



## WHY DO CAFES NEED TO B.I.T.E. THEIR NAMES AND NOT FORGET TO S.I.P.?

**Ezra Isaiah Kayat Balawag<sup>1</sup>, John Rey Osben Pelila<sup>2</sup>**

Benguet State University  
La Trinidad, Benguet, Philippines  
email: [Ezrabalawagk@gmail.com](mailto:Ezrabalawagk@gmail.com)

### Abstract

In recent years, cafés have gained popularity due to their affordable service and inviting ambiance. A key factor contributing to this is the use of creative names, often in the English language. However, few studies have explored why owners choose English for their café names and how this choice impacts their business. This study aimed to investigate English-named cafés, focusing on the linguistic techniques behind the naming and the effects of using English names. A qualitative case study approach involved interviews with four café owners in La Trinidad, Benguet, Philippines. 32 English-named cafés were identified and visually presented through surface-level screening and data mapping. The linguistic techniques and impacts were analyzed using thematic analysis. The findings revealed that café owners considered B.I.T.E. (Branding and marketing, Inspiration and trends, Translation and local language considerations, and Experience and business planning) when naming their cafés and ensured their names had S.I.P. (Simplicity in understanding, Identifiable branding, and Place-based relevance) to appeal to their clientele. It was concluded that English names help cafés strengthen their branding while maintaining a connection to local culture, attracting customers through a blend of heritage and creativity. Although this case study was limited to a few respondents and cafés, future research could explore additional cases, allowing for more time and logistical considerations.

**Keywords:** Case Study, Toponomastics, English-Named Cafes, Philippines

### A. INTRODUCTION

The names of places have always captivated people due to their significant importance. They represent the histories and tales of the people who live there and act as symbols of identity, tradition, and culture. Place names can tell much about the surrounding geography, historical events, famous people, and cultural customs. Consequently, there has been an interest in studying the origins, meanings, and alterations of place names (Giraut, 2020), and this field is referred to as toponymy.

<sup>1</sup> Undergraduate student at Benguet State University pursuing a Bachelor of Arts in English Language.

<sup>2</sup> Instructor at the Department of English, College of Arts and Humanities, Benguet State University.



According to Giraut (2020), this field of linguistics involves a considerable amount of inventory work and classification in diverse contexts and on diverse scales, ranging from rural micro-toponyms to macro-toponyms. It also delves into the inner workings of place names and their meanings. Place names are often chosen based on the surrounding environment to honor someone, remember a historical event, or emphasize cultural significance. These names are a powerful way of identifying with one's past and place in the networks of memory (Alderman, 2016; Nash, 2015; Tichelaar, 2022).

There are many ways in which places are named. Usually, it is associated with geography and directions. For instance, place names can act as pointers to the location of an area, as people often use them to inform and give navigational instructions (Almario-Magdadaro & Daug, 2022; Vasardani et al., 2013). This allows people to communicate their location directly without relying on specific street signs or roadmaps. In addition, Setyo et al. (2022) stated that places sometimes undergo a long naming process that involves observing geographical phenomena, such as environmental descriptors like trees and mountains.

Besides these geographical reasons, place names are also influenced by social and cultural factors (Poenu, 2013; Romero, 2022; Setyo et al., 2022; Turaevich, 2021). Names of places can be associated with working activities, religious entities, and military structures, giving them a distinct identity (Romero, 2022; Setyo et al., 2022). Additionally, names provide information about our ancestors' way of life and culture (Poenu, 2013; Setyo et al., 2022) and offer chronological evidence of historical events, reflecting various elements of the people's culture. However, due to the complexity of culture, Turaevich (2021) noted that a local population of a specific culture can have various interpretations of toponyms framed by the imaginations of its people.

Furthermore, understanding toponymy is not limited to geographical locations such as cities and towns but also includes the names of establishments such as grocery stores, restaurants, and cafés. These names play a significant role in how such establishments market themselves. In the late 90s, studies focused on naming conventions of establishments and their effect on the market or business. For instance, names that convey a positive image and good value are essential for success in a competitive market (Grewal et al., 1998). The key components to store patronage decisions are store image, merchandise quality, and price or promotions (Dawar & Parker, 1994; Dodds et al., 1991). The store's image is closely tied to its name, providing enough information to consumers about the store and its services (Grewal et al., 1998). The name of a store can indicate the quality of its products or services. For example, "Uniqlo," a Japanese casual wear retailer, is known in the Philippines for the quality of its clothes, evoking a sense of quality and prestige among other clothing brands due to the excellence of their materials.

Moreover, the naming of cafés is also an interesting case. Charoenphol (2019) described a café as a coffee shop that sells coffee, beverages, and goods depending on its target market and concept. Cafés primarily sell drinks, snacks, and light meals, with coffee being the main popular product. They provide spaces where consumers can unwind, enjoy beverages or light meals, and socialize (Ali Rababah, 2023; Rababah et al., 2023). The recent rise in café popularity is due to increased coffee consumption, higher than coffee production. In the Philippines, this has led to the need to import coffee from other countries (Cuñado et al., 2020). Similarly, in Thailand, the increase in coffee consumption from less than

one kilo to five kilos per day has contributed to the rise in café popularity (Charoenphol & Barret, 2019).

In the Philippines, the café business has grown due to the number of Filipinos enjoying coffee or decorated drinks in various themed cafés (Cuñado et al., 2020). Cafés with cultural or artistic ambiances can be gathering places for intellectuals and like-minded people to showcase their talents (Alhyasat, 2023; Bani Hani & Al-Bishtawi, 2023; Shatnawi & Ayhan, 2022). Cuñado et al. (2020) stated that the most important factor for a business is meeting customer satisfaction based on their products and services. However, it raises questions about how they attract customers—whether through their names or concepts. Ali Rababah et al. (2023) noted that naming a business is as tricky as important. A business name should attract potential customers, evoking curiosity and wonder (Inocian et al., 2020), and establishing a name involves considering influences and how the name will affect the business positively or negatively. According to Bonnel (2012), there are three types of names: functional, experimental, and evocative. These factors make a business name catchy, unique, and memorable for customers. Pangereyev et al. (2023) added that naming places must consider geographic, aesthetic, artistic, and semantic aspects.

While existing toponymy studies on cafés particularly focus on signage or branding (Ali Rababah et al., 2013) and names of items sold by establishments and their customers (Charoenphol, 2019), these studies are conducted in other countries, making them less explored in the Philippine context. Other studies focus more on customer reactions to the service and products cafés offer (Charoenphol, 2019; Cuñado, 2020). Rababah et al. (2023) investigated customers' thoughts on café signage and found that business owners market themselves according to customer preferences and various linguistic techniques. While this provides a glimpse into the linguistic techniques considered in naming what is seen in cafés, it still lacks in-depth information about the toponymy of café names since it only captures the customers' perspectives. Additionally, studies on why and how cafés are named based on a certain language are less explored. Therefore, this study aimed to investigate names of cafés in a certain place that are written in a certain well-known, and the following questions were addressed:

1. What are the cafés in La Trinidad, Benguet, with English names?
2. What are the linguistic techniques behind the English names of cafés?
3. What are the impacts of having English-name cafes?

## **B. RESEARCH METHOD**

### **1. Research Design**

This study employed qualitative research, particularly a case study, to determine the reasons and factors behind the English names given to cafés in La Trinidad, Benguet. According to Crowe et al. (2011, p. 1), a case study is useful when there is a need to obtain an in-depth appreciation of an issue, event, or phenomenon of interest in its natural, real-life context. Essentially, this approach captures information on more explanatory 'how,' 'what,' and 'why' questions. In this regard, the researchers followed the stages of conducting a case study, which included defining the case, selecting the case(s), collecting and analyzing the data, interpreting the data, and reporting the findings (Crowe et al., 2011, p. 5).



## 2. Defining and Selecting the Case

The case study focused on understanding the various reasons and factors behind the names of cafés and examining their historical, cultural, and social contexts. The researchers selected cases based on specific inclusion and exclusion criteria, including the establishment's name, demographic location, target participants, and data sources. In particular, the researchers focused on targeting cafés with English names only, specifically in La Trinidad, one of the towns in the province of Benguet. The selection of cafés with English names was based on the idea that using this language conveys a modern, trendy, or upscale image, distinguishing these cafés from those with purely local or foreign names. This approach aligns with global trends and caters to a diverse clientele. Additionally, only names that contain English words or employ creative wordplay recognizable in English were included. Thus, English names that are considered purely proper nouns, including those that are abbreviations or acronyms, are excluded.

Furthermore, the researchers chose La Trinidad because, although it is a rural area, it is becoming increasingly developed, as evidenced by the growing number of tourists and the construction of various establishments, including cafés. This makes it an ideal location for the case study. For the target participants, the researchers focused on the owners or managers of the selected cafés rather than the staff or customers, as they are more likely to provide insight into the reasons behind the café's naming. Additionally, they can share the story of the café's journey from planning to establishment.

Regarding the list, the researchers considered not only the requested list from the Department of Trade and Industry (DTI) but also included the list from Google Search, as there are many more names available through online searches than on the official list. It was ensured that the researchers validated this information and considered only those establishments labeled as “cafés” and “coffee shops.”

## 3. Data Gathering Instrument

In order to identify cafés in La Trinidad with English names, the researchers used a document review checklist to evaluate both online and printed documents. The checklist considers the following criteria: a) the café name, to record and verify whether the names are in English; b) the source of information, determining whether it came from Google Maps or the list from DTI; c) the location, to confirm that the café is situated in the target area of La Trinidad; and d) the type of establishment, to ensure that the identified locations are cafés or coffee shops. Essentially, the checklist aims to ensure that all identified criteria are met.

Additionally, the researchers developed a set of guide questions for a semi-structured interview to explore the linguistic techniques behind the English names and the general impacts of having such names for cafés. The questions focus on motivations for starting a café, the naming process, and the positive and negative impacts of using English names. Although these are the primary questions, the researchers also prepared prompt questions to elicit more detailed responses. Furthermore, the guide questions include short inquiries about the owners' backgrounds. The crafted questions and the semi-structured interview format create a flexible and adaptable environment, allowing the interviewer and interviewee to communicate freely while maintaining control, unlike in an unstructured interview (Burgess, 1984).

#### 4. Data Gathering Procedure

Before data collection, the researchers requested a list of registered cafés in La Trinidad from the Department of Trade and Industry (DTI) - Baguio City - Benguet Provincial Office. This request, endorsed by the Regional Director, was sent to the Undersecretary of the Digital PH Group. While waiting, letters, guide questions, and evaluation tools were submitted to five research experts for content validation. Feedback was incorporated, and finalized documents were prepared for respondents.

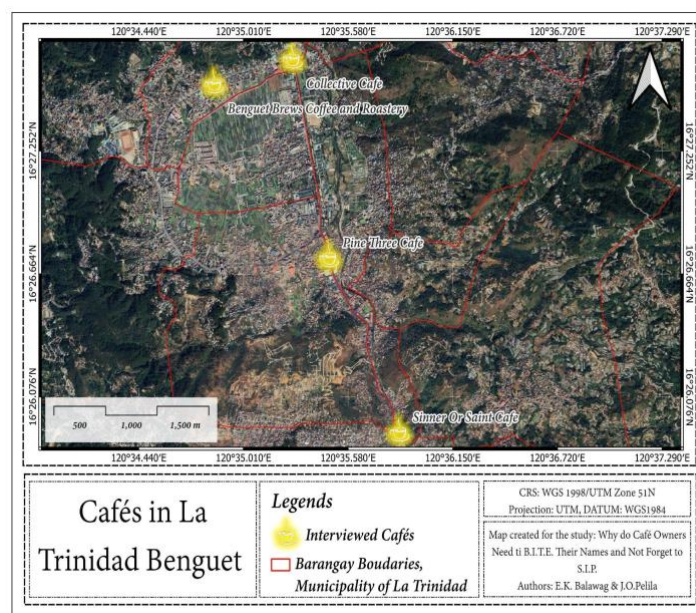
The DTI list contained 88 cafés, but duplicates reduced it to 82. A Google Maps search identified 148 cafés, which was refined to 146 after removing duplicates. Combining the two lists resulted in 167 cafés, later narrowed to 136 after excluding non-café like beverage distributors, bistros, and internet cafés. Further screening eliminated four cafés outside La Trinidad, leaving a final count of 132.

Linguistic analysis of café names revealed common structures, such as "Café + Name" (e.g., A and A Café) and "Name + Café" (e.g., Bokkanear's Café). Variants like "café" (French), "kafe" (local adaptation), and "kape" (Filipino) reflect cultural influences. Some names integrated foreign languages (e.g., Kaffee Akademie, Sawadika Café), thematic concepts (e.g., Farm to Cup DIY Brew Bar), or local references (e.g., La TEAnidad). Creative wordplay, punctuation, and cultural elements balanced modern trends and local identity.

The researchers conducted surface-level screening to identify cafés with English names, focusing on common English words or wordplay while excluding proper nouns, foreign terms, or ambiguous names. This process reduced the list to 38 cafés with English names. Letters, informed consent forms, and guide questions were sent online and onsite. However, only four owners agreed to interviews: Benguet Brews Coffee and Roastery, Collective Café, Pine Three Café, and Sinner or Saint Café (Figure 1).

**Figure 1**

*Location of the Cafés in La Trinidad Where Their Owners Were Interviewed*



## 5. Data Analysis

The researchers used data mapping to visually organize and represent the data of the English-named cafes. Here, the researchers asked for assistance from an expert to map La Trinidad and pinpoint all the screened target cafes using QGIS. After the mapping, the researchers analyzed how cafe establishments are named in English.

On the other hand, to achieve the study's objectives of understanding the linguistic features and impacts of English-named cafés, a thematic analysis was conducted using Clarke and Braun's (2013) framework. The researchers first familiarized themselves with the data by reading interview transcripts. Then, the data was coded to identify important features related to the naming techniques and impacts of the cafés. Afterward, themes were developed to reveal patterns in how these names were created and even the impacts. Later, these themes were refined to ensure clarity and coherence. Finally, the researchers wrote up the analysis by weaving together narratives and data extracts, providing an insightful interpretation of the findings regarding the linguistic features and implications for cafés in La Trinidad.

## 6. Ethical Considerations

The researchers followed ethical guidelines throughout the data-gathering process. A formal letter was requested for the participation of the café owners, followed by a meeting to explain the objectives and obtain informed consent. Participants agreed to disclose their café names for promotional purposes, while owner names were anonymized. Experts reviewed guide questions for validity, and the researchers transparently used AI to screen cafés and credited an individual for map creation. Documents were carefully reviewed to remove identifying signatures, ensuring confidentiality.

## C. RESULT AND DISCUSSION

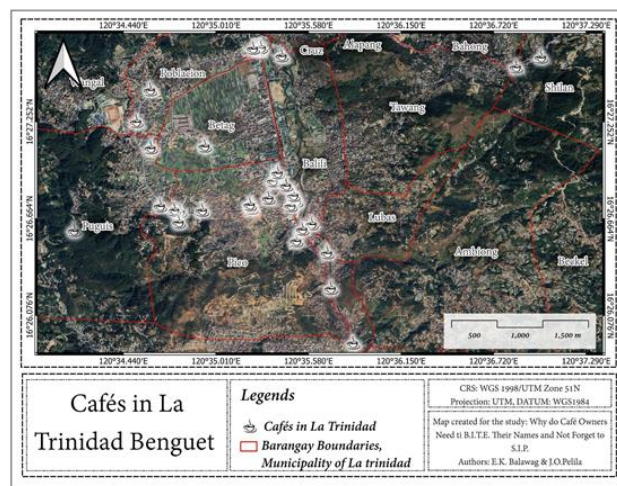
### 1) Result and Finding

#### 1. Cafés in La Trinidad with English Names

Out of the 132 cafés in La Trinidad, only 38 were retained for having English names, while 94 were excluded after screening, as they did not meet the established criteria for having such names (Figure 2).

**Figure 2**

*Location of the Cafés in La Trinidad Where Their Owners Were Interviewed*





As shown on the map, the cafes screened for having English names. Here, two common patterns are observed when naming these cafes: the names use familiar English words or employ creative wordplay that remains recognizable in English.

**a. Café Names with Common English Words**

Café names often feature straightforward pairings that create memorable identities. In Table 1, for instance, Afar Cafe combines the adverb "Afar" with the noun "Cafe," while Café Canopy employs two nouns. Similarly, names like Collective Cafe, Daily Café, and Half Cup Café utilize simple concepts to evoke a sense of community and routine. In addition to these simple combinations, descriptive names convey specific atmospheres or themes. Fuzzy Café suggests a cozy vibe, whereas Solace Café implies a comforting retreat. Heart Cafe evokes warmth, and Hidden Secret Cafe adds an element of intrigue.

Moreover, some cafes employ creative or playful language in their names. For example, Starbrew Cafe (play on words) merges celestial themes with brewing, while Sugar & Spice Cafe conveys a sense of flavor and warmth. Mad Cups Cafe suggests a whimsical approach to coffee. Additionally, functional names highlight the café's offerings or experiences. D Coffee Factory emphasizes coffee production, while Farm to Cup DIY Brew Bar showcases a hands-on brewing experience. FOCUS Work and Study Friendly Café suggests a conducive environment for productivity.

**Table 1**  
*Cafe Names with Common English Words*

<b>Cafe Names with Common English Words</b>	<b>Word Formations</b>
Afar Cafe	adverb + noun
Café Canopy	noun + noun
Collective Cafe	adjective + noun
Daily Café	adjective + noun
Fuzzy Café	adjective + noun
Solace Café	noun + noun
Benguet Brews Coffee and Roastery	proper noun + verb + noun + conjunction + noun
Coffee and Pine Co.	noun + conjunction + noun + abbreviation
Cupbearer Café	noun + noun
D Coffee Factory	letter + noun + noun
Farm to Cup DIY Brew Bar	noun + preposition + noun + acronym + verb + noun
FOCUS Work and Study Friendly Café	noun + noun + conjunction + noun + adjective + noun
Half Cup Café	adjective + noun + noun
Heart Cafe	noun + noun
Hidden Secret Cafe	adjective + noun + noun
Hoops Café	noun + noun
Local Farmers Coffee Beans and Café	adjective + noun + noun + noun + conjunction + noun
Mad Cups Cafe	adjective + noun + noun
Pine Three Café	noun + number + noun
Rolls and Frost Cafe	noun + conjunction + noun + noun

Starbrew Cafe	noun/verb + noun
Sugar & Spice Cafe	noun + conjunction + noun + noun
Upland Cafe	adjective/noun + noun
Valley Bread Café	noun + noun + noun

Furthermore, many cafés emphasize local or community connections in their branding. Benguet Brews Coffee and Roastery highlights local identity, whereas Local Farmers Coffee Beans and Café underscores the importance of sourcing from nearby producers. Creative combinations also play a significant role; names like Cupbearer Cafe and Coffee and Pine Co. reflect creativity and establish unique brand identities. Pine Three Café draws on natural elements, while Rolls and Frost Cafe suggests a blend of culinary offerings that may appeal to diverse customer preferences. Also, some cafés cater to specific interests or geographical references. For instance, Hoops Café and Upland Cafe highlight unique themes that resonate with particular audiences. At the same time, Valley Bread Café focuses on baked goods, enhancing its appeal to customers seeking fresh, locally sourced items. Hence, using common English words in cafés serves various purposes, from creating memorable identities to conveying themes and fostering community ties. By thoughtfully selecting names that resonate with their target audience, these cafés effectively position themselves in a competitive market, boosting customer engagement and brand recognition.

#### **b. Café Names with Creative Wordplay in English**

Café names often feature creative wordplay and recognizable English elements, making them engaging and memorable. For instance, Badthewrong Cafe combines "Bad" (adjective), "the" (article), and "wrong" (adjective) to create a thought-provoking name. It also plays on the Ibaloy expression "badarong," a curse word used to express anger or negative emotions. Nowadays, the younger generation casually uses "badarong" as a form of expression. This clever naming suggests that Badthewrong Cafe is a place where customers can openly express their frustrations, and through the enjoyment of their food, they can find a way to release those bad feelings.

The name challenges customers to reflect on their choices and experiences, inviting curiosity and discussion. Similarly, Brunchner Cafe cleverly merges "Brunch" (noun) with "ner," a suffix that indicates a person. According to one contributor to an online dictionary (Urban Dictionary, 2009), this term suggests a meal that combines breakfast, lunch, and dinner, typically enjoyed around 3:00 PM. Thus, the café name appeals to those looking for a relaxed dining experience that suits varied schedules.

In another example, CofteaBites Cafe "Coftea" (a mix of coffee and tea) with "Bites" (noun), inviting customers to enjoy both drinks and snacks. This combination showcases the café's variety and invites people to gather for light meals. Names like Fish Bowl Cafe use simple noun combinations, such as "Fish" (noun), "Bowl" (noun), and "Cafe" (noun), to suggest a fun theme. Foggy Beans Cafe follows this pattern by incorporating "Foggy" (adjective), "Beans" (noun), and "Cafe" (noun), suggesting a cozy atmosphere for coffee lovers. Additionally, La TEAnidad cleverly plays on "tea" and the town name La Trinidad, highlighting its focus on tea; this connection to local culture enhances the café's community appeal and draws in customers interested in regional specialties.



On the other hand, Sinner or Saint Cafe piques curiosity with its use of "Sinner" (noun), "Or" (conjunction), "Saint" (noun), and "Cafe" (noun). This name invites customers to consider the contrasting themes of indulgence in food, where enjoying certain dishes might feel like a "sin" due to health concerns, while other options may represent a "saintly" choice. In other words, the café embraces inclusivity by acknowledging diverse perspectives on food choices. It recognizes that dining can evoke feelings—guilt or virtue—based on individual beliefs about health and indulgence. This duality invites a wider range of customers, catering to those seeking indulgent treats and those preferring healthier options.

Moreover, the name Snack.stop conveys its purpose by combining "Snack" (noun) with "stop" (verb). This straightforward name makes it easy for customers to understand what to expect, attracting those looking for quick, delicious bites. Further enhancing the appeal, The BesTea Café includes "The" (article) and "BesTea" (a play on "best tea"), implying quality and positioning the café as a go-to spot for tea enthusiasts. Furthermore, The Existential Bean Roasterie Café uses "The" (article), "Existential" (adjective), "Bean" (noun), "Roasterie" (noun), and "Café" (noun) to suggest a thoughtful coffee experience that appeals to customers seeking a deeper connection with their coffee, emphasizing the craft of roasting and brewing.

For names like Topped Off Café and Resto, the phrase "Topped Off" (phrase) along with "Café" (noun) and "Resto" (abbreviation for restaurant) suggests a sense of satisfaction and completeness. Meanwhile, Trapezoid Café incorporates "Trapezoid" (noun) and "Café" (noun) to create a distinctive identity, as this unique geometric reference intrigues customers. Lastly, Yangbrew Cafe cleverly combines "Yangbrew" and "brew," referencing Mt. Yangbrew, located in La Trinidad, where the cafe is situated. Therefore, by using language creatively, cafes can connect with their communities and encourage customers to explore what each one offers.

## 2. Linguistic Techniques Behind the English Names of the Selected Cafés

The café names reveal various linguistic techniques owners use to establish distinctive and meaningful business identities. Focusing on four cafés, it shows that the naming process is often influenced by strategic considerations encapsulated in the acronym B.I.T.E.—Branding and Marketing, Inspiration and Trends, Translation and Local Language Considerations, and Experience and Business Planning, which plays a vital role in guiding café owners through the complexities of naming.

### a. Branding and Marketing

In particular, it was seen that the reason why Sinner or Saint Cafe considered branding and marketing in naming their café is to make their name creative and catchy. The owner said, *"The name, like, we really came up with Sinner or Saint, why? It's catchy."* During the time when the owner was interviewed, she started to talk about her experience with her cousin when they began to come up with the idea of starting a business. At that time, she explained that she and her cousin resigned from their previous work and started to do other activities to pass the time. The owner said, *"When both of us resigned, we decided to jog, you know, the kind of thing that we do other activities, and from there, every time we jog and walk, we thought, what if we build a café? What if we build a business?"* Hence, the owners created a concept surrounding their name, which

can be supported by the statement, *“Name first because there is a sinner or saint, and the concept is a guilty pleasure and guilt-free food.”* This concept stemmed from both owners being health-conscious at the time, as they also went on a diet.

#### **b. Inspiration and Trends**

Furthermore, in terms of naming considerations, there are cafés that prefer their names to be local or in a language that can be understood by everyone, like the English language. This reflects the case of Collective Café, wherein they considered local terms for the word “collection” but decided to go for the English term. The owner said, *“For the name of this café, we actually started thinking about local terms initially, like local terms for ‘collection’; some of the names were either taken or very obscure that it doesn’t really fit the theme that we like, so we just went with an English name.”* It was further explained that they wanted the name to fit the theme of their café, originally wanting a local term for the word “collective” because their theme was centered around collecting and selling local products. They consulted with local dictionaries and experts but ended up not liking them, so they opted for the English translation instead. With that being said, the owner chose an English name because he wanted a name that best describes them, but because of the scarcity of local terms, they decided to use the word “collection” due to their vision of collecting and selling local products.

#### **c. Translation and Local Language Considerations**

When it comes to naming inspiration, some cafés were inspired by other sources such as online social media sites. In the case of Pine Three Café, the owner was inspired by a post online. She explained, *“It was actually adapted from Instagram. I saw a post; it was the façade of the café and there were 3 pine trees, and the name was Tree Pine, T-R-E-E, and then pine. I suggested ‘What if it was this that I saw and we change the ‘tree’ to the number 3’ because there are three of us, and it’s also better because, ‘pine tree’, we’re in the pines, right? And they said, ‘You’re right.’”* During this time, the owner also explained that they did not follow any trends when choosing a name. She said, *“There was none really; like we were looking for something that rings a bell, like it sparks joy. When it comes to names, we really had no idea like what is our basis for our name. There was none really, so we were looking randomly, but we didn’t want anything corny.”* The owner was inspired by the café she saw online but changed one part of the name to make it their own. She also took into account her business partners by including them in the naming process as well as part of the name by changing the word “Tree” to “Three.” The word “pine” also fits the name because the owner mentioned that they are in a place where pine trees are abundant. Although pine trees are synonymous with Baguio, La Trinidad has the same climate where pine trees can flourish and grow, making the name perfect in terms of the café’s location and appeal to their customers.

#### **d. Experience and Business Planning**

Lastly, some café names come from the experiences of their owners regarding business planning. In the case of Benguet Brews Coffee and Roastery, the owner explained that he was a graduate of in a state university with a Bachelor of Science in Hotel and Restaurant Management. He said, *“I started working in the hospitality industry specializing in food and beverage services... it was my focus, but my passion was in the kitchen... when I worked at a hotel, that was*

*where I was put in the kitchen, and then after the hotel, I dived into the hospitality industry again. The hospitality industry is very broad, so I focused more on F&B and kitchens. I focused until such time I was put into a coffee shop and I started as their manager, and then that's when I dived into the local coffees."* With his experience in the industry, he said, *"I was the one who created the business plan because I have experience working in the café."* His experience made it easier for him to consider a name by himself. He said, *"I thought of many names, but I thought, why don't I adapt the name of the place I was gonna make business in? So, we are brewing the coffee of Benguet, so why not Benguet Brews instead?"* He further added, *"We want to put up the name Benguet Brews that way people can recognize brewing beverages that are from Benguet and then also the food of Benguet that we can serve."* His experience shows that some café and business owners derive their names from their experiences. In Benguet Brew's case, it was the owner's experience in roasting and serving local coffee that inspired the name.

His café also followed a trend during its construction. He said, *"Coffee mostly was the trend; there was a boom in coffee shops... all of those serving local coffee must have the word 'coffee' in their name."* This trend made him add the word "coffee" in the name Benguet Brews. The owner also mentioned the term "single-origin," which may indicate that they are getting their coffee from a single source. He said, *"You should always have 'coffee' in the name, not 'coffee shop' or 'café.' So, there were trends like that, single origin something like that, and people know that what we produce are single origin. That was the trend that we were following, so our full name is Benguet Brews Coffee and Roastery. So, we are coffee and roasters, so we also roast our own coffee, but we shortcut it into Benguet Brews only."*

As gleaned in the four cafés, the following observations were made regarding the naming of the cafés that were interviewed: For Sinner or Saint Cafe, the owners came up with a name backed by a concept that further defined the name: "Sinner or Saint: guilty-pleasure and guilt-free food," associating "sinner" with "guilty pleasure" and "saint" with "guilt-free food." In the case of Collective Café, the owner mentioned that they got the name because of its association with the word "collection"; he is collecting local products that come from his family's coffee farm and selling them. Though the name was supposed to be a local term, the owners decided against it because of the lack of local terms that captured the café's vision. For Pine Three Café, the owner didn't want a name that was considered "corny," so she was inspired by a café she saw online with the name "Tree Pine." This inspired her to change the name "Tree Pine" to "Pine Three." The word "pine" refers to the abundance of pine trees in La Trinidad because of its cool climate, and the word "three" pertains to the fact that there are three owners of the café. Lastly, in the case of Benguet Brews, the owner drew from his experience, which helped him in the creation of the café. He associated his café with the place it is located in, mentioning that they are roasting and brewing the coffee from Benguet, stating that his café's name followed a trend that incorporated the word "coffee" at the end of the name.

Here, these observations are reflected in the study conducted by Vasko (2015), wherein some international naming practices involve the use of the English language following the schemes of "adjective + café" and "coffee + noun or pronoun," as is the case with Collective Café. It was revealed in our study that there are other naming schemes, such as "noun + noun + café" and "noun + verb + coffee," as seen in Pine Three Café and Benguet Brews Coffee and Roastery. The



study also showed some businesses attempting to create names through metaphors and poetic images, as is the case with Sinner or Saint, where their name is a metaphor referring to “guilty-pleasure and guilt-free food.” The linguistic techniques of the four cafés highlight the creativity with which these owners use their experiences, surroundings, and interests in creating names that suit the vision of their businesses. In the case of Sinner or Saint Cafe, they used their health as a basis for their café's menu, which created the name. In the case of Collective Café, the owner used the knowledge gained from his family to create an outlet for his family's coffee farm. In the cases of Pine Three Café and Benguet Brews, they utilized their experience in the hospitality industry as well as their location to create thriving and successful businesses.

### 3. Impacts of Having English Names in Cafés

Café names illustrate how owners use language to create unique identities for their businesses. By examining the impact of English names, this discussion highlights three key points summarized in the acronym S.I.P.—Simplicity in Understanding, Identifiable Branding, and Place-Based Relevance—which help café owners select names that resonate with their customers.

#### a. Simplicity in Understanding

The case of Sinner or Saint Café illustrates the effectiveness of English for naming. The owner believes that an English name is more understandable and preferable, stating, *“Unless you market and you market... English is more understandable.”* Located near Bell Church, a popular tourist spot, the café targets tourists who may struggle to understand local language taglines. The owner emphasizes that using English makes it easier to attract their audience, explaining, *“If we will use our languages... it's hard to explain... easy English, everybody can understand.”* The owner also mentioned that their café is well known for the “kamote dish”, she said, *“our identity is sinner or saint, if you said sinner or saint, automatic, “kamote” cake”*, because they market themselves with the tagline “a taste of cordilleran food.” The owners used the English language for their café's name and tagline but used the local terms of cordilleran foods in their menu in order to attract customers who will become curious about what that dish is.

#### b. Identifiable Branding

When it comes to name perceptions, some cafés believe that a café with an English name is more formal and carries a certain degree of sophistication. In the case of the Collective Café, the owner said, *“What's in my mind is that English-named cafés are more formal in some way compared to locally named cafés.”* He explains that cafés with local names have a “homey” and traditional atmosphere, while English-named cafés are places where customers can work and study comfortably. Regarding his café, some customers suggested he shorten the café's name because it is too long. He mentioned, *“I heard some customers saying, ‘Just Collective,’ instead of ‘The Collective.’”* He also added that because the name is too long, some customers are not even aware of what it is; he said, *“Actually, the issue here is that we do not have enough signage, so they're not that familiar with the name of the café.”* The owner expressed his concern that some people are not familiar with the name due to the lack of signs displaying it. Besides, the owner of the said café wants to change the name to something shorter. He said, *“Right now, I'm thinking of rebranding to just Co-fé. It's a shortened term for Collective Café,*

so *Co-fé*.” Co-fé combines the words “collective” and “café.” The owner believes that a short name is memorable and enhances customers’ perceptions when they see it. He also noted, *“There are few cafés with English names in La Trinidad, so I think that’s eye-catching. That’s something that sets us apart.”* So, being an English-named café contributes to their identity and distinguishes them from others.

However, as far as cultural consideration is concerned, the owner of Benguet Brews Coffee and Roastery explained that there is no significant difference between an English-named café and a non-English-named café. He said, *“In our place, it’s not that important that there are English-named businesses, but most businesses have English language... If you have an English language name or an English-based name for your business, for the person who understands you well or wants to know more about you, I guess you can attach it there.”*

The owner also explained that because their name is “Benguet Brews,” people tend to go to their café. He noted, *“Usually, we don’t consult with them, but we let them tell us what they think about it. So that is their usual feedback: ‘Let’s go to Benguet Brews.’ It is what they usually say because they can easily understand what the name is all about, so that is what we think.”* Because the name uses the noun + verb formula stated in SOP Two, customers understand that the café’s purpose is to brew the coffee of Benguet, making them fully aware of what the establishment serves. The owner added, *“For me, yes, because we always notice when we go out that people would say, ‘Oh, let’s go to Benguet Brews because they have good coffee.’ So our identity is already there as a coffee producer from Benguet, so for us, it is very eye-catching.”* He believes that their café’s name is eye-catching because it clearly describes what the establishment offers, allowing everyone to know what type of café it is instantly.

### c. Place-Based Relevance

A name is important when it connects with the local community and context, balancing the appeal of English names with the appreciation for indigenous or local names in rural areas, as it reflects how location affects naming choices and builds a connection to the environment and culture. This sentiment was shared by the owner and general manager of Pine Three Café, who said, *“It really depends on the location... it depends on your market also... I’m guessing it’s catchier if it’s English, but if you’re in rural areas, I think they will appreciate it more if it’s not English.”* She explained that if a café is located in a lively place, such as a city, or if their target customers are foreigners, then having a name in English is preferred; however, an indigenous or local name is more appreciated in rural areas. The owner emphasized that when choosing a name, it should resonate personally to bring identity to their brand. She said, *“The name is very important, so choose something that is close to your heart or something that has a story.”* In the case of their café, they chose a name that works best for them, and it has resonated with their customers because it relates to their location: pine trees. The owner noted, *“One of our... it’s not a regret or a mistake, but it’s a common name that sometimes... we get mistaken for Coffee and Pine.”* She explained that having a common name can lead to people confusing their café with another.

Therefore, the case of these four cafés has shown that their name has a bearing in terms of their marketing; there are other factors as well that help the marketing of the café besides their name; based on the findings, cafés use an

assortment of ways in helping them market their brand, through the name alone these cafés can project their vision and pull these customers into their café. It is also evident that these cafés emphasize the importance of a name that should be well-researched in order to give their establishment more identity and quality. These cafés also use other marketing strategies in order to bring their name out there because they have a background in the food and service industry; with the help of their background, they can easily market their brand in many ways, helping them gain more customers and with their name becoming more well known among the locals.

## 2) Discussion

Using English names in cafés around La Trinidad isn't just about marketing—it's also a cultural and strategic move. Café owners often choose English names to boost visibility, build a recognizable brand, and connect with both locals and tourists. In this study, it was found that many owners use English specifically for branding, which ties in with Kapferer's (2008) Brand Identity Theory. This theory explains that a brand's name, image, and reputation all shape how people see it. So, picking an English name isn't just about being understood—it's also about creating a more formal or sophisticated vibe. For instance, the owner of The Collective Café wanted a name that sounded elegant and professional, which fits Kapferer's point about the power of a strong, distinct name. That desire for a "more formal" image reflects the café's goal of appealing to a wider audience, especially tourists.

Still, some cafés don't completely leave local culture behind. They blend English with local touches to keep a cultural connection. Sinner or Saint Café is one example—it includes a dish made with kamote (sweet potato), a popular regional food. By mixing an English name with something locally familiar, the owners show they still value local identity. This approach matches Holt's (2004, in Adams, 2005) Cultural Branding Theory, which says that brands work best when they connect with people's culture. Using traditional food, for example, helps the café stay rooted in local pride while also being accessible to a global audience. Sinner or Saint Café also uses English in its menu so that tourists—who might not understand the local language—can easily get what they need. This supports Pennycook's (2007) idea that English is a global communication tool, especially in business, where clear messaging matters.

Pine Three Café offers another interesting case. While their products aren't necessarily localized, their name refers to pine trees, which are iconic in La Trinidad. That small detail helps tie the café's brand to the local environment. Zenker et al. (2017) argue that using familiar symbols in a brand can create a stronger bond with the local community. In this case, referencing pine trees can make locals feel more connected to the café and proud of it.

But at the end of the day, cafés are still businesses. If rebranding helps them reach their target market, they'll do it. Smith's (1956) Market Segmentation Theory explains this—businesses adapt based on the preferences of different customer groups. For example, the owners of Pine Three Café pointed out that in rural areas, local names might connect more with the community, while in tourist-heavy or urban spots, English names might work better. That's why cafés like theirs lean on local references in the name, while others—like The Collective Café—are thinking about rebranding to appeal to a more international or city-based crowd. The owner even considered changing the name to "Co-fé," a shorter,



catchier version that's easier to remember. Simple names can be powerful—they're easier to recognize and help with customer recall.

Overall, this study adds to the conversation about how cafés use branding, language, and cultural identity—especially in hospitality. It looks at how names do more than label a place—they help create a sense of identity and stand out in a crowded market. What's interesting is how many cafés strike a balance between global trends and local roots. An English name like Sinner or Saint Café might grab the attention of a tourist, while a local reference—like serving traditional food or using familiar imagery—keeps the connection with the community strong. That shows the value of having a thoughtful naming strategy—one that considers both branding and cultural relevance. In the end, using English may help cafés compete in a global space, but tying in local elements keeps them grounded and meaningful in their community.

#### D. CONCLUSION AND SUGGESTIONS

This study explored how cafés in La Trinidad select their names, particularly focusing on English names and their impact on branding and customer connections. Many café owners choose English names to boost visibility and attract both locals and tourists, helping them stand out in a crowded market. Additionally, many cafés incorporate local words and cultural references, preserving their heritage and appealing to customers who value local culture.

Creative naming strategies, such as metaphors, poetic imagery, and catchy taglines, enable cafés to express their identity and attract potential customers. To navigate the complexities of naming, café owners can use the B.I.T.E. framework—Branding and Marketing, Inspiration and Trends, Translation and Local Language Considerations, and Experience and Business Planning. This strategic approach ensures names are memorable, meaningful, and relevant. At the same time, it's important for owners to remember to S.I.P.—Simplicity in Understanding, Identifiable Branding, and Place-Based Relevance. These elements help create names that are easily recognizable and relatable to customers.

As the market evolves, combining creativity with cultural authenticity will likely enhance the success of these cafés. Therefore, it is concluded that cafés in La Trinidad benefit from using English names, which strengthen their branding while connecting them to local culture. This blend of local heritage and creative expression helps attract customers. As more people seek unique dining experiences, adapting naming practices through the B.I.T.E. and S.I.P. frameworks will be essential for staying competitive.

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