

# THE ESSENCE OF CHOOSING NAMES FOR ENTREPRENEURSHIP CENTERS AND ITS IMPACT (IN THE EXAMPLE OF ENTREPRENEURSHIP CENTERS)

Xoldarova Irodahkon Valijonova  
FSU, Doctor of Philosophy in Philology, Professor

Shokirova Mubinoxon Zokirjon qizi  
The Student of FSU

## Abstract

This article comprehensively analyzes the issue of choosing a name for a shopping and service center. Having studied in depth the marketing and psychological aspects of choosing a name, it is argued that a correctly chosen name is one of the important keys to business success. In particular, it is shown that for business entities such as markets, restaurants, beauty salons and training centers, factors such as the impression that the names selected make on the minds of customers, the level of their attraction, the ability to remember and inspire trust are important, and the need to choose reliable, convenient, memorable and simple names is emphasized. In particular, a creative approach, historical and cultural content, compliance with regional (geographical) characteristics and language standards are put forward as the main criteria for choosing a name. Based on the presidential decrees and decrees, the need to take into account national values, traditions and mentality when choosing a name for business entities is highlighted, and choosing a name is a complex process that has risen to the level of art, and in this regard, a semantic analysis of various names is given based on the principles of naming. For example, names such as "Sadaf", "Zarrin", "Fa'zo", "Shaffof", "Sabr" are analyzed, and their lexical and spiritual content is highlighted, how they affect the psychology of the customer. In addition, the article shows how names based on geographical toponyms are firmly established in the memory of customers as an important aspect, and based on observations, the example of the "Kapadokya" and "Sultan Ahmad" restaurants in Fergana shows how the flow of customers increased as a result of the name having an interesting, cultural name. This proves that choosing a name is closely related to the success of the business, marketing strategy and studying customer needs.

**Keywords:** Naming principles, business entities, naming strategy, customer psychology, toponymic approach, marketing communication, brand identification.

## Introduction

One of the important factors in the success of any business is the right name. Especially for markets, it is of great importance what impression the name chosen will make on customers and how much it will attract their attention. A correctly chosen market name inspires confidence in consumers, reflects the main goal of the store, and also helps to achieve success in business. This is because the first information that creates an image in the minds of customers is, of course, its name. If it is not sonorous and attractive, no one will remember it. Sometimes business names evoke an image as if they were named after the first word that came to the mind of the manager. For example, we can take Aura print advertising service, Corona furniture store, Karavan supermarkets. Supermarket names should be simple, understandable and memorable. Many supermarkets have chosen names that convey convenience and high quality. Some were selected based on their geographical area. An electronic database of company names was created based on the Presidential Decree "On measures to further improve the procedure for organizing and state registration of business entities" dated May 12, 2011. In addition, in accordance with the Decree No. PF-6084 dated October 20, 2020 "On measures to further develop the Uzbek language and improve language policy in our country", extensive organizational work has been carried out to prevent fabricated names that are alien to the national traditions, values, and mentality of our people when naming companies, firms, brands, and production, trade facilities, and products, and to ensure that new names comply with the norms of the Uzbek literary language. We can say that name creation is a high-level field of art. For example, if we want to create a supermarket, pharmacy, restaurant, private clinic, beauty salon or clothing store, we will definitely come up with a name that will have a high impact on attracting customers. It is not enough for the name to be beautiful, it must clearly indicate the type of activity. According to the principles of Naming, there are 10 basic rules for choosing the right name, and I will list some of them.

Uniqueness	Any successful name should be unique and one-of-a-kind, and not have any similarities.
Easy pronunciation	Customers should not have difficulty pronouncing the chosen name.
Easy to remember	Is the name easy for the customer to remember? Can they repeat it even after a few minutes?
Imagination and analog	The image and imagination that comes to mind when you hear the name. (at least 3)

Based on these rules, we can see an analysis and explanation of business names operating in various cities and villages of our country.

Name	Function	Explanation	Source
Sadaf	supermarket	(a-pearl shell; mother-of-pearl) is a shiny substance obtained from the shells of certain mollusks.	Explanatory Dictionary of the Uzbek Language Volume IV 486 pages
Zarrin	Gold	(f-golden; made of gold) Made of gold, made of gold.	Explanatory Dictionary of the Uzbek Language Volume VI 351 pages
Charxpalak	Uzbek national dishes	(f+a the dome of the sky; the fickleness, instability of the world, fate) the oldest device, a pulley, that rotates with the power of water and pumps water up a large canal.	Explanatory Dictionary of the Uzbek Language Volume VI 743 pages
Sabr	Kitchen	(a- endurance, endurance, will, determination)	O'zbek tilining izohli lug'ati
		To patiently await a situation or event, to be content, to restrain oneself.	Explanatory Dictionary of the Uzbek Language Volume VI 483 pages
Fa'zo	Training center	(a. wide open space, universe) An infinite space in all directions; the sky, the universe. The movement of a body in space.	Explanatory Dictionary of the Uzbek Language Volume II Page 124
Transparent	Gas filling station	(a-tinniq, silk, thin, delicate) Finally, clean, clear. In a figurative sense, guard-free from dust, dirt; clean, clean.	Explanatory Dictionary of the Uzbek Language, Volume VI, pages 555-556

Each of the names selected above can involuntarily attract a client and affect his psychology, helping to develop his business to the maximum. In addition, there are many centers whose names are chosen based on their geographical area. For example, Zilkha-metan gas station, Aksuv teahouse, Besh bola lavash-cafe. These are involuntarily remembered in the mind of the client depending on their geographical area. The importance of the address function of toponyms is also described by the Russian toponymist V.A. Nikonov: "Let's assume for a moment that all geographical names on Earth have been erased. Cities, villages, rivers, seas, mountains, countries, streets are all nameless. As a result, people who have lost their way in transport do not know where to go, where to unload their goods, where to go for an ambulance, there is a risk that the world economy will plunge into crisis, and humanity will plunge into the

era of primitive communities, all because of a small geographical name.” It is clear that naming our shopping and service centers based on their geographical location also affects the psychology of customers and helps them remember them. In addition, a creative approach to choosing names for shopping centers and service centers also attracts the attention of customers to the maximum and affects their rapid growth. For example, in Fergana, the Sultan Ahmed and Cappadocia restaurants are located. Naturally, I was interested in them, and I was interested in why they were named that way and what kind of dishes are prepared there, what kind of customers' opinions are there. Later, I was convinced that these restaurants were literally associated with the Turkish land, which attracted the attention of customers and managed to win a place in the hearts of thousands, if not millions, of customers over the years. In conclusion, choosing a name for shopping and service centers is not just a symbol, but the heart of this center and the first impression that will be left in the minds of customers. Behind a successful name lies the interplay of deep thinking, psychological analysis and marketing theories. A correctly chosen name involuntarily influences the trust of the client, is remembered, and stands out among other competitors. Therefore, when choosing a name for their centers, entrepreneurs should choose reliable, friendly, simple and memorable names that meet the needs of the client, especially if the chosen names combine creativity, simplicity, melody and spiritual and content richness, which will serve as a strong foundation for any center, whether it is a shopping mall or an educational center. In addition, the combination of nationality and modernity, neologisms or value-based names also give it a unique look. Thus, when choosing a name for each retail outlet or service location, it is necessary to choose a name not just for the sake of "naming", but taking into account issues such as its development, psychological impact, how it is perceived by customers, and sales turnover. Only then will it find its way to the heart of the consumer. Because any correctly chosen name serves as the first step to a successful business in its place.

#### REFERENCES:

- 1.O‘zbek tilining izohli lug‘ati I,II,III,IV,V,VI jildlari Toshkent-2023
- 2.O‘zbek tilida nom yaratishning milliy-madaniy xususiyatlari Muyassar Saparniyazova, Jumanazar O‘rozov Toshkent “Ishonchli hamkor”2021
- 3.Toponimika (darslik) Q.M.Hakimov, M.T.Mirakmalov. Toshkent “Tafakkur avlodi” 2020
- 4.<https://lex.uz>
- 5.<https://openai.com>
- 6.<https://www.norma.uz>