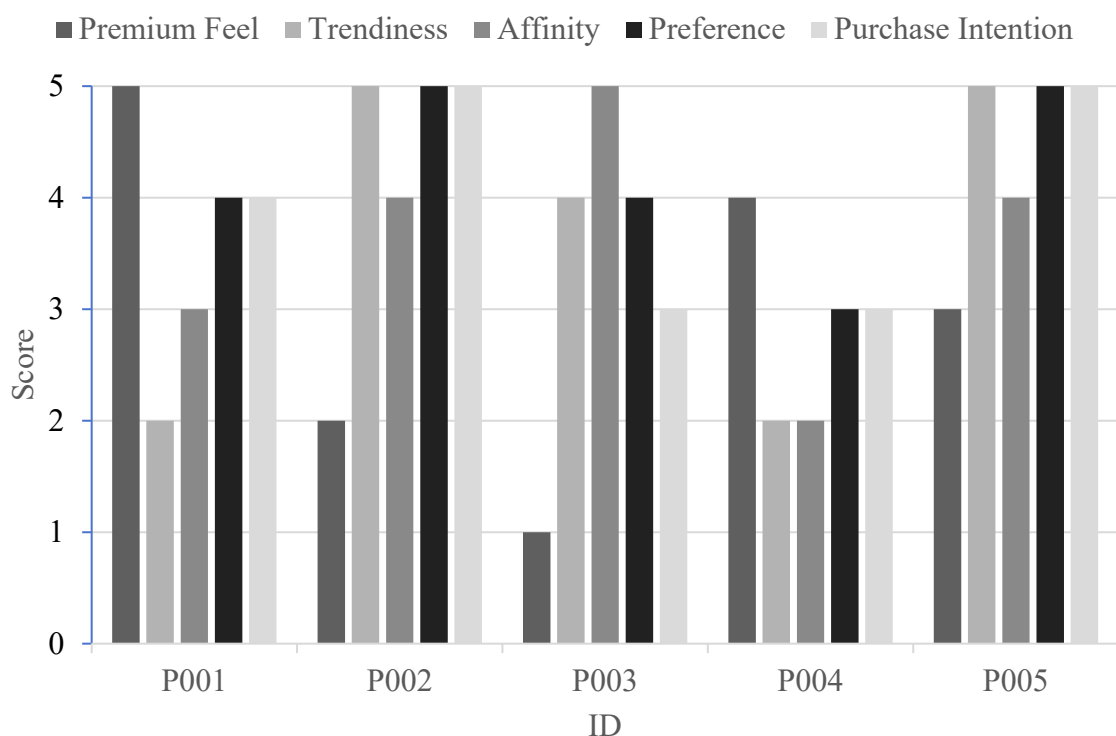


Figure 1. Brand perception scale data

The data show that brands with strong trendiness (e.g., P002, P005) received the highest purchase intention. Although the brand with the highest affinity, P003, lacked the highest purchase intention, through the qualitative analysis of open-ended questions, we found that affinity still plays an important role in establishing brand favorability. Therefore, when brands are shaping their fashion sense, considering emotional connection might be a better strategy.

This study aims to analyze the differences in consumers' scores on three dimensions, namely, identity matching, emotional resonance, and social recommendation tendency, and their interrelationships. The data

source includes the scores of five respondents on these three dimensions, and the scores are based on a five-point Likert scale. As can be seen from the data, certain differences exist in the distribution of respondents' scores on each dimension. In terms of identity matching, P002 and P005 gave the highest scores (both 5), whereas P004 gave the lowest score (3). In terms of emotional resonance, P002 also gave the highest score (5), whereas P004 and P001 gave lower scores (2 and 3, respectively). In terms of social recommendation tendency, P002 and P005 gave the highest scores (5), whereas P001 gave the lowest score (2), as shown in Figure 2.

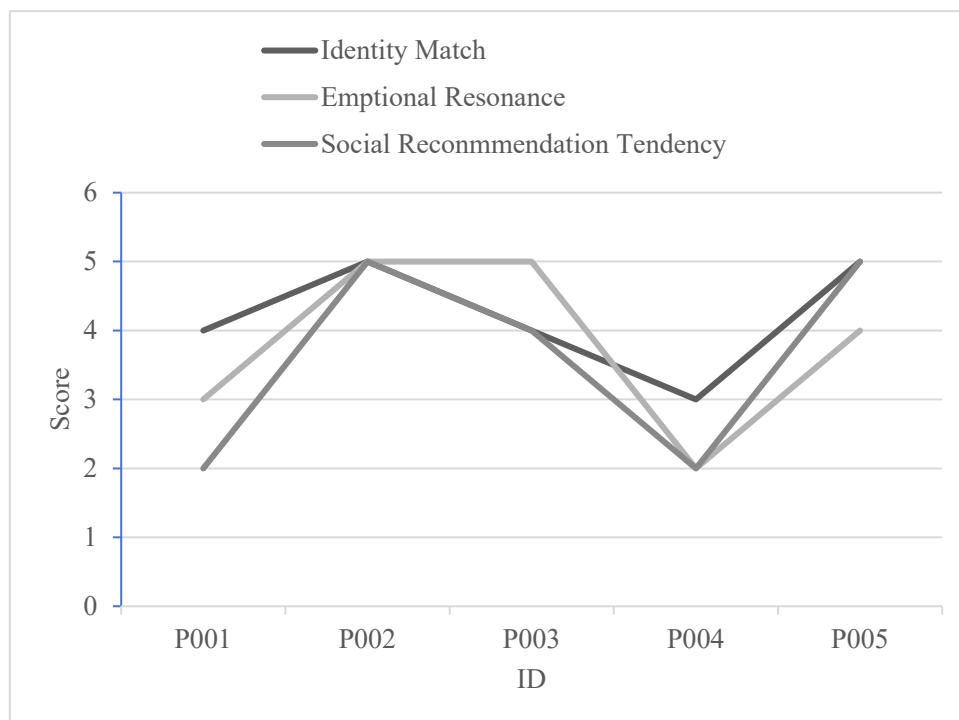


Figure 2. Emotion and social identity scale data

According to the analysis of experimental data, the brand impression, language style, and potential cultural labels of the respondents showed obvious diversity and hierarchy. The keywords “elegance” and “nobility” used by subject P001 closely match the “elitism + traditionalism” (upper right quadrant) that we defined in the two-dimensional framework. This finding verifies that this language style has successfully shaped the cultural identity of traditional luxury brands. P002 represents the brand impression of “individuality” and “interesting,” and its language style presents the characteristics of “Internet buzzwords” and “phrase-intensive,” which are highly consistent with the “trend/young culture” label. This finding indicates that this

brand positioning has a strong appeal among young people who pursue individuality and fashion trends (as shown in Table 1).

According to the respondents’ ratings of different language styles in Figure 3, we can clearly observe the close relationship among language style, brand recognition, and brand perception. First, from the distribution of language styles, the creative language style receives the highest recognition and brand perception score, especially respondents P002, P008, and P014; all of them scored 5, indicating that the creative language style has a strong appeal among the respondents. This language style may be able to effectively enhance brand recognition and perception owing to its uniqueness, fun, and innovation, especially among young people.

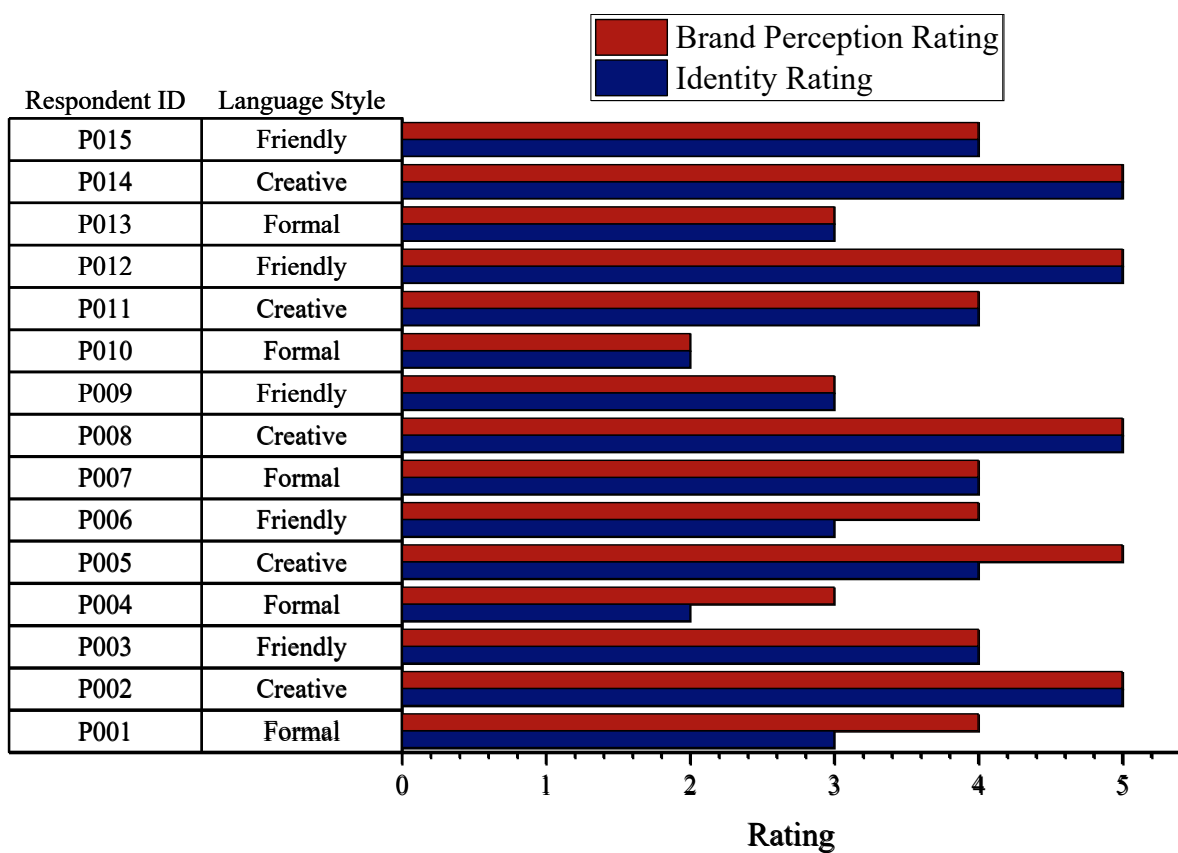


Figure 3. Impact of different language styles on consumer recognition and brand perception

According to the TF-IDF keyword analysis in Table 7, the three types of texts show significant label differences in high-frequency words, confirming that the main differences in the experimental materials are indeed concentrated on the “cultural label” level rather than vocabulary complexity or syntactic structure. Luxury texts are centered on high TF-IDF value words such as “heritage,” “craftsmanship,” and “exclusivity,” reflecting

the emphasis of high-end brands on historical accumulation and exquisite craftsmanship, which is in line with the cultural capital characteristics of elitism. Trendy texts highlight words such as “edgy,” “bold,” and “vibrant,” demonstrating the language style of publicity and self-expression in popular culture. Streetwear texts focus on using words such as “hype,” “drop,” and “urban,” strengthening their street culture context and the limited attributes that interest the consumers. These differences show that the text style is relatively well controlled, and the main differences between the experimental groups actually come from the cultural labels carried by brand positioning.

Table 7. Comparison of the top 10 TF-IDF keywords (label words in each group of texts)

Ranking	Luxury text keywords	TF-IDF value	Trendy Text Keywords	TF-IDF value	Streetwear Text Keywords	TF-IDF value
1	heritage	0.213	Edgy	0.198	hype	0.235
2	craftsmanship	0.195	Bold	0.172	drop	0.213
3	timeless	0.182	expressive	0.165	urban	0.205
4	exclusivity	0.174	Trendy	0.158	collab	0.194
5	bespoke	0.162	Vibrant	0.151	limited edition	0.189
6	elegance	0.157	Boldness	0.143	culture	0.176
7	refinement	0.153	Aesthetic	0.138	street-style	0.172
8	maison	0.145	playfulness	0.127	oversized	0.168
9	haute	0.141	Cool	0.119	sneakerhead	0.165
10	atelier	0.135	Vibe	0.112	raw	0.159

According to the word frequency statistics in Table 8, the three types of texts show clear style differences in the use of high-frequency words, which further supports the effective distinction of text materials in the dimension of “cultural label.” Luxury texts primarily use words such as “luxury,” “classic,” and “elegance,” highlighting their emphasis on tradition and quality, reflecting the identity symbolism of high-end brands. Trendy texts are dominated by high-frequency words such as “trend,” “bold,” and “fresh,” reflecting the language characteristics of the mid-end market that focuses on personality and fashion perception. Streetwear texts frequently use words such as “drop,” “sneaker,” and “graffiti,” demonstrating the

immediacy, rebelliousness, and circle identity in street culture. Overall, these high-frequency words echo the results of TF-IDF analysis, verifying that the three types of texts actually reflect targeted cultural positioning at the lexical level, providing a corpus basis for the differences in brand perception in subsequent experiments.

Table 8. Comparison of the top 10-word frequencies (non-functional words, excluding stop words)

Ranking	Luxury text terms	Word frequency	Trendy Text Terms	Word frequency	Streetwear text term	Word frequency
1	luxury	42	trend	39	drop	45
2	brand	38	look	36	street	41
3	design	35	color	34	sneaker	39
4	classic	33	bold	33	vibe	37
5	quality	30	fresh	31	hood	35
6	tradition	28	new	29	collab	34
7	iconic	26	expressive	28	hype	32
8	timeless	25	fun	26	urban	31
9	elegance	24	vibe	25	graffiti	29
10	legacy	22	pop	24	raw	27

As shown in Table 9, under the “picture and text group” condition, all types of texts caused a longer total fixation time, and significant differences in language style were also observed in the “pure text group;” here, the total fixation time caused by the “elite type” language (946 ms) was significantly higher than that of the “street type” (854 ms), indicating that the language style itself has an independent inducing effect on visual attention. In addition, the overall fixation level of the picture and text group was higher than that of the pure text group, which is consistent with the expectation that pictures enhance attractiveness. Nonetheless, the text style effect was significant in both conditions, supporting the existence of the cultural encoding function of brand language independent of the visual illustrations.

Table 9. Comparison of eye movement indicators between the plain text group and the graphic text group under different text styles (M  $\pm$  SD)

Group	Text style type	First fixation time (ms)	Total fixation duration (ms)	Number of times of looking back
Graphics Group	Elite	317 $\pm$ 45	1146 $\pm$ 120	6.4 $\pm$ 1.2
Graphics Group	Fashion type	298 $\pm$ 38	1074 $\pm$ 105	5.8 $\pm$ 1.0
Graphics Group	Street Style	284 $\pm$ 40	1021 $\pm$ 97	5.3 $\pm$ 1.1
Plain Text Group	Elite	312 $\pm$ 42	946 $\pm$ 88	5.1 $\pm$ 1.2
Plain Text Group	Fashion type	295 $\pm$ 36	893 $\pm$ 92	4.6 $\pm$ 1.0
Plain Text Group	Street Style	278 $\pm$ 41	854 $\pm$ 85	4.3 $\pm$ 1.1

Table 3 shows that when native speakers identified the meanings of the Gen Z words “slay” and “vibe,” their accuracy rates were 91% and 88%, respectively, and their brand classification accuracy rate was 85%. By contrast, non-native speakers had significantly lower accuracy rates of 63% and 58%, respectively, and their brand classification accuracy rate was only 60%. This result indicates that non-native speakers have significant semantic decoding bias when understanding these culturally specific buzzwords, which in turn affects their accurate judgment of brand positioning. This finding emphasizes the key role of language background in cross-cultural semantic understanding, suggesting that the potential impact of audience native language differences on brand cognition should be fully considered in future research and market communications.

This study aims to examine whether significant differences exist in the cognitive familiarity and brand perception impact of Gen Z buzzwords (e.g., slay, vibe) among audiences of different age groups (18–24 vs. 25–35 years old).

Two-way ANOVA showed a significant main effect of age ( $F [1, 58] = 14.25, p < 0.001$ ). The younger group scored significantly higher than the older group in terms of “familiarity” and “novelty.” The vocabulary  $\times$  age interaction was significant ( $p < 0.05$ ), indicating that some Gen Z vocabulary has differential effects on different age groups, as shown in Table 10.

Table 10. Familiarity of Gen Z buzzwords among audiences of different age groups

Age Group	Vocabulary Type	Average familiarity rating (1–5)	Brand newness score (1–7)
18–24 years old	Slay	4.6 ± 0.5	6.1 ± 0.6
18–24 years old	Vibe	4.3 ± 0.7	5.9 ± 0.8
25–35 years old	Slay	3.1 ± 0.8	4.8 ± 0.9
25–35 years old	Vibe	2.9 ± 0.9	4.5 ± 1.0

## CONCLUSION

This paper explores the importance of language in brand communication and how it affects consumers' brand identity and purchase intention through potential cultural labels by analyzing the relationship between different language styles and brand impressions. The experimental results show that brand language style not only can shape the brand image but also resonate with consumers' emotions in different cultural backgrounds, thereby enhancing the brand's appeal and consumers' purchase intentions. For example, a refined and traditional language style helps shape a high-end and aristocratic brand impression; by contrast, a trendy and youthful language style can deepen consumers' identification with the brand, especially among Gen Z, who show a higher preference for brands with social and sharing characteristics. However, although this study reveals a significant relationship between language style and brand identity, certain limitations persist. First, the research sample is primarily concentrated on a specific group of respondents. In the future, the sample range can be expanded to cover consumers of different ages, regions, and cultural backgrounds. Second, this study focuses on the role of language style. Other factors such as the visual elements of brand advertising and product design may also have an impact on brand identity, which is also worth further exploration. Future research can further expand the research perspective and explore the profound impact of diversified brand communication strategies and cross-cultural language style differences on brand image construction. With the continuous changes in consumer behavior, the innovation and adaptability of brand language style will be an important direction for brand strategy formulation.

### *Author Contributions*

Baolan Kong designed, collected and analyzed the data, and drafted the manuscript. Baolan Kong conducted the study, critically revised the manuscript for important intellectual content, and gave final approval of the version to be published. Baolan Kong participated fully in the work, take public responsibility for appropriate portions of the content, and agreed to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

### *Conflict of Interest*

The author declares no conflict of interest.

### *Funding*

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### *Ethics Approval and Consent to Participate*

This survey was conducted in compliance with Ethics Committee of Xinjiang College of Science and Technology. Participants were informed of the study's purpose and data usage prior to participation, and responses were collected anonymously. No personally identifiable information was stored.

### *Availability of Data and Materials*

The datasets used and/or analysed during the current study were available from the corresponding author on reasonable request.

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Not applicable.

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