

Threads of Meaning: Exploring Brand Identity through Language in Pakistan's Clothing Industry

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Abstract

The study analyzes the language used by the Pakistani clothing brands, Generation and Sapphire on Instagram that they use to construct their identities by selling their products in an age where branding goes hand in hand with storytelling. This research incorporates both qualitative and quantitative methodology by focusing on brands' posts from January-April 2025. The study uses the framework of CADS to identify the linguistic patterns that may not be seen manually, and Identity Theory to understand and analyze the social positioning of the brands. The study highlights that besides being marketing tools, the advertising strategies of these clothing brands shape and influence consumer identity and perception by using the language that reflects aspirational values, by reinforcing social belonging and values, and by the strategic use of verbal discourse. The findings show that each brand constructs identity in different ways. Sapphire constructs brand identity through supporting and softening narratives of elegance and sophistication. Whereas, Generation portrays itself as a culturally-rooted, timeless, women-empowering clothing brand. This study fulfills a research gap in linguistic branding by illustrating how language sustains identity construction in Pakistan's emerging online marketing by not only studying the corporate identity construction of the brands but also the consumers' social identity that the brands construct by aligning the consumers' perception with the brands' ideas and values. This research also contributes to the scope of sociolinguistics and corpus theory by applying identity theory to the commercial and digital domain, using CADS to analyze multimodal marketing, and by introducing Pakistani brand discourse into global sociolinguistic conversation.

Keywords: corpus analysis, identity construction, clothing brands, Generation, Sapphire

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Introduction

Language plays a significant role in brand marketing in today's competitive market. Brands use it as a strategic tool to communicate their identity, and values that help them connect with their consumers. Brands differentiate themselves by portraying strong feelings and affiliating themselves with some specific kind of identity by using carefully chosen language (Rigby & Lee, 2024). This language creates the emotions in the customers that guide their purchasing decisions. The strategies used by the brands determine their level of brand recognition. Using these techniques ultimately has a positive impact on customer actions and attitudes (Carnivale et al., 2017).

A brand's identity is socially constructed by using language which acts as a bridge for effective communication of the brand's purpose. Brands formulate specific identities by tailoring their language, style, and even the way they tell their stories. All marketing communication employs a certain language; in fact, it uses a language infused with emotions, popularity, and social roles (Bhatia, 2019). This helps in creating an identity that draws proprietary associations, especially in industries where identity projection and consumption are intimately associated. It is for this reason branding is no longer regarded only as an economic activity. It is a sociocultural phenomenon where discourse is both shaped and shapes the consumers' identities (Luna et al, 2017).

Keller states that language serves as both communication and perception-shaping tool in forming identities in the contemporary competition (2011). Developing brand equity entails enhancing a company's identity to align with the customer's values and this is referred to as brand language by Keller (2011). Distinctive strategies enable consumers to form connections with the brand and the language becomes vital in establishing and fortifying the corporate identity. Strategies aiming at branding are more resonant when the approach blends logic with emotions, making the study of language in branding fundamental to the efficacy of branding strategies.

Although the necessity of language as a means of brand communication is slowly being appreciated, there is a lack of research on how language contributes to brand identity development in social media marketing for emerging countries like Pakistan. There is scant attention to how firms use language on social media, especially Instagram, to construct and portray identities though many strategies as well as the role of language in advertising and customer perception have been largely

studied (Holt, 2019). Other scholars have studied Western companies but local brands in Pakistan are hardly studied even though they might use different language strategies to market to their customers. This study seeks to address this gap by analyzing how Sapphire and Generation, two leading fashion retail brands in Pakistan, use Instagram to construct specific brand identities and influence perceptions through their language.

This research seeks to fill a void within the framework of brand identity concerning the language used in identity creation in the Pakistani apparel sector. The study analyzes the neglected Sapphire and Generation social media advertising campaigns to showcase the prominent but often overlooked regional branding discourse. With the help of Corpus Analysis and Identity Theory, the study seeks to expose the underlying linguistic structures, including adjectives, collocations, and keywords, that shape customers' perception and brand image. This work demonstrates how the language, strategically used within regional branding can enhance identity engagement and deepen the meaning.

Review of the Literature

Language is an important part of branding as businesses leverage it to develop captivating brand stories and interact with the consumers emotionally. According to Zhao et al., (2022) social media and its accompanying branding language have influenced marketing tactics in the contemporary age. In addition to selling products, brands now cut across various spheres of life to communicate identities, values, and narratives to their markets. Strategies or choices, such as tone, language, and style, are used to position brands and interact or influence sentiments. "Moreover, language has become a dominant resource for competing for attention among affluent consumers in 'emerging fashion capitals' (like Pakistan)." (Koller, 2010)

According to Norton & Toohey, (2011) language not only conveys information, but also shapes social identity. Brands aim to produce texts that integrate visuals aligned with consumer value systems and lifestyles, thus creating appealing imagery. The identity construction from a sociolinguistic point of view has been widely analyzed as a language serves social practice in placing companies to the culture and society context (Aaker, 1997). Brands carefully formulate their communication strategies and structures to appeal feelings of exclusivity, want, or belonging in the audience.

It has become even more important for the purpose of developing consumer culture identity on systems such as Instagram because the text needs to grab attention immediately and resonate emotionally with the users (Deng et al., 2021).

Today, understanding the impact language has on branding is vital. Besides conveying information, language also shapes perceptions regarding the clientele and the brand. Language styles like tone, word choice, and narrative are instrumental in determining customer relations and sustaining loyalty, as highlighted by Packard & Berger, (2020). This research outlines how tailored communication language increases the connection and trust customers have with the business, making them feel valued. These strategies provide marketers and brand managers with valuable insights on how brands differentiate themselves from competitors and capture their ideal audiences. (Hartmann et al., 2021)

The construction of brand identity through the lens of language remains a gap in academic literature in both sociolinguistics and marketing. Words, expressions, and sometimes entire stories that brands speak of or write online are meticulously crafted and constructed to convey a specific identity or emotional value, whether it be positive or negative. Heding, Knudtzen, and Bjerre (2020) state that language is one of the foremost ways, brands transmit their beliefs, personalities, and promises to clients. Brand identity is a complicated phenomenon. A brand is able to remain in the minds of customers and distinguish itself from the competition through the strategic use of modifiers such as exclusive, modern, traditional, or inclusive (Lerman et al., 2017). Hence, mastery of brand language is a prerequisite to comprehending the strategic positioning of firms in an increasingly dynamic marketplace. (Heding et al., 2020)

This study focuses on the Corpus-Assisted Discourse Studies (CADS) which has created a new, systematic, and data-oriented brand language analysis approach. By employing CADS, researchers are able to identify repetitive linguistic structures, collocations, and discursive patterns that might be overlooked in manual qualitative analysis. As posited by Baker (2023), combining critical analysis with corpus approaches uncovers the social construction of identity through the language used in branding, marketing, and media. With respect to CADS in branding, it monitors the methods identity motifs appear in enormous marketing corpus texts, providing empirical evidence of the sophisticated ways brands influence consumer associations and perceptions. (Gillings et al., 2023)

Brands now regard social media, especially Instagram, as primary platforms for identity construction and articulation. Marketers through Instagram seek to appeal to specific groups by creating distinct personas using language, photography, and community engagement owing to the platform's visual and participatory nature. Gannon & Prothero (2018) argue that social media marketers go beyond product advertisement to define lifestyles, beliefs, and social identities using strategic language and visual narratives. There is a notable shift emerging in the branding and identity work continuum as organizational identity navigates emotive ties, drawing consumers through carefully constructed phrases that guide perception. Thus, the study of language used in communication by brands on Instagram offers immense value in understanding contemporary identity construction processes (Yilmaz, 2023).

Social media marketing language employed by fashion firms in Pakistan has not received adequate scholarly research attention, despite earlier research discussing the language of branding and identity creation. While there are studies investigating language within branding and brand storytelling, there is a gap at the local level regarding the socio-cultural dimensions of Pakistani firms. This study bridges the gap by analyzing how Generation and Sapphire Fashion brands design and market consumer identities with the use of language on Instagram. This study aids in the development of branding communication by applying Identity Theory alongside corpus-based approaches. Additionally, it provides a culturally holistic framework for identity construction in South Asian marketing research.

Methodology

❖ Research Design

This study uses a mixed-method research approach, integrating corpus-aided methods with qualitative analysis. The study provides corpus-based statistical data to justify the conclusions and elaborate on certain linguistic phenomena. The qualitative part examines how Sapphire and Generation construct brand identities within their brand language and the specific lexical processes – adjectives and collocations – that build them. Corpus Analysis provides quantitative evidence for the identification of key words, collocations, and overarching linguistic patterns, which can be termed as important in modern linguistics and beyond using programs like Sketch Engine.

The emphasized scope is the purposeful identity construction in marketing messages irrespective of how the targeted audience may perceive or make sense of such identities. The study seeks to offer an elaborate and systematic exploration of the emerging brand identity from a theoretical interpretation augmented with corpus analysis.

Theoretical Framework

This research applies Identity Theory as described by Burke and Stets (2009). This theory explains how individuals and groups within an organization employ phrases, titles, and actions to negotiate a certain identity and maintain it. In this study, identity theory offers adequate description of how Sapphire and Generation, as Pakistani fashion firms, market and carve out distinct brand identities. The research examines role-based identity, salience, and commitment, which are the three most important elements of Identity Theory. Role-based identity explains how, akin to people, brands “alter” and undertake new market “roles” in accordance with expectations and planned image. For instance, a company can market itself as more progressive or traditional, depending on the rhetoric used in the marketing campaigns (Gallagher, M., Marcussen, K., & Serpe, R. T., 2022).

The second component, salience, explains how an identity is featured within specific communications. Brands have different marketing strategies including emphasizing elegance, affordability, tradition, or empowerment. The most relevant identity shaping aspects of language are very important in branding. Commitment, in turn, determines the level of identity application across campaigns and platforms branded his/her identity. Up to a certain degree of commitment, the brand image withstands the test of time. The research aims to apply the three aspects of Identity Theory (Burke & Stets, 2009) to analyze how Sapphire and Generation brand identities are constructed and maintained through specific language use such as adjectives, key words, and collocations.

❖ Data Collection

The data collection procedure was undertaken from the official Instagram accounts of Sapphire and Generation, two prominent brands of clothing in Pakistan. In order to keep the research relevant, the most recent marketing approaches and language works were analyzed. Accordingly, the relevant period for data collection was set between January 1, 2025 and April 25, 2025 as this time frame was the most recent

one particularly at the time of research. Every single piece of text and captions or texts based on reels and posts were carefully transcribed manually and stored in Word files. In order to ensure that the data was arranged adequately, the names of each campaign together with the captions or tag lines that accompanied them were added. Only textual data was captured, leaving out visual data like images or videos in order to focus on the textual analysis.

Once the corpus files were prepared, data processing was done using Sketch Engine, a corpus analysis tool that enables the systematic exploration of language patterns. As a measure of ensuring clarity and preventing overlap, the corpora for Sapphire and Generation were compiled separately. Using Sketch Engine, the retrieval of linguistic features such as keywords, collocations, adjectives, and even scores like log-Dice frequency were automated. This analysis gave insights into the relevant vocabulary options available to each brand, shedding light into the linguistic methods that were employed in the construction of the given brand identities.

The goal of data collection was to capture it manually for accuracy. Only official posts were accepted for collection; there were no customer reviews, third-party reviews, or promotional material from outside sources. The selection of Instagram was made because it uses visual-textual advertising which fashion firms, at the time of this research, utilized to communicate with their audience. The corpus-based analysis provides the outline of a Pakistani textile firm marketing its products in a sophisticated way, using carefully crafted phrases which linguistically construct identities in marketing.

Brand Name	Sapphire	Generation
Social Media Platform	Instagram	Instagram
Post Type	Posts / Reels	Posts / Reels
Geographical Origin	Pakistan	Pakistan
Language	English	Mostly English, rarely Urdu
Link	https://www.instagram.com/sapphirepakistan?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcoMzIxNw==	https://www.instagram.com/generation_pk?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDcoMzIxNw==

Figure: 3.1

Data Analysis Method

This research applies a CADS approach of studying language, which integrates discourse analysis and corpus linguistics, focusing on identity discourse in Generation and Sapphire branding. This method best serves the purpose of the study since it provides an analyzed set of data that reveals the presence of distinct language patterns attributed to brand identity (Baker, 2013). The combination of corpus data and qualitative research allows for the evaluation of the connection between language and identity construction, enabling an identity analysis of branded clothing discourse.

The Sapphire and Generation Instagram corpus data that included the Instagram posts' captions, was analyzed with Sketch Engine. With Sketch Engine, it was possible to derive numerous linguistic variables like collocation MI score that measure the strength of association between terms within a specific context in order to define what types of collocations are prevalent within the corpus language of the brands. The MI indicator also shows keywords which are important to the corpus in terms of their log-Dice score relevance. These linguistic features tell us how the brands create and nurture the brand identity using corpus linguistics. For each brand there is a set of adjectives, collocations, and keywords which is specific to that brand's language use patterns (Ancarno, 2020).

As part of this approach, an important consideration is the focus on keywords and collocations. Keywords and log-Dice scores also contribute to the creation of brand identity, where keywords mark the highest scoring terms of the brand's lexicon. This work has been done in keyword analysis by first comparing the corpus with the reference corpus enTenTen. The degree to which specific words are used together has also been computed to demonstrate how brands aim to evoke sentiments that reside below the surface in their advertising language. This incorporates the study of how some features of a language, such as adjectives, or some word pairs, help typecast a given brand identity.

To shed light on the identity aspects, a blend of the corpus-based quantitative approach and identity theory was applied. With regard to role-based identity, salience, and commitment, this branding theory offers insight on how the brand orchestrates the identity through language (Person et al, 2014). This approach is

used to identify and explain the brands' discourse in relation to the identities crafted for these brands.

This hybrid approach, which combines both objective evidence and qualitative insights, facilitates a deeper understanding of how language shapes brand identities in contemporary marketing.

Limitations of the Study

The selection of a single social networking site and scope of data collection are the primary sources of the limitations. Due to the sole analysis of Instagram postings from January through April 2025, the study does not consider the variety of language strategies that may exist on other platforms including Facebook, Twitter, or even traditional advertising. Secondly, although the study seeks to analyze marketing language through corpus driven approaches, it does not examine contextual factors such as culture or geography that may affect the construction of identity. The research risks misrepresenting identity categorization and analysis by applying a subjective interpretation of identity theory in CADS. Regardless, the research offers valuable insight into the role of language in the construction of brand identity in digital marketing.

Ethical Consideration

The study is ethical as it relies on Instagram public accounts data and does not gather any private or sensitive data concerning users. The research analyzes the posts' captions of Sapphire and Generation and limits the focus to the marketing language without revealing the collective identities or actions of the respondents. None of the brand accuracy measures were neglected, and there was no data tampering. In addition, although the research perceives social media content as data, there is consideration for the responsible use of such content without violating the integrity of the platforms or privacy of the users. There is no active engagement with the subjects from Instagram or accompanying data collection beyond the brands' content to eliminate encounters with any ethical dilemmas regarding privacy of the users.

Analysis

The focus is on the social media marketing strategies of the two leading fashion competitors, Sapphire and Generation, to analyze how they portray brand image through language. The research employed a mixed-method approach where Identity Theory with Corpus Assisted Discourse Studies (CADS) was used as the framework for data interpretation. Based on the CADS method, the Instagram posts covering the period from January to April 2025 were analyzed through keyword, collocation, and keyword analysis using Sketch Engine. For the validation of results, MI score and LogDice scores were also measured. These procedures allowed the extraction of vital linguistic features for the construction of identities of these brands. The data was also analyzed based on the Identity Theory employing the three core elements of identity: role identity, salience, and commitment to examine how each brand's discourse shapes the identity in the market.

CADS Analysis (Sapphire)

❖ Collocation Analysis

The corpus-assisted discourse analysis (CADS) data shows a remarkable lack of coverage of highly positive, emotive adjectives that frequently project an aspirational brand image alongside class associated nouns.

Phrases such as “effortless grace,” “bold hue,” “statement look” and “stunning ensemble” showcase how Sapphire constructs a narrative of elegance, refinement, and sophistication. The collocation of the adjectives with these terms suggests a focus on individuality and self-expression, which are essential for marketing luxury fashion. High mutual information (MI) scores for descriptors such as “stunning,” “bold,” “effortless,” and “exquisite” also indicate a strong branding strategy aimed at placing the rubric picture of Sapphire in consumers’ minds.

Sr #	Adjectives	Frequency	Important Collocations	MI Score	Brand Name
1.	effortless	27	effortless grace	11.96	Sapphire
			effortless charm	11.65	

			effortless statement	11.38	
2.	bold	18	bold hue	11.95	Sapphire
			bold expression	10.75	
			bold statement	10.26	
3.	stunning	12	stunning ensemble	11.91	Sapphire
			stunning blend	10.6	
			stunning outfit	10.19	
4.	classic	10	classic choice	11.54	Sapphire
			classic take	11.54	
			classic beauty	11.19	
5.	chic	7	effortlessly chic	13.28	Sapphire
			chic look	8.93	
			beautiful chic	11.99	
6.	graceful	7	graceful finish	11.99	Sapphire
			graceful statement	10.14	
			graceful look	8.82	
7.	elegant	7	elegant fusion	11.3	Sapphire

			effortlessly elegant	10.91	
			elegant look	9.83	
8.	special	7	so special	13.41	Sapphire
			special day	11.19	
			special moment	11.19	
9.	classy	5	yet classy	13.41	Sapphire
			classy set	11.67	
			classy design	10.91	
10.	sophisticated	5	effortlessly sophisticated	12.41	Sapphire
			sophisticated threadwork	11.99	
			sophisticated look	9.91	
11.	beautiful	3	beautiful chic	11.99	Sapphire
			beautiful tradition	11.3	
			beautiful print	10.09	
12.	elevated	3	elevated accent	12.19	Sapphire
			elevated design	10.91	

			elevated look	8.91	Sapphire
13.	stylish	2	yet stylish	13	
			effortlessly stylish	10.75	
14.	unforgettable	1	unforgettable moment	11.3	Sapphire
15.	strong	1	strong statement	10.47	Sapphire

Figure: 4.1

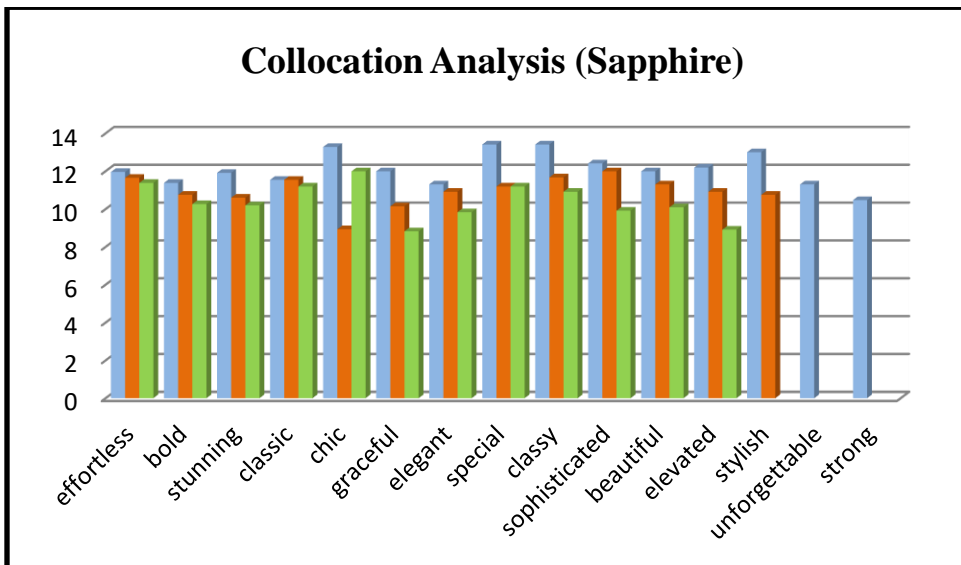


Figure: 4.2

Through the use of discourse, Sapphire cultivates the image of the consumer as someone who possesses “grace”, “poise”, and “elegance”—an identity position approach. Phrases like ‘effortlessly chic’ and ‘elegant fusion’ coupled with ‘sophisticated threadwork’ contribute to the blurring of personal characteristics and

attributes of the clothes, turning them into a personal hallmark of the buyer's intellect. Moreover, the occasional emotional markers like an unforgettable moment or special day adds to the brand discourse in sentimental terms by linking the brand with salient moments in the life of the consumer and helps foster brand loyalty. This example of promotional discourse illustrates how marketing language not only conveys information about the items, but also examines the use of language to articulate identity that is cultivated on the perception of emotions and aesthetics.

Keyword Analysis

The Corpus-Assisted Discourse Analysis (CADS) reveals that Sapphire retains its brand identity through sophisticated and emotionally poignant language and style that focuses on ease and elegance. The strategic marketing the brand does through the use of adjectives like “effortless”, “delicate”, “bold”, “stunning”, “chic”, and even multi-word forms such as “effortless charm”, “stunning ensemble”, and “timeless elegance” portrays the brand as a line of fashion that effortlessly enhances the beauty of the wearer. All these collocations had reasonably high Log-dice scores hinting towards Sapphire branding strategies aimed at something more transcendental like emotional gratification. For instance, “grace in every detail” and “elegance in every thread” classifies not only describe the goods but allegorically transforms the clothing and links it to the richer taste of the wearer that is almost innate. Sapphire clothing is less about being fashionable and more about exuding poise and “timeless elegance”. Furthermore, phrases like “special” and “oh-so-chic” make the brand feel special.

Sr. no.	Single Word Keywords	Multi-Word Keywords	Log-Dice Score	Brand Name
1.	effortless	effortless charm effortless grace	11.91	Sapphire

2.	delicate	delicate embroidery delicate detail	11.91	Sapphire
3.	bold	bold hue bold statement	11.39	Sapphire
4.	stunning	stunning ensemble	12.19	Sapphire
5.	classic	classic meets	11.73	Sapphire
6.	chic	effortlessly chic oh-so-chic	12.63	Sapphire
7.	graceful	grace in every detail effortlessly graceful	10.44	Sapphire
8.	elegant	effortlessly elegant timeless elegance elegance in every thread	14	Sapphire

9.	special	special feel	8.90	Sapphire
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Figure: 4.3

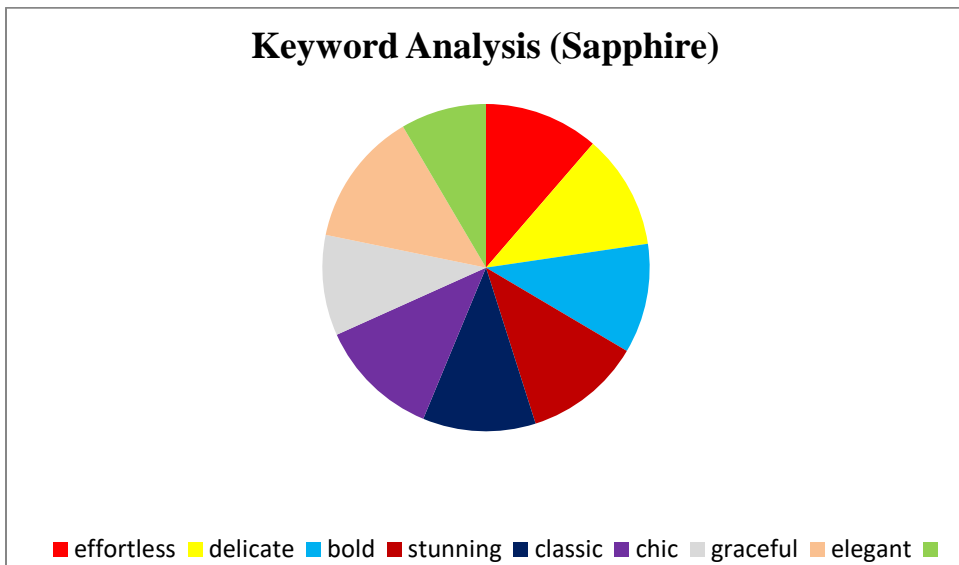


Figure: 4.4

CADS Analysis (Generation)

❖ Collocation Analysis

The analysis of Generation based on CADS shows the adjectives like “strong”, “timeless”, and “bold”, that were claimed to convey an emphasis on resiliency, long lasting attractiveness, and empowerment which the Generation brand portrays. For example, "timeless tradition", “timeless charm”, and "timeless style" collocations show deep reverence for tradition but are still considered contemporary. This is also how the brand is seen as a vehicle for self-expression through clothing, alongside terms like “so bold” and “bold statement” which serves to positively position the brand. Such use of strong lexicon builds courage which is needed in today’s society that advocates for individuality and empowerment.

Sr. no.	Adjectives	Frequency	Important Collocations	MI Score	Brand Name
1.	timeless	7	timeless tradition	11.99	Generation
			timeless charm	11.54	
			timeless style	11.41	
2.	bold	7	so bold	12.68	Generation
			bold statement	11.99	
			bold mood	11.83	
3.	strong	6	strong opinion	12.41	Generation
			strong wardrobe	12.41	
			strong woman	11	
4.	perfect	5	perfect wrap	12.41	Generation
			perfect partner	12.41	
			perfect piece	12.19	
5.	delicate	3	do delicate	13.99	Generation
			delicate embellish	13.67	
			delicate motif	12.68	
6.	great	3	great style	13.83	Generation

			be great	10.14	
7.	fearless	2	unapologetically fearless	13.41	Generation
			fearless woman	11.09	
8.	unstoppable	2	unstoppable woman	12.09	Generation
9.	inspiring	2	inspiring generation	13.41	Generation
10.	fair	2	very fair	13.99	Generation
			fair sex	13.41	
11.	oppressive	2	oppressive law	13.41	Generation
			oppressive legislation	13.41	
12.	powerful	1	powerful feel	13.41	Generation
13.	relentless	1	relentless pursuit	13.99	Generation
14.	mindful	1	stay mindful	13.41	Generation
15.	effortless	1	effortless elegance	11.54	Generation
16.	calm	1	calm choice	13	Generation
17.	sexual	1	sexual assault	13.41	Generation
18.	Whimsical	1	whimsical gypsy	13.99	Generation

Figure: 4.5

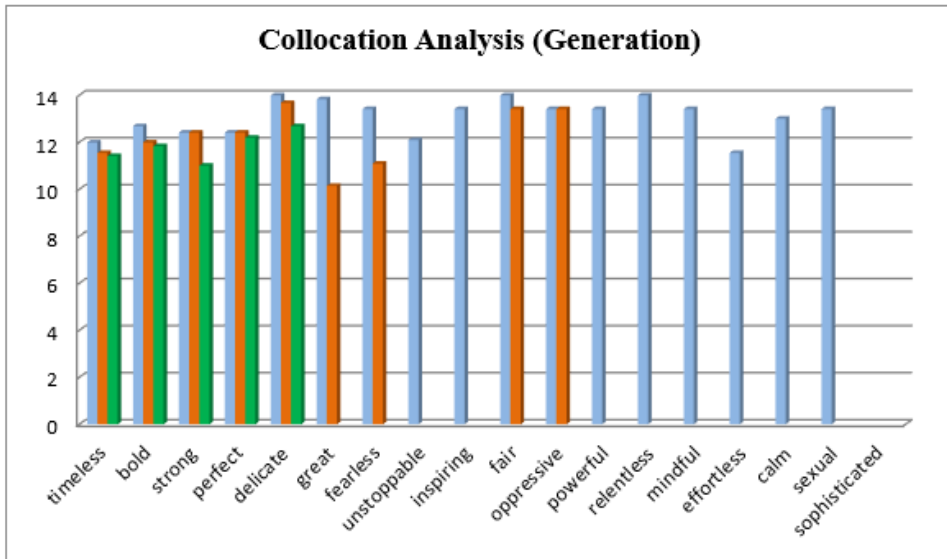


Figure: 4.6

The CADS analysis demonstrates how the brand attempts to build social narratives for marketing. With examples like “unstoppable”, “sexual assault”, “suppressed law”, and “unapologetically fearless”, it makes sense why the company is thought to be accepting social issues rather than neglecting them. Such phrases as “oppressive legislation” and “fearless woman” become a vehicle meant to associate the brand with activism as well as progressive movements. More captivating expressions such as “whimsical gypsy” and “effortless elegance” ensure that beauty and style are not compromised in the service of delivering a message. Beyond fashion, the company using apparel advances cultural understanding, strength, and awareness.

Keyword Analysis

Generation continues to build a brand identity based on empowerment, authenticity, and aesthetic superiority attuned to fashion using bold marketing with the application of CADS approaches to the discourse. Adjectives like ‘timeless,’ ‘bold,’ and ‘strong’ are overused in the collocations like ‘timeless style,’ ‘relentlessly bold,’ and ‘strong warrior’ creating a discourse for fashion as a symbol of self-defense and an empowering sword for personal struggle. ‘Relentlessly bold’ and ‘timeless

style' are examples of the slogans that uphold a strong fashion brand. By carefully combining strength (great style), perfection (print perfection), and greatness (strong warrior), Generation positions itself as a brand that combines luxury aesthetics with personal empowerment, situating its marketing language within a broader social conversation about confidence and self-expression.

Sr. no.	Single Word Keywords	Multi-Word Keywords	Log-Dice Score	Brand Name
1.	timeless	timeless style timeless staple	12.42	Generation
2.	bold	relentlessly bold bold print	13.58	Generation
3.	strong	strong warrior	9.42	Generation
4.	perfect	print perfection	11.54	Generation
5.	delicate	delicate embellishment for moments	10.68	Generation
6.	great	great style	13	Generation
7.	fearless	unapologetically fearless	8.71	Generation

Figure: 4.7

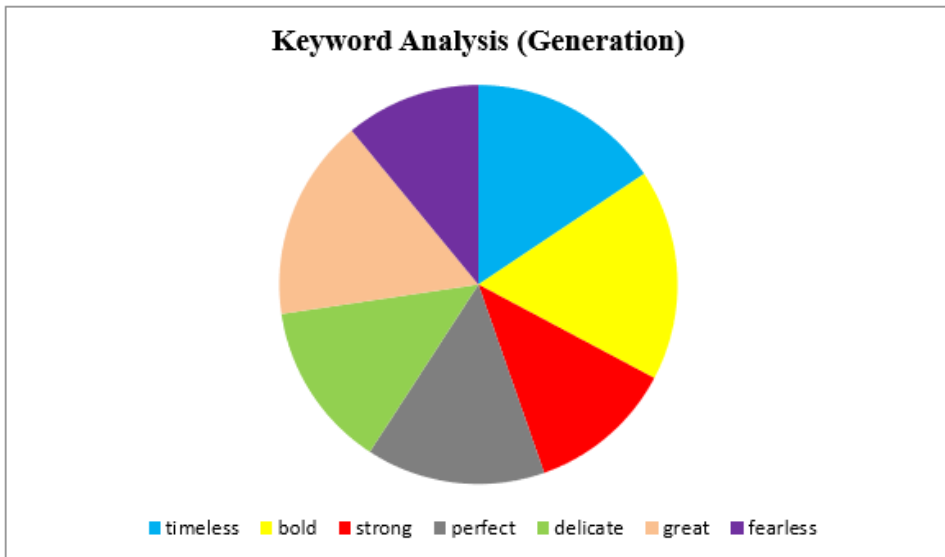


Figure: 4.8

Identity Construction through Language (Sapphire)

In Sapphire’s marketing discourse, customer identity is constructed by paying attention to role building, salience, and commitment as demonstrated by an analysis of the gathered data through the lens of identity theory. Sapphire’s fashion business construct identity by social role as clients are expected to effortlessly assume the roles of “fashionable,” “elegant,” and “sophisticated.” The remark Sapphire makes that their clients possess “effortlessly charm,” “graceful finish,” and “timeless elegance,” Sapphire clothes enable clients to admit these propositions seamlessly. Clients are told that beside fashion choices, these adjectives and collocations require adoptions to a sophisticated and self-beautifying lifestyle.

As in salience, positive, aspirational traits are emphasized repeatedly which strengthens the prominence or how fundamental and core this identity is to the customer. Customers, through interaction with a company, are bombarded with “grace in every detail” and “effortlessly chic” so that elegant and graceful identities are predominant in their self-concept.

In the theory of identity, commitment is a strong emotional attachment to maintaining a given identity. This emotion is carefully maintained through Sapphire's language.

Testimonials containing phrases like, "unforgettable moment," "special feel," and "special," enable Sapphire to brand themselves as more than just a clothing store. These phrases are life-changing and Sapphire integrates them into simplistic clothing pieces, creating a sense of emotional connection for their customers. This leads Sapphire shoppers to subconsciously internalize the brand's self-image aesthetic. As Sapphire shoppers, they are provided with functionality wrapped around elegance. Sapphire skillfully uses emotional triggers alongside brand identity portrayal to stir sentiments, assuring the customer's brand identity is maintained.

Language Identity Construction (Generation)

The marketing phrases used by Generation indicate that it builds a consumer's identity based on self-expression, empowerment, and confidence. With phrases like "fearless woman" and "relentlessly bold", the brand empowers and issues their customers active roles in society. Generation promotes self-sufficiency alongside resilience by positioning their consumers as "strong warriors" which shifts the target audience frame to a bold mind. The use of these phrases cultivates a sense of bravery, encouraging customers to exude confidence.

Moreover, the phrases "timeless tradition" and "timeless style" assume that the head of someone who warmly embraces a heritage wears a legacy, portraying that the client is not merely stylish but also rooted in deep cultural or emotional sophistication.

With regard to salience, the brand exaggerates particular traits and marks them prominently. These insights along with the log-dice and MI scores of adjectives "fearless," "bold," "strong," and "timeless" suggest these concepts represent core elements of Generation's brand image. Boldness and power become inescapable themes because terms like "great style," "unapologetically fearless," and "bold statements" are intended to be memorable. Besides showing social responsibility into the spotlight, the readily-used enabling and activist-oriented phrases such as

“oppressive law” and “sexual assault” connect Generation to desirable yet powerful socially conscious personas.

Generation seems to bear a great degree of ideological and linguistic commitment to the values it says it stands for. The brand does not shy away from commitment to empowerment and strength claiming using uncompromising powerful terms like “so bold,” “stay mindful,” “relentless pursuit,” and “unapologetically fearless.” The message is strong without any chance of interpretation or ambiguity, clear-cut and emotionally charged.

This promise helps to reinforce the commitment, credibility and emotional connection customers have with the brand, by showcasing Generation's commitment to the principles stated above.

Discussion

❖ Sapphire

The study of Sapphire's marketing communication employing identity theory and CADS demonstrates a striking and systematic emotive targeting of customer identity. The brand seems to employ a wide range of highly aspirational and complimentary adjectives: “effortless,” “elegant,” “stunning,” “graceful,” and surnames that refer not only to beauty, but to personal attributes (e.g., “effortless grace,” “timeless elegance,” “bold statement”) throughout the entire data set. Customers are portrayed as stylish and charming individuals who look effortless, which leads to the conclusion that their grace is not crafted, but innate. This intense branding ensures that customers think of these idealized traits, by repeating them often enough, and hence they are available every time they think of the brand's communication.

By using expressions such as “special” and “unforgettable moment,” Sapphire also builds emotional attachments to the brand by associating their products with emotionally significant occasions, therefore softer appealing with more than just aesthetics. In sum, Sapphire's rhetoric goes beyond selling clothing. It invites the customer to achieve a discreet hyper-refined self-image effortlessly achieved through brand use, which, aligned with their identity, calls for constant brand engagement.

❖ Generation

Brand identity CADS analysis empowers, ruggedness, and cultures understanding give out strong marketing discourse strategies that involve all elements of branding and its advertising slogans. Generation positions its consumers as “bold”, courageous, and socially aware using role positioning. The audience is commanded through the phrases, “strong warrior,” “unapologetically fearless”, and “timeless tradition” where Generation is not just a style but something one wears with pride. “Strong”, “timeless”, and “bold” describe keywords that absorb attention, which are repeated to enhance emphasis in both datasets. Empowering ideals alongside concepts of enduring heritage and contemporary fashion became the center of attraction for the audience because Generation leads with these elements.

The use of socially insensitive phrases like “oppressive law” and “sexual assault” also helps strengthen the brand identity. This depicts as if the brand cares about broader societal issues. Generation's language, as well as the marketing phrases “relentlessly bold” and “stay mindful,” demonstrates commitment ideology, portraying powerful support for values the brand stands for. The communications exhibit little if any tentativeness which builds effective brand connection with intended audiences. Together with selling clothes, Generation's brand language builds an identity that aspires to be admired for toughness, embracing tradition, and distinctiveness.

Conclusion

This research focused on the leading Pakistani fashion firms like Sapphire and Generation, specifically examining how they socially market their brands using language strategically. This study utilized a mixed-method approach and conducted qualitative analysis based on Identity Theory alongside Corpus-Assisted Discourse Studies (CADS). It was evident from the analysis that communication as a consumer perception and brand narrative has a strong influence on language choices and vice versa. The results of the study strongly affirm that language is far more than communications conduit, as it can effectively carve a brand's identity – in this case, Sapphire customers receive an identity that is “elegant,” “stunning,” “graceful,” while Generation clients are labeled as very “bold” and “fearless.” These revelations stimulate further study into language as a vital component of marketing, while simultaneously shifting the lens of inquiry toward digital brand communications in the region.

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Article Information:

<i>Received</i>	2-Apr-2025
<i>Revised</i>	30-May-2025
<i>Accepted</i>	11-Jun-2025
<i>Published</i>	15-Jun-2025

Declarations:

Authors' Contribution:

- All authors **Conceptualization, and intellectual revisions. Data collection, interpretation, and drafting of manuscript**
- The authors agree to take responsibility for every facet of the work, making sure that any concerns about its integrity or veracity are thoroughly examined and addressed

• **Conflict of Interest:** NIL

• **Funding Sources:** NIL

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