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An Onomastic Analysis of Shop Names: A Case of Manyama Market in Zambia

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ABSTRACT

Motivated by the role of commercial onomastics in trade and business, this study linguistically analyses shop names in the multilingual context of the Manyama market in Kalumbila, Zambia. Three objectives guide this study: to identify the morphological processes employed in the formation of shop names at Manyama Market, to describe the contributing factors in shop name choices at Manyama Market, and to establish the significance of shop names as a resource in trade and business in the informal economy of Kalumbila's Manyama market. For an in-depth understanding of the phenomenon, this study collected data using unstructured interviews, audio recordings, and observation. A total of fifteen shop names were purposively sampled together with ten owners. As the study is purely qualitative, the findings were transcribed and analyzed thematically through the revealed themes. For a comprehensive analysis of the findings, this study applied theories of lexical morphology and Social semiotics. The study reveals that several morphological processes are employed in the creation of shop names. Some of the processes include compounding, acronymization, initialization, and loaning, among others. The study shows that several factors influence the decision to name a shop. These factors include anglicisation, religious alignment, commemorative, and family name alignment, and indigenization. The study concludes that several linguistic aspects are taken into consideration when creating a shop name. When applied, the process results in the expression of various meanings that elicit different responses based on how customers respond to a business.

Keywords: Anglicization; Commercial Onomastics; Manyama Market; Shop; Social Semiotics

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1. Introduction

This paper addresses the role of commercial onomastics in trade and business. This study linguistically analyses shop names in the multilingual context of the Manyama market in the Kalumbila district in Zambia. It addresses the following objectives: to identify the morphological processes employed in the formation of shop names, to describe the contributing factors in shop name choices, and to establish the significance of shop names as a resource in trade and business in the informal economy of Kalumbila's Manyama market.

According to Masule [1], the concept of onomastic refers to the study of proper names of persons, things, or places from all angles. This concept has several subfields, including toponyms, concerned with place names; anthroponyms concerned with personal names; hydronyms, focused on water body names; nesonyms, concerned with island names; ergonyms focused on brand names; and odonyms, a subfield concerned with street names and naming practices, to mention a few. Such names, as shop names, on the other hand, stand out as a designator of groups of people, institutions, organizations, or associations, among others, that are brought together because of a specific activity, as advocated for by Lehmann & Winer [2]. Furthermore, a shop name can be viewed as the name of a product, a trademark, or a brand used to identify a specific entity or institution.

While Zahra [3] acknowledges that store names play a significant role in the way language is used in society and that every business has the serious need to use the name and meaning as a marketing tool or a way to attract consumers, they posit that name in the public space can be said to be arbitrary and conventional. In this case, 'conventional' refers to the habit of the user community, while 'arbitrary' depicts their will. Djajasudarma [4], as cited by Zahra et al. [3], states that business names themselves are words that develop into leading labels on every object, creation, activity, and event in the society and world at large.

There are predominantly three reasons that influence language dominance and language choice in the linguistic landscape. These include power relations, community identity factor, self-presentation, and the reactions of customers and their influence. It is not only the power of the store owner that influences the decision to select a shop name, but also the broader community identity and the reaction of potential consumers. Therefore, each time shop owners want to name their shop or store, they pay attention to customer reactions, as this is one way they can create a store or shop name that is attractive to the customers and makes them want to come to their shop as opined by Ben-Rafael et al. [5].

Numerous studies have been conducted in the field of onomastics worldwide. They include the study by Lanza and Woldemariam [6], which examined the linguistic landscape of the downtown and main shopping areas of Mekele, Ethiopia. Their study aimed to investigate how the linguistic landscape is indicative of linguistic ideologies. The study revealed that the majority of signs in the study area were bilingual rather than monolingual. It was further established that English emerged as either the second or the only language on the signs. Furthermore, the frequent use of English could be attributed to the local population's willingness to adopt a language with a growing global usage sphere and influence. The study also discovered that English was used decoratively and as a means of attracting customers.

Argo et al. [7] studied brand names under 'The sounds of Brands'. The study was an extension of earlier studies that had demonstrated the cognitive effect of linguistic characteristics on product evaluation. Using six experiments, the researchers tested the proposition that whenever customers are exposed to a brand name with a phonetic structure that contains sound repetition, the brand name will positively affect the customer, and this in turn will have the capacity to favorably influence their consumption decisions. To achieve this, the researchers manipulated the brand name's phonetic structure (a linguistic device of sound repetition was made present or absent) and the method of expressing the brand name spoken aloud or read silently). Argo et al. [7] proposed that sound repetition arising from brand names may also be influential in the evaluation of brand names. Examples of brand names such as Coca-Cola, Hubba Bubba, Jelly Belly, Bits and Bites might elicit positive feelings, primarily when the names are spoken aloud. The study employed a triangulation approach to demonstrate the role of priming, the mediating effect of affect, moderation effects, and affect-based dependent vari-

ables.

Chanda-Tembo [8] analyzes small-scale vending business names in Zambia. He further assesses the limitations associated with adopting business names from local languages. This study was based on the assumption that local languages are perceived negatively by the general public. With this assumption, the study found that most local business names are used exclusively for the local market, and such businesses may struggle to compete internationally. The study mainly established that the use of local names restricts businesses' boundaries.

The studies by Lanza and Woldemariam [6], Argo et al. [7], and Chanda-Tembo [8] explore the concept of shop names in some way. Notably, the study by Argo et al. [7] linguistically explores brand names from the phonetic perspective, while Lanza and Woldemariam [6] explore signs under the umbrella of Linguistic Landscape. In addition, Chanda-Tembo's [8] study is purely business-related and does not consider the linguistic aspect of shop names. However, there has been no study that linguistically analyzes the shop names of Manyama Market in Kalumbila.

2. Literature Review

As a developing field of linguistics, a few studies have been conducted in the field of onomastics. The following studies are presented.

Zahra et al. [3] conducted a Linguistic Landscape study, which focused on how language is used in public spaces, in monolingual, bilingual, or multilingual ways. Their study focuses on the use of language in certain coffee shop signage. The purpose of the study under review was to determine the use of language in public spaces, explain the characteristics used on coffee shop signboards, and explain the reasons why shop owners chose a particular language in naming coffee shops. The study employed purely qualitative data collection methods, including observations, interviews, and documentation. The data was analyzed through data condensation, data display, and drawing conclusions. The findings of this study revealed that 12 languages, Vietnamese, Javanese, Acehnese, Batak, Japanese, Indonesian, English, Italian, Arabic, French, Spanish, and Bugis languages, were used in naming coffee shops in the study area. English and Indonesian languages were found to be more dominant than the other languages. The study also found that the characteristics of the 89 nameplates analyzed tend to be similar. Further, shop owners' justification of their selection of a particular name for their shops included the type of coffee they were selling, local culture, place/location, the simplest and easiest to remember, family name, reference purposes, social time affinity, ownership, promotion purposes, personal reasons, a sign of hope, leadership, heredity, recklessness, the uniqueness of the shop name, the love of coffee, art, product marketing, regional specialties, and generally the fondness for foreign languages. This study is related to the present undertaking in that it involves with the onomastic analysis of shop naming practices. Whereas the previous study was conducted in Europe on different names of shops from different linguistic backgrounds, the present study was conducted in Zambia.

Amer and Obeidat [9] aims to investigate the languages used in the business sphere of Jordan to find out the extent to which the foreign language, English in this case, has influenced the local language, i.e., Arabic, in the business sector and what factors govern the presence of foreign elements in the business language. It further interrogates whether the type of business, customers, or other factors contribute to the use of the English language in the naming process of companies. Furthermore, the study under review aimed to determine whether foreign words or phrases used in business are also used elsewhere in the local language or are confined to certain business contexts. Lastly, it endeavored to ascertain the current status of the English Language in Aqaba and unravel the attitudes of shop owners towards its use a foreign language.

The study under review randomly sampled 278 commercial signs from different streets in Aqaba and conducted several interviews with shop owners to establish the reasons behind their use of the English language on the signs in their shops. The types of businesses in the area studied include, but are not limited to, pharmacies, jewelry shops, liquor stores, car rentals, minimarkets, boutiques (clothing and shoe shops), Internet cafés, restaurants, banks, grocery stores, souvenir and gift shops, and furniture and electronic appliance shops. The signs were initially categorized into two broader categories: signs that have Arabic language only and signs that have either English only or English with Arabic. Signs in the Arabic language only composed

38% of the total number of signs collected. The study under review, therefore, concluded that most of the shop signs sampled are in both Arabic and English; they consist of more than half of the total number of signs investigated, standing at 58.1%.

Another study by Seraphine [10] investigates the linguistic characteristics of shop names in Limbe. It examines the linguistic structure of shop names and identifies the motives behind them, as perceived by shop owners. The study under review also assesses the competence levels of shop owners in the languages they use in naming their shops, as the research site is multilingual. The study employed two theories: the structuration principles by Ben-Rafael [5] and Reh's [11] taxonomy of multilingual information theory. It took a mixed-methods approach and design, collecting and analyzing qualitative data thematically. The findings show that shops in Limbe have multilingual names and shop owners predominantly use six major languages in their shop naming practices. Among the 50 sampled shop owners in the study, the main languages found in their shop names were mostly English, as identified by 29(58.0%), followed by French 7(14.0%), and both French and English 7(14.0%). The language used in the shops of 2(4.0%) of respondents was Bakweri, and for 1(2.0%) respondent, the language used in their shop was Bafmeng and Meta, although the person whose shop sign was written in the Meta language also complemented it with English. Finally, for 2(4.0%), the language written in their shop was purely a Lingua Franca, an invariant of English (Pidgin). The study also established that shop owners are motivated by several factors in their selection of certain languages during the naming process of shops. Some of the factors include a love of the language, cultural reasons, easy communication between customers, attracting specific customers, and a better expression of oneself, among others.

The study by Seraphine [10] is similar to the current research as it interrogated various aspects of shop naming. The authors mainly concentrated on the sociolinguistic aspects of shop names, with minimal attention paid to the formation of these names. The current study focused on the various morphological processes engaged in the shop naming process.

Marchella [12] aims to identify and analyze the dominant language and the meanings associated with the coffee shop names in Citra Raya. The study was qualitative. The study under review capitalized on primary data, which were collected through direct interviews with the participants. The study found that monolingual languages dominate the signboards of 25 local coffee shops, whereas Indonesian and English each accounted for 34% (18 out of 25 signs). It was further noted that bilingual signs were a rare phenomenon, and only one example was found: Indonesian-Batak. Furthermore, the meanings predominantly fall into categories such as Social Actions, Processes, and States. Notably, the theme of comfort stood out as a significant theme, with names that carry associative meanings.

Akuamah [13] sought to determine the languages displayed in the 'texts' of shop names in Kumasi. The study sampled a total of 285 signs, which were photographed and analyzed both quantitatively and qualitatively. The study observed that a significant number of shop signs were written in English compared to Akan. Furthermore, the signs were either monolingual or bilingual, with English used in conjunction with Akan. The study also noted that the bilingual approach to characterizing shop signs played a symbolic role, as opposed to being informative, which highlighted the desire of shop owners to project a more globalized, fashionable, and sophisticated image. Despite being the primary language used for business transactions in Kumasi and a lingua franca, the study found that Akan monolingual text in shop names was uncommon. This points to the growing shift from the use of local languages to English, perpetuating a threat to the future of indigenous languages.

Qudeisat and Rababah [14] studied language use on shop signs in Irbid city. Using sampled commercial shop signs and English word formation processes in English morphology, the researchers analyzed the collected data and concluded that commercial shop names were formed through morphological processes such as compounding, borrowing, clipping, acronyms, derivation, and backformation. It was also concluded that the methods used gave a representation of the value of the languages used and the measure of the contribution of foreign languages to the field.

Sari et al. [15] examine how language is used concern-

ing shop names and the economic activities of the study area (tourism). They collected data from 81 shop names and 10 shop owners through photographic documentation and a questionnaire. The results indicate that English dominates in monolingual shop names at 32%, followed by Indonesian at 21%, and Acehnese at 4%. This trend indicates an evolution in the linguistic landscape in response to globalization. On the other hand, bilingual shop names accounted for 43% and multilingual ones were found to be at 1%. It was also established that shop names exhibit how people embrace diversity and showcase their cultural heritage. They also concluded that among the various factors that shape shop naming were cultural, linguistic, and commercial, while foreign influences were also recognized for their role. From the questionnaires, it was established that shop owners strategically chose names for their shops that matched their products to attract customers, convey luxury, and display and promote the local culture.

Nikolaou [16] collected a total of 621 shop signs and analyzed them quantitatively and qualitatively. The study found that a significant number of shops used languages other than Greek in a monolingual or bilingual manner while not neglecting Greek. It was also noted that English emerged as the strongest linguistic player in the sampled signs. Generally, Nikolaou [16] suggests that the multilingual character of commercial signs is not intended to inform, but rather to symbolize a desire to project a sophisticated, cosmopolitan, and trendy outlook.

The studies by Marchella [12], Akuamah [13], Qudeisat and Rababah [14], Sari et al. [15], and Nikolaou [16] relate to the current study as they consider the use of language in commercial contexts. Although Nikolaou [16] employed a mixed-methods approach, while the others used a qualitative approach, their findings were useful in the current study's data analysis.

Hamoonga [17] conducted a study entitled with the title; 'An onomastic study of names in selected business houses of Livingstone town, Zambia'. The main aim of Hamoonga's study was to unravel the difference in meanings associated with trade names and the nature of stylistic features that have been used in the sampled business names of Livingstone Town concerning the society. The study also aimed to examine how paralinguistic elements blended with the actual meaning of the name tokens. The study was guided by four objectives: establishing how business names are formulated, identifying the linguistic features associated with name tokens, establishing how social actors represent their society's social beliefs and value systems through business names, and establishing how graphic information enhances the meanings or semantic values of business names. Data in the study under review were collected in four selected townships of Livingstone: Dambwa, Town Centre Area, Libuyu, and Maramba. To achieve the objectives, the study collected a total of 160 names for analysis.

Hamoonga [17] adopted the Bourdieuian theoretical framework of Habitus in the study under review. The study discovered that the names of the sampled business houses were predominantly formed from nicknames, which was identified as one of the main themes. In addition, establishment names mostly originated from complexion, clan names, circumstances surrounding one's birth, and or religious attachment. The study under review further established that business names were morphologically classified into two categories: morphologically created through processes such as blending, initialism, acronymization, clipping, compounding, and reduplication. The reviewed study concluded that business names offer business owners an opportunity to communicate important information that deals with society.

Hamoonga's [17] relates to the current study in that it looks at shop names. It considers them from a linguistic perspective, highlighting the various linguistic aspects of shop naming. The study findings informed the discussion of the current study's results, as the main difference between the two studies lies in the study area and context. In addition, the current study uses the lexical morphology and social semiotics theoretical frameworks, which differ from those used in the study under review.

A study was conducted by Chanda-Tembo [8], analyzing the names of small-scale vending businesses in Zambia and assessing the limitations of adopting business names from local languages spoken in Zambia, using economic theory. With the assumption that local languages may be perceived negatively due to the business's perceived strength or ability in the eyes of the general public, the study under review reveals that in most cases, such business names are only useful for the local market and con-

text. This, in turn, limits the market power of a business name in terms of expansion beyond the community, national, and regional boundaries within which it is based.

Chanda-Tembo's [8] study is similar to the current one in that it considers shop names and their economic significance. However, it overlooks the various linguistic aspects of shop naming, such as the formation processes involved and the sociocultural aspect of shop naming. The current study studies shop names more linguistically in the Manyama market.

Wakumelo et al. [18] studied street names under the title 'The Toponymics of post-colonial Zambia: Street naming patterns in Lusaka'. The study observes that street names, also referred to as odonyms, form part of the address of businesses, institutions, or organizations, as they are located on various streets, and that they also reflect the political, social, and cultural ideologies perpetuated by the name bestowers. The study under review employed the thematic approach to categorize the street names. It further sorted and categorized the street naming practices of Lusaka city in the study under review. Several theme categories were established, including a Botanic theme, symbolic and commemorative themes, and a Wildlife theme.

The study under review also concluded that most citizens in the study areas lacked knowledge about the processes, procedures, and value of street names and naming practices. It further established that the situation was attributed to the fact that the study areas lacked proper policy documents that outline the process and procedures that guide street name formation and naming in Lusaka.

Wakumelo et al.'s [18] study gives extensive insights into the naming practice in the studied areas. The study, being onomastic, is similar to the current one. However, it concentrated on street names that stood out as business addresses, whereas, the current study concerns itself with shop names. While the study under review implies that street names serve as pointers to the businesses located on the affected streets, the current study takes it a step further to analyze the actual shop or business house names.

Masule [1] conducted a study in the field of social semiotics and morphological theory whose aim was to provide a linguistic analysis of radio station names in Zambia, as well as establish the social semiotic forces that undergird the radio station naming systems. Three specific objectives guided the study under review; to place the radio station names into the possible morphological processes that gave rise to them, to examine the social semiotic force behind the naming system of radio station names, and to determine the socio-cultural knowledge and histories that influence the choice of radio station names in Zambia. The study employed a descriptive research design, mainly guided by a qualitative approach in the collection and analysis of data. The study collected data from four research sites and drew samples. The sites were located in Lusaka, Southern, Central, and Copperbelt provinces of Zambia. A total of 50 radio stations in the four research sites mentioned above were purposively sampled. Radio chief executive officers, station managers, and proprietors of radio stations were targeted as participants in the bid to gain in-depth insights into radio station naming practices in the study area. Personal interviews, document studies, and observations were used to collect data. The sampled radio station names were analyzed procedurally by categorizing them according to the number of words they contained, after which they were examined based on how they were formed. The study also considered the various symbols used in conjuction with some of the radio station names, taking into account their symbolic significance. Based on morphological principles, the study found that most radio station names were single nominals (simplex forms), such as Hot, Byta, and Sun, to mention a few. Other radio station names were found to be compound nouns (complex forms), for example, Radio Christian Voice and Mumbwa Bluesky. Through a broader spectrum, the study established that most of the radio station names were de-verbal, denominal, and de-adjectival. Further, morphological processes such as Compounding, acronymization, initialization, blending, and reduplication were the most commonly used in the formulation of radio station names in the research areas. Among other social semiotic forces that influenced the naming processes of the sampled radio station names were religion, indigenization, modernity, anglicization, and the geographical positioning of the establishment. In conclusion, the study under review suggests that radio station owners in the researched areas utilize linguistic signs and symbols as a means of communicating with their intended audience.

The study by Masule [1] is crucial to the current study, as it explores the various morphological processes used in

the formation of radio station names, the socio-semiotic forces behind the naming system, and the sociocultural knowledge and histories of the name bestowers that influence the naming process of the radio station. However, the study under review only concentrates on radio station names, neglecting other business names. The current research considers the aspects identified by Malusule [1], with a focus on shop names at Manyama Market.

3. Theoretical Framework

For a comprehensive analysis of the findings, this study applied theories of lexical morphology and Social semiotics.

3.1. Lexical Morphology

The Lexical Morphology theory is a theoretical model first proposed by Pesetsky [19] and further developed by Kiparsky [20]. This mode is mainly concerned with the lexicon, which, when viewed morphologically, comprises the collection of lexemes in a language. Masule [1] therefore, argues that lexical morphology theory is primarily concerned with word formation, derivation, and compounding.

Being primarily concerned with the formation of words and their processes, this theory was applied to the current study in analyzing data collected in line with the first objective. After identifying the sampled shop names, they were categorized and analyzed in line with the lexical morphology theory to determine which word formation processes were used by shop owners.

3.2. The Social Semiotics Theory

The social semiotics theory, on the other hand, according to Masule [1], is a branch of semiotics concerned with meaning and is understood as a social practice. He further states that semiotics is the study of the activity of meaning creation by humans. The above principle of semiotics resonates with scholars such as Amara [21] and Fakhiroh and Rohmah [22], who are notable contributors in this field.

As a discipline, it attributes its rise to the works of Halliday [23], who coined the term social semiotics and used it in linguistics in his publication titled 'Language as socio semiotic'. Arising from this development, other versions of social semiotics have been developed so far, including works by notable scholars such as Kress and Hodge [24]. Masule [1] observes that most proponents of the social semiotic theory agree that the meaning-making process cannot be addressed away from the social and cultural context.

Bezemer and Jewitt [25] posit that social semiotics studies the various media used in the dissemination of information and the plurality of modes of communication that language users utilize, further building upon them to represent their understanding of the world. This further shapes the power relations among language users. Drawing on the qualitative analysis of records used in meaning-making, it analyses artifacts, texts, and transcripts. It further assesses how discourse is produced and disseminated across diverse social and cultural contexts in which meaning is created.

The principles of the social semiotics theory were applied to the analysis of data in line with the second and third objectives of this study. It was used in the analysis of the underlying factors that influence shop naming and the socio-cultural significance of the shop names.

4. Methodology

This study employed a purely qualitative approach, adopting the constructivist paradigm. According to Kumar [26], Siame [27], and Siame and Banda [28], a qualitative study design is suitable for investigations into people's values, beliefs, understandings, perceptions, and meanings, as it offers immense flexibility. Using Siame's [29] and Siame et al.'s [30] notions, this study used the interview method, and for an in-depth understanding of what is occurring in the study area, the study collected data using unstructured interviews, audio recordings, and observation.

As one of the most crucial aspects, the study area plays a critical role in determing the usefulness of a study to its stakeholders. Kombo and Tromp [31] propose that the research site may have an impact on the usefulness of the data produced in a study. This study was conducted at Manyama Market in the Kalumbila District of the North-Western Province of Zambia. This site was most suitable for this study, as it is characterized by a diversity of languages, cultures, and businesses. All of these are attributed to the location and kind of people who do business

there. At present, it is one of the significant markets in Kalumbila District as it services several areas, including Manyama itself, Lumwana Township, Lumwana East, and Meheba Refugee Camp, which is located a few Kilometers away. With the mine and the refugee camp that have been running for many years, there have been intermarriages between the local people and those from other provinces and with the refugees; ultimately, the people who have settled in the areas around the market engage in business at the market presenting a multilingual, cultural and national market. A total of fifteen shop names were purposively sampled together with ten owners (current occupants).

Based on Siame and Banda [32–34], the findings, which are purely qualitative, are transcribed and categorized into various theme categories as they emerge. Kombo and Tromp [31] posit that data analysis can be conducted qualitatively, quantitatively, or using a mixed methods approach. Therefore, the findings of this study were analyzed qualitatively using a thematic approach, revealing the emergence of themes.

5. Results and Discussion

5.1. Shop Names

The study sampled a total of fifteen (15) shop names, as presented in **Table 1**.

Table 1. Shop names,

S/N	Shop Name & Language(s)	Syntactic Configuration
01	'GOD HEARs ONEs CRY HAIR AND PHONE ACCESSORY SHOP' (English)	N + V + N + N+ N+Conj + N + N + N + N
02	'Nkulunkulu Danki Mali 1' (Ndebele)	N +V + N + Deter/ Numeral
03	'Machipisha' (Bemba)	N
04	'BANKROFT HARDWARE & LUBRICANTS' (English)	N + N + Conj + N
05	'MANYAMA PHARMACY' (Kaonde/ English)	N + N
06	'GOD IS THE PROVIDER' (English)	N + V + NP
07	'Manyama Complex' (Kaonde/ English)	N + N
08	'Agen Sichilima Group Autospahres' (Namwanga / English)	N +N + N + N
09	'G and K family workshop' (English)	N + Conj N + N +N

Table 1. *Cont.*

S/N	Shop Name & Language(s)	Syntactic Configuration
10	'Stop N Shop' (English)	V + Conj + V
11	'Baker's Zone' (English)	N + N
12	'M. Funeral Services' (English)	N + N
13	'Tinta's Fashion' (Tonga/English)	N + N
14	'Bright Hair Saloon' (English)	Adj +N + N
15	'JLO Hardware' (English)	N + N

Table 1 shows some of the names of shops at Manyama Market in Kalumbila District. Notably, the study area has shop names in one of the five languages. Particularly, the shop names are either in English, Ndebele, Bemba, Kaonde, Tonga, or Namwanga. Notably, the English language is prominently featured in almost all the shop names in the study area.

In addition, shop names in the study area range from a single word to as many as nine words. Some shop names retain the English language only, while others feature multiple languages.

5.2. Linguistic Landscape

From the sampled shop names in **Table 1**, the linguistic landscape of Manyama Market is illustrated in **Figure 1**.

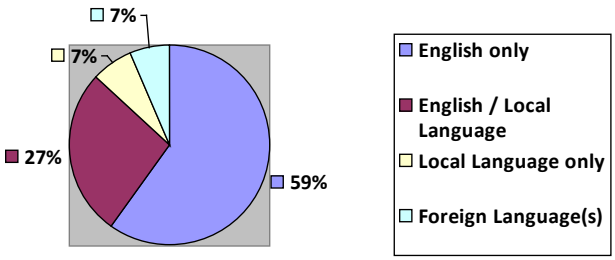


Figure 1. Language distribution on shop names.

Figure 1 presents an outlook on the linguistic landscape of the Manyama Market. Notably, the shop names at Manyama Market are either in English, English and a local language, a local language only, or foreign languages. By percentage, of the 15 sampled shop names, 59% are in the English Language. When interviewed, most shop owners attributed the choice to ease communication with the customers. This finding aligns with the findings of Seraphine [10], who established that 58% of the sampled shops in their study had names in the English language. Marchella [12], Akuamah [13], Qudeisat and Rababah [14], Sari et al. [15], and Nikolaou [16] also assert that English remains predominant

in the naming of shops.

The second-highest percentage, at 27%, is for shop names that have a combination of English and one of the regional languages (Kaonde, Tonga, and Namwanga). This finding aligns with the findings of Amer and Obeidat [9], who found that shop owners commonly use two languages in their shop signs, where English is the universal language and another language is used to complement it.

The study reveals that 7% of shops use local languages in their names, while the other 7% feature a foreign language in their names. This finding align with the findings of Zahra et al. [3], which examined the use of foreign languages in coffee shop names, revealing the extensive incorporation of foreign languages in shop names.

5.3. Morphological Description of the Shop Names

The shop names collected in this study indicate that they underwent many morphological processes before being settled upon as proper shop names for the affected shops. The shop names can, therefore, be categorized into three: de-nominal, de-adjectival, and de-verbal nouns, based on the way they were formed.

5.3.1. De-nominal Shop Names

The first category of shop names sampled in this study is de-nominal. This implies that they are nouns that were derived from other nouns. For example:

1. Tinta's (Fashion)
2. Baker's (Zone)
3. Manyama (Pharmacy)

Examples 1, 2, and 3 are compound nouns, and upon analysis, it becomes clear that in Example 1, the initial word 'Tinta' is a proper name, and the complementary noun 'fashion' serves as a description of the business. In Example 2, 'Baker' is a common noun referring to a particular profession, and the other part of the compound noun 'Zone' is equally a common noun. In this case, Example 1 was proposed from being a common noun. Example 3, in its initial, is a proper noun referring to a place, toponym. At the same time, the second part is equally a noun, toponym, referring to a designated place where a particular activity is performed. In this case, the toponyms were combined to form a proper compound toponym.

5.3.2. De- adjectival Shop Names

The second category of shop names found was de-adjectival nouns. Deverbal nouns are nouns that are formed from adjectives. For example:

4. Bright (Hair Saloon)

Example 4 shows how an adjective can be made into a noun. Entirely the shop name is a descriptive expression. However, it is used as a proper name after undergoing a process of nominalization.

5.3.3. Deverbal

The third category is that of deverbal nouns, which refer to nouns derived from verbs. The study sampled some shop names under this category. For example:

5. Machipisha " the one who makes cheap''
6. Stop N shop

Example 5, as a simplex noun, is derived from the Bemba verb '*ukucipisha*'. Example 6 contains two verbs, 'stop' and 'shop', combined by a contracted form of the conjunction 'and'.

5.4. Morphological Analysis of Shop Names

In this section, the various morphological processes used in forming shop names are presented and discussed. Using lexical morphology as one of the underpinning theories guiding this study, this section gives the classification of shop names by the morphological processes used as presented and discussed below:

5.4.1. Compounding

Most of the shop names studied at Manyama Market were formed using the morphological process of compounding. **Table 1** shows that only one (1) out of fourteen (15) shop names sampled, only one was composed of one word. However, the other fourteen (14) names are compound nouns. This finding is consistent with the findings of Masule [1], who also observed that several Radio station names in Lusaka, Southern, Central, and Copperbelt provinces of Zambia were formed through compounding. Ex-

amples 1, 2, 3, 4, and 6 represent compounding in the shop names at Manyama Market. Other examples include:

7. GOD IS THE PROVIDER

8. G and K family workshop

9. M. Funeral Services

The study reveals that Examples 7, 8, and 9 are also typical examples of compounded shop names. When some of the owners were asked why they opted to use compounding, most of them did not have a reason, as they had thought of the name without critically considering the kind of name they were going to come up with. This finding is in tandem with the findings of Masule [1], whose study established that Radio Station proprietors considered shorter names to be the most appropriate for business purposes. Furthermore, Wakumelo et al. [18] in their study on street names and Hamoonga's [17] study of business names also agree that compounding is a productive process in the naming of shops, as well as streets, in Zambia. In addition, Qudeisat and Rababah [14] also assert that compounding is one of the morphological processes used in making shop names.

5.4.2. Loaning/Borrowing

Loaning is a morphological process by which words are formed by adoption from one language into the other. This study found that some shop names at Manyama Market were formed through loaning. Notably, some shop names are bilingual, featuring both English and Kaonde. In some way, the Kaonde language borrowed from English, and English borrowed from Kaonde. For example:

10. Manyama Pharmacy

11. Manayama Complex

Examples 10 and 11 show the use of two languages in the compound nouns used at Manyama Market. Etymologically, Manyama is a Kaonde noun that refers to a place with an abundance of meat, and it also serves as the local name for the area. In Example 10, Pharmacy refers to a place where medical drugs are prepared and sold. In this case, the shop name works as a pointer to customers and creates a sense of belonging and co-ownership.

In Example 11, the noun 'complex' refers to a group of buildings consisting of different interconnected parts. The compound noun, therefore, refers to a shop that conducts business in other products, and it is of the Manyama origin. This name also serves as a pointer for customers, creating a sense of belonging and recognition. This finding is consistent with the results of Wakumelo et al. [18] and Qudeisat and Rababah [14] in their studies on street names and shop names, respectively.

5.4.3. Initialism

According to Masule [1], initialism or initialization is a morphological process that combines the first letters of phrases to form new words. It is similar to acronymization; however, unlike acronyms, the initials are pronounced as a series of letters. Some examples of shop names that were formed through this process in the research site included:

12. G and K family workshop

13. M. Funeral Services

Examples 12 and 13 contain initials attached to other words. In this case, the initials used are a representation of longer words, and in contrast with acronymization, in initialism, the initials are pronounced as individual letters. G and K, in Example 12, and M in Example 13, are pronounced as individual letters. Though in Example 12, the two initials are separated by a conjunction, they are still pronounced as individual letters. These findings align with the findings of Masule [1] in his study on radio station names and Hamoonga [17] in his research on business names.

5.4.4. Acronymization

Acronymization is a morphological process that involves selecting the initial letters (initials) of words that make up a name or phrase and using them to create a new word. Words formed in such a manner are referred to as acronyms. The new word formed as a result of acronymization is usually pronounced as one word, or as the spelling may indicate, and not as a series of letters. This study found that some shop names were a product of acronymisation:

14. JLO

The example shows that initials from the proprietor's name are used to form a new word. These letters, when pronounced together, form a single word and represent a condensed and meaningful version of a longer phrase. This finding is consistent with the findings of Hamoonga

[17], Qudeisat and Rababah [14], Masule [1], and Wakumelo et al. [18], whose studies have established that the names of establishments, including streets and shops, employ the acronymization morphological process in the formation of these names.

5.5. Factors that Influence Shop Naming

Several factors influence shop naming in every community. Masule [1], Seraphine [10], Hamoonga [17], and Chanda-Tembo [8] all attest to the fact that several factors influence naming practices. Some of the factors, including anglicization, family name alignment, environmental alignment, and organizational alignment, are discussed below.

5.5.1. Anglicization

Anglicization refers to the use of English expressions or linguistic mannerisms in areas where English is not the indigenous language. In general, over 86% of the sampled shop names contain traces of the English language. As indicated in **Figure 1**, the most prevalent language among the sampled shops is English. At the same time, the second largest continuum consists of shop names that have traces of the English language and one of the local languages. When interviewed, Most of the proprietors of the shops with names that are purely English or English with another language attributed the choice to ease communication with people of all backgrounds. This is because there is a general assumption that, as a bare minimum, most people who patronize the shops have a basic understanding of the English language.

Figures 2 and **3** illustrate the extent of productive anglicization in the naming of shops at Manyama Market. In addition, the study established that anglicization occured as shop owners sought to keep pace with modernity, as the English language is often associated with modernity. This finding correlates with the findings of Masule [1], whose study found that most radio station proprietors opted to anglicize the names of their radio stations. This waslargely due to modernity, among other reasons. Chanda-Tembo [8] also points out, in agreement with this finding, that the use of local languages is not preferred in business, as it affects the business's reach, especially for businesses that intend to go beyond their borders.



Figure 2. Anglicised shop name.



Figure 3. Manyama market.

5.5.2. Religious Alignment

Religious alignment refers to the people's belief in and worship of a supernatural being, power, or force, who can also be referred to as a God. A number of the sampled shop names fall into this category, where the shop owners display their continued belief, allegiance, and dependence on the supernatural being or God. The recognition of God or supernatural power is evident in the way shop names are written, as shown below:

15. GOD HEARs ONEs CRY HAIR AND PHONE ACCESSORY SHOP

16. Nkulunkulu Danki Mali 1

17. GOD IS THE PROVIDER

Notably, the religiously aligned shop names are the longest in the study sample. They stand out not as basic compounds but as statements containing various word classes similar to sentences. Most significantly, the choice of such names was interrogated using some questions. When asked why the shop owner chose the name of their shop, respondent R1 gave the following response:

My decision to name my shop 'GOD HEARs ONEs CRY HAIR AND PHONE ACCESSORY SHOP' is because it was my prayer that God bless me with a business. The desire and prayer started when I was still at school.

When I finally received the answer to my prayer, I thought it wise to tell everyone that God hears one's cry, and so I decided to put those words in my shop.

From the response, we can deduce that the religiously aligned shop names belong to individuals with roots in the religious sphere. These are people who have a testimony of supernatural experiences in their lives. This analysis aligns with the findings of Masule [1], who demonstrated that a person can perceive the existing connection between the name-bestower and the named object, thing, or person, as well as the force associated with the object. In addition, the concepts of Christianity and God were a motivating factor in the naming of shops.

5.5.3. Commemorative and Family Name Alignment

Commemorative names refer to names that are given in remembrance of a special event, person, or place. This study established that some of the sampled shop names are commemorative, as shown below:

18. BANKROFT HARDWARE & LUBRICANTS

19. Agen Sichilima Group Autospahres

Examples 18 and 19 as compound names are commemorative. With special consideration of the first word used in Example 18, it is a word that refers to the former name of a particular place where a special event associated with the name user occured. When interviewed on what motivated the shop owner to choose such a name for their shop, respondent R2 said:

The reason I decided to use 'Bankroft' on my shop name is to remember my land of birth. I was born, and my umbilical cord was buried in Chililabombwe, formerly Bancroft, in the Copperbelt Province of Zambia. When I see this name and people who are aware of the origins of this name, we appreciate our history.

The name of the shop in Example 18 is depicted in **Figure 4**.

The response by R2 shows how some establishment names can be commemorative. In this case, the shop owner and customers have the opportunity to preserve and or commemorate their shared history through such names. This finding aligns with the findings of Wakumelo et al. [18], who also established that establishment names can be commemorative.



Figure 4. Bankroft hardware and lubricants.

5.5.4. Indigenization

Indigenization is a process of making something sound native or suited to the local culture or community. This is done mostly through the adoption of local names and people. According to Masule [1], indigenization mainly aims to preserve and protect the culture of a particular society. This study found that some of the shop names were a result of indigenization as below:

20. Manyama Complex

21. Manyama Pharmacy

Examples 20 and 21 demonstrate the use of both local and English languages in the naming of the affected shops. With a focus on the local name, it is clear that the shop owners were attempting to indigenize their shops. Zahra et al. opine that the use of the area name creates a sense of indigenisation, especially to the customers, as customers tend to buy from people they know and trust. When interviewed on what prompted the use of a word from the local language with another word in English in the shop name, the proprietor R3 responded as follows:

The naming was strategic as it reflected a connection to the local people while stating the kind of business we are engaged in. Procedurally, we conducted a name search, and when we found that the name was not in use anywhere around this area, we adopted it.

From the response above, it was deduced that the shop owners who used the area name in their shop names intended to make their shop names sound more indigenous and carry on the the local people's culture. Sari et al. [15] agree with this finding, as their study established that name bestowers (shop owners) tend to choose names for their shops strategically, such that the chosen names promote the local culture.

5.6. Significance of Shop Names

The study established some aspects related to the significance of shop names at Manyama Market. As part of the informal economy of Manyama, shop names can be seen as:

a) Addresses of businesses: The study found that shop names are significant, as they act as addresses for the shops. It was established that customers were mostly able to refer to the name of the shop easily. This finding aligns with the findings of Wakumelo et al. [18] regarding the naming of shops. Chanda-Tembo [1] also established that the name of a business is significant in that it gives directions to clients:

22. Manyama Complex

Example 22 is one of the most famous shops at Manyama Market and is the address for the shop, as it is used as a notable point of reference when giving directions.

b) Social and Cultural: The study found that shop names reflect the community's social and cultural ideologies. This refers to the expression of a community's social and cultural standing. Based on **Figure 1**, with most shops being anglicized, it is clear that the shop owners were trying to make their shop names sound modern and more in line with the changing times, both socially and politically.

6. Conclusions

In conclusion, this study established that the Manyama Market is multilingual. Notably, there are languages such as English, Bemba, Kaonde, Ndebele, and Tonga, among other languages. Most significantly, the shop owners engaged in some morphological processes in the formation of the shop names.

The study endeavored to describe shop names at Manyama Market linguistically. It went further to classify the shop into three major morphological categories based on the origin of the shop name. The categories included: de-nominal, de-adjectival, and de-verbal. In addition, the study established that the major morphological processes used in formation included compounding as the primary process, as well as acronymization, borrowing or loaning, and initialism.

The study also concluded that several factors influence shop naming, especially in the market under study. The identified factors included anglicization, religious alignment, commemorative and family name alignment, and indigenization. In addition, the social-cultural significance of shop naming was established, including the fact that shop names serve as a means of giving directions. Furthermore, shop names serve as a medium through which language users express the social, cultural, and political standing of the area and the nation at large.

Author Contributions

Three authors participated in writing the paper. The following were their contributions: P.S. dealt with the conceptualization of the study, validated data collection tools, did organization of data and typesetting, organized and ordered the references according to the journal's requirements, did a formal analysis of the data, wrote the original draft paper, did the final writing of the article (review, editing) and the final revision/corrections after receiving the reviewer's comments including writing the letter for the corrections and revisions made to the final manuscript. S.M. conducted an investigation and collected data, dealt with methodology, wrote the literature review, and presented the findings. R.P.A.C. handled the introduction and part of the theoretical framework. Three authors have read and consented to publishing the version of this manuscript.

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Conflicts of Interest

The authors declare that there are no conflicts of interest in this study.

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