

Are There Positive Words in Marketing? A Study on the Vibrational Frequency of Marketing Words

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Abstract

The words we use are our true mirrors. What we write, think and talk show our true personality and these words are energy, measured by vibration and frequency. If this is so, that means also that marketing words have their own energy, measured by vibration and frequency and maybe that is the reason we consider them as being positive or negative, from the perspective of the sender or the receiver.

This paper presents an experiment conducted on students from Romania and USA, in which we measure the vibration of English spoken words used in Marketing. The aim is to see if we can speak about positive words and if these words actually sell. We want to compare the results between two groups, both fluent in English, but some of them being natives and the others not.

Key words: positive and negative words, vibration of the words, frequency of the words, words that sell

J.E.L. classification: M30, R59, Z18.

1. Introduction

We can see that everything that is around us is energy which can be measured by vibration and frequency. From the undetectable photons that are all around and help making the light that we are using even to read this paper, to the cells from our bodies, everything has a vibration and a frequency. We might perceive everything that we use way solid that it is, but beneath it everything lies into a field of vibrating waves and particles.

But are the word also energy? Or can they be measured by vibration and frequency? How can we size their impact? Can we speak about positive and negative words? In which manner can they be considered as being positive or negative? From what perspective: the sender's or the receiver's?

These were the questions we started with and we continued by adding all this interest to the marketing sphere, to those words used in the selling process.

Understanding the power of words and their effectiveness is the key of success in life (Muthusamy, 2019, p. 105). The word represents the perpetuation of a thought. They have a strong effect on us even if they are not expressed (Cornelissen et al., 2015, p. 14). What we think, has an impact on the way we live our lives, it influences our emotions, attitudes and behavior. A spoken phrase has an even greater effect. You can never pull it back; you said it and it will have an impact. Our words have a more prominent force than our musings (Mackenzie, 2009, p.123).

Effective individuals control their words and don't let their words control them. They know about their considerations and words and the force they trigger (Maitlis and Lawrence, 2007, p. 71). To be successful, successful people understand that it is necessary to use more positive than negative words. Effective individuals are described by the words they state (Wilson, 2011, p. 4). They know about the significance of words that manufacture trust and great confidence, that construct connections and

potential outcomes. They state uplifting statements, consolation, love, acknowledgment and appreciation. (Rączy and Orzechowski, 2019, p.8).

Usually we tend more to remind certain situation when we had a bad day or a bad outcome of a situation rather than a good one. The same thing happens with the words too, we remind more easily bad words and harsh criticism rather than praise and positive criticism (Rozin et al., 2010, p. 541).

The vibration of spoken words, play a decisive role in the shaping our energy. We have incorporated in our physical constitution, linear, cartesian, sound system (frequency of the musical notes), in this way our body resonates really fast at harmonious sounds. Everything started with a word and the word, as explained in Hado breathing, it is a sound, the sound is wavelength characterize by frequency. If a word has a specific meaning it is called the frequency of energetic process, which will also have a specific understanding. What are you thinking influence directly your physic and material constitution. (Emoto, 2006, p. 22)

A great mathematician and philosopher, Pythagoras, discovered that each thing has a basis in number, after his dead he has been questioned about his theory and many scientific people had been sceptics about his research. He supported that mathematics formed the basics of all things in their existence and the numbers are the essence of creation.

Usually the way of the dictionary explains a word it will not have the same meaning and will not resonate with the right frequency, depends only the context in which that word it will be put on. Even though the words that we are using are not directly connected to our perception of manifesting, they are alternating the energetic frequency that we are communicate.

Generally, the idea concerning the power of words, the way that we spell them have an important role as the same as we are writing them and the way that we are reasoning them, is more about our thought and the meaning that we want to send them with. We can transform a word from being powerful and having a good frequency to one which is powerless and has a bad energy/frequency, it only depends on our thoughts. (Hamelin et al., 2020, p. 6)

For this research we propose to aim the problem of the differences between frequencies in terms of positive words in marketing, spoken or written, and how these words are affecting directly or indirectly the consumers or their behavior. This research is going to show how the words have an impact on people, usual consumers, who are facing the big waves of advertising in the online environment or in their life day by day. The results are going to present the effect of the positive words that are used in marketing.

2. Literature review

If we are looking for a small definition regarding to what frequency means we might end with just a simple and meaningless sentence which will tell us that the frequency represents the way that a periodic phenome is measured repeatedly into a time measure and can be measured in hertz named in honor of the German physicist Heinrich Rudolf Hertz.

In terms of frequency of words, is more of a psychological phenome where words we see often are more usually recognized and repeated rather than the words we don't see or use. Novels compared to textbooks, are using words that are used by people in everyday speech, where the textbooks contain new and complex with low level of frequency words that we might not have seen before.

Usually in most of the context in which the frequency of written or spoken words appear, refers mostly in the way that people use specific words in their life and they are mostly repetitive. The frequency of words at the moment, is related more to how many times that words or even character appear in someone's vocabulary, example for the English language the most frequent letters are the vowels. For the spoken words usually, there are different studies made on how people are saying specific words which have a significant amount of information, which comes with, so when they are pronounced they might have a low or a high frequency.

Why are words so powerful? Doesn't matter if it is a written or spoken words but they distribute the same amount of information on the different level of frequency, they only depend on the energetic way of speaking and the energy they carry with. They are not only powerful for their meaning but they are powerful from the beginning of our days till we are going to die, because they are our way of communicate and say the things how are they.

A good example of a law which explain this phenomenon is called "Law of attraction" which refer mostly to the words that we are expressing through and which they help us attracting what we are expressing. This includes the thoughts and intentions you put behind the words you use, because many of our thoughts are word-based, not just imagery (Arbeau, 2013, p. 117).

Everybody has a unique vibrational signature. We can perceive things, emotions experiences, which falls within our frequency range. Everything that have a higher frequency than us remain unaccusable to us. There are thoughts, emotions, words which have a higher frequency or can have a lower one. Lower frequency usually can be met in bad situation when our frequency decreases. Any upset, trouble, irritation, disappointment, worry, etc., to which we pay more attention than we should. Has the potential to lower our vibration so much that can change our personal point of attraction, to change our vibrational signature and to attract people, events or circumstances that will cause us even more bad energy. Epigenetics is the science that deals with our DNA and see how is altered by external and internal environment, has shown that our happiness depends on our own perceptions.

We can see the way in which the words are used nowadays in marketing: more subtle than before, more scientifically driven. If we are talking about the influence that marketing has on a consumer we can have a bigger picture about it when we refer to the way that companies make their advertising and try to sell their products. How does affect us as customers? After a lot of studies that have been made on this topic, we concluded that customers have more trust in companies that have better blogs or more appealing visual content or just because they use leaders' opinions who creates positive associations with the brand. We tend to buy those products just for our curiosity in which the ad has better appealing on a visual manner and because they are never ending advertising. Most of advertising they tend to use more emotions or try to relate a specific brand with a memory that they know that most of the consumers they will relate to it will make us buy, because we are going to associate particular sentiments to that product.

Usually for attracting more customer related to emotions and feelings most of companies are using the neuromarketing. They are trying to see exactly and make researches to see which products and services are more used by people and what should they change to their product.

Kumar and Singh (2015) concluded that neuromarketing is a way in which describes the activities of brain that have an impact on marketing stimulus, allows with specific instruments which correlates with psychology reaction, as a result of exposing subjects to certain advertisings messages. Neuromarketing help to generate fundamentals ideas regarding taking decision by entrepreneurs in their way of communicate their approaches to the market and customer, respectively a way of communication between business partners (Shahriari et al, 2020, p. 268).

Marketing nowadays is having a more comprehensive impact on our way of thinking and the way we act bigger than we think. The middle line of what we think and what we want and what marketing makes us want is more blurred than never before. For the long run, everybody benefits from it. Brands are getting more loyal consumers while they get much more than just a good quality of products from companies which they are competing for their attention (Ahmad, 2014, p. 402).

We correlate positive words with marketing because they have more impact on our brain. Usually when we present a product we try to not use the "Is not that expensive", we should present it into a simpler and better way like "Is cheap" or "It is profitable". Both "cheap" and "profitable" have a bigger resonance into the consumer mind rather than "expensive". We should not use or better avoid phrases that start with the word "no". Otherwise, the phrase such as "You won't lose your money" is more expressive if we are going to use it as "You can save your money" or "You can win money" is going to have more impact on the consumer behavior (Shareef, 2018, p. 260). To bring more clients to your own business you should focus more on the words or phrases that bring feelings when you are doing an advertising so you can have more power of decision in terms catching their interests, such as "Sales of 15% till 24 of December". Other process that help products to be sold and have positive words as keywords can be products that have a bigger segment of market and reach more categories of people such as women, kids, men, we can have words such as "shoes".

3. Research methodology

The purpose of this research is to reflect more on positive words in marketing context, spoken or written, and how do they affect the consumer. Furthermore is going to be focused and explained through the frequency of words that have been used for his research and is going to be justified and compared to see if it has a direct impact on thoughts or behaviors for the consumer use.

In order to achieve that, first we aim to identify the most positive words perceived in marketing. Secondly, we aim to measure the frequencies of the words chosen for this research. There are going to be two stages in our research, with the purpose of putting the individual into two states of mind: Zen-state and Marketing-state. The Zen-state will be a witness situation to refer to, in order to see the changes in vibration and frequencies, through the use of two languages (English and Romanian).

We conduct a comparison between the English-natives (from USA) and Romanians that speak fluently English. The nationalities used for this research (American and Romanian), are represented by both female and men subjects. The words that are measured are presented in English for both of the groups and translated into Romanian only for the Romanians.

This research aims to see the differences between the vibrations measured for each word while is spoken by Americans and Romanians on one hand, and between English words and their Romanian translation while they are spoken by Romanians. Considering the big usage of these words we will find the overall emotion of the two languages which are strongly biased concerning positive usage. The words that have been chosen for this research are associated more with the positive emotions and are being more frequently used than those with negative connotations.

The objectives of this research are:

O1. To measure the intensity of the spoken words and vibration.

O2. Determine the vibration of words spoken into a context into a reference context of Zen state of mind.

O3. Determine the vibration of words spoken into a marketing context into described as shopping state of mind

O4. To identify the emotions and sensation of this words in terms of positivity.

As a methodology, we used both qualitative and quantitative methods.

First, through a Delphi Method we conducted qualitative interviews with specialists in order to select the most representative positive words used for selling in marketing. The specialists have two valences, in terms of marketing and in terms of the English language, they have a high level of knowledge and the purpose is to generate the words that are going to be used for the experiment itself.

Secondly, through an experiment, which is a quantitative method, we measured the vibrations of those selected words. We focused on young adults that have their age between 20 and 29 and they have strong knowledge regarding the marketing field and they are fluent in English. The experiment is structured in two parts. The first part correspond to a Zen state, which is the reference context, described by trust and happiness. The second part is the shopping context.

The two scenarios are presented as follows:

To induce the Zen state of mind, the subjects in this experiment had to answer to three question which ask them about their favorite place, their favorite song and write the lyrics. In this particular context they are asked to pronounce all the words selected by us and presented to them one by one, in writing, and to record themselves while saying those words.

For the shopping state of mind, we decided to present a scenario, such as they are into a supermarket and they want to buy products for their home. By doing that they will bring the marketing state into their mind. Then they are asked to record themselves while saying the words chosen that have been integrated into images with products, presented by us. The images are chosen specifically with the same words included as in the Zen state.

We have two variables:

- The selected positive words, as the first is independent variable. The independent variable is going to variate between the Zen state and the marketing one and is going to be displayed through the words spelled for measuring the frequency (words that have been selected previous).

- The measured vibration of the spoken words, which is the second variable of the experiment – the dependent one, which determine the intensity of vibrations in the Zen state of mind and in the marketing one.

Both groups of subjects who participated in the experiment were considered as both control units and experiment units. They have participated in both experiments, there is no area of control, contextual subunits of control it is represents of the contextual of experiment that is carried out with subjects put into the Zen state or the Marketing state.

For this experiment we have been used an application which record and present the frequency and the decibels of words spelled, Audio Spectrum Analyzer dB RTA, this application has the role to show fast and accurate the spectrum analysis for data which is suitable for amateurs or engineers.

4. Findings

For the qualitative step we have selected from the literature review a number of 30 words (positive, negative and neutral) considered as being powerful in Marketing. These words were: money, health, guarantee, easy, quick, benefit, results, proven, fun, save, solution, more, want, comfort, feel, see, touch, when, where, why, cash, custom, gentle, alert, wise, hatred, alone, slow, you, and "your name" (that means the own name of the subjects used for addressing them as a tool in Marketing communication). The specialists were asked to rate from 1 to 5 the most positive words from that list. To create a hierarchy taking into consideration both the frequency of nominating and the position in the individual top of each subject, we have calculated a scoring using the mnesic score. Finally, the top 5 positive words were: health, results, fun, solution, and money. These words will be used in the quantitative part of the research – the experiment.

For the experiment itself, our sample is made by people with age between 22 and 27, both women and men, 13 women and 7 men. Students almost having a degree, most of them unemployed. The subject has been noted into the tables with the frequencies as follow, from E1 to E20. The first E1 to E13 are the Romanian ones and the rest from E14 to E20 they are Americans.

For the first part of the experiment we are going to present the Zen state of the subjects, the result analyzed are going to be measured in Hz. The average of each word is not that different and is not a big gap through the words, they somehow are related. Words with higher frequency show that they are more common words and are more recognizable by people rather than the words with lower frequency which they are called as rare words. This can be explained by supposing that there are connections between the words or that the high frequency words have a higher resting level of activation. The intensity in frequency is much smaller for females, rather than men, may also be due to the simple fact that women are much more cautious than men, also during this exercise. In spite of this, the size of the word superiority effect is the exactly with high and low frequency words.

After the first one that we can see that is the most remarkable and have the highest frequency, most of them can recall a memory which determines the higher vibration, we have the word "Health", followed by "Solution" and "Money", with the highest frequency. Doesn't matter if the words are short, they can carry a high volume of information. The words with highest frequency are consider as being easier to be remembered and have more impact on us.

For the Romanian subjects, most of the frequencies of the Romanian words are pretty high, comparing to the score of the English words. Most of the marketing communication nowadays, even though is used in Romania, is using English words. The words comparative to the ones said by the natives, as we can see carry less information regarding to marketing, most of the words that are used in Romanian can have more meaning towards people, they are related to other situation and implies other senses rather the one presented. In this state of mind each and every person that have been taken part to this experiment have different experiences, which are associated to these words, not being the marketing state, they are going to link the words with their experience towards their life and memories.

Table no 1. Comparison between the average frequencies (Hz).
Romanians vs. Americans. Zen state.

	Health	Results	Fun	Solution	Money
Romanians (English word)	1769	1036	1099	1570	1444
Romanians (Romanian word)	1663	1294	1225	1704	1802
Americans (English word)	3445	1169	664	1772	1465

Source: created by the authors based on their own findings

A second determination for the Zen state in this experiment is going to through mnesic index. Mnesics sustain the original information that become associated with something that is more accessible, that provides a better recall of the information. They are establishing hierarchies, based on a score. We have designated a score per subject, starting from the personal hierarchy of those 5 words, following that procedure: the word with the highest frequency receives 9 points, the next one for the same subject will receive 7 points, and – following the same algorithm – the fifth one will have 1 point. The mnesic score will be a sum of points per each word. In Table no 2 you can see the results for the Romanians and for the Americans.

Table no 2. Comparison of the mnesic score for the vibration of the words.
Romanians vs. Americans. Zen state.

	Health	Results	Fun	Solution	Money
Romanians (English word)	71	63	49	81	61
Romanians (Romanian word)	67	71	69	67	51
Americans (English word)	45	41	25	43	21

Source: created by the authors based on their own findings

As we can notice from table no 2, the highest vibration for an English word said by a Romanian is the word "Solution" (score 81), followed by the word "Health" (score 71) and the word "Results" (score 63). When these words are spoken by an American, the highest vibration has the word "Health" (score 45), followed by the words "Solution" (score 43) and the word "Results" (score 41). If we refer to the translation of these words in Romanian, the same Romanian respondents had a different hierarchy: the highest vibration has the word "Results" (score 71), followed by the word "Fun" (score 69) and the words "Health" and "Solution" (score 67). Despite this hierarchy, the word "Money" scored the least in all three situations – which is the single constant in our research for the Zen state of mind.

If we want to see the situation on these mnesic scores based on gender (W for Women and M for Men), the data are presented in table no. 3.

Table no 3. Comparison of the mnesic score based on gender for the vibration.
Romanians vs. Americans. Zen State.

	Health		Results		Fun		Solution		Money	
	W	M	W	M	W	M	W	M	W	M
Romanians (English word)	56	15	46	17	38	11	62	19	48	13
Romanians (Romanian word)	50	17	52	19	56	13	48	19	44	7
Americans (English word)	19	26	19	22	13	12	21	22	3	18

Source: created by the authors based on their own findings

We can notice that men have the highest vibration when they pronounce the words "Solution" and "Results" (for Romanians), and "Health" (for Americans), while women have the words "Solution" (Romanians when they pronounce in English), "Fun" (Romanians when they pronounce in Romanian) or "Solution" (in Americans' case). Also we notice that men have the lowest vibration when they say "Fun" (Romanians when they pronounce in English), "Money" (Romanians when they pronounce in Romanian) or "Fun" (for Americans). Women have the lowest vibration when they say "Fun" (Romanians when they pronounce in English), "Money" (Romanians when they pronounce in Romanian) or "Money" (for Americans).

To have more data that generate this type of information, the software used, have the option to show the decibels. By determining their decibels, we can analyse the way how high their voices were. The average per word in all three situations is presented in Table no. 4.

Table no 4. Comparison based on the average intensity of the voice (in decibels).
Romanians vs. Americans. Zen state.

	Health	Results	Fun	Solution	Money
Romanians (English word)	50	49	49	52	55
Romanians (Romanian word)	50	47	54	57	61
Americans (English word)	52	54	59	52	62

Source: created by the authors based on their own findings

We saw that for Romanian people, when they said the words in English, we have a peak of 80 decibels (for the word "Results") and the minimum one has been of 35 (also for the word "Results"). We know that the decibels are a way of measuring the logarithmic between two planes. It is used in acoustic physics and electronics. They can show the state of mind of a person. The average intensity of the voice for each one of the subjects was between 49 and 56 decibels.

But for the same Romanian subjects, when they said the words into their language, we have a peak of 83 decibels (for the word "Health") and a minimum of 36 decibels (also for the word "Health"). In terms of average, the average per person is between 47 and 61 decibels.

For the Americans, we can see that the maximum of decibels is 76 (for the word "Money", twice) and the minimum is 31 (for the word "Health"), smaller than the Romanian ones. Their average lays between 52 and 63 decibels.

But the average per word is not a clear indicator. We wanted to analyse the hierarchy based on the place each word scored in the individual hierarchies. Therefore we used once again the mnesic scores, as described before. In Table no. 5 we can see the situation:

Table no 5. Comparison of the mnesic score for the intensity of the voice.
Romanians vs. Americans. Zen state.

	Health	Results	Fun	Solution	Money
Romanians (English word)	85	65	57	65	76
Romanians (Romanian word)	49	49	63	87	87
Americans (English word)	31	37	43	27	49

Source: created by the authors based on their own findings

As we can notice from table no 5, the highest intensity for an English word said by a Romanian is the word "Health" (score 85), followed by the word "Money" (score 76) and the words "Results" and "Solution" (score 65). When these words are spoken by an American, the highest intensity has the word "Money" (score 49), followed by the word "Fun" (score 43) and the word "Results" (score 37). If we refer to the translation of these words in Romanian, the same Romanian respondents had a different hierarchy: the highest intensity have the words "Solution" and "Money" (both with 87

score), followed by the words "Fun" (score 63) and "Health" and "Results" (both with 49 score). We can notice that, even that the word "Health" has a high vibration, it has a lower intensity than others.

If we want to see the situation on these mnesic scores based on gender (W for Women and M for Men), the data are presented in table no. 6.

Table no 6. Comparison of the mnesic score based on gender for the intensity of the voice. Romanians vs. Americans. Zen state.

	Health		Results		Fun		Solution		Money	
	W	M	W	M	W	M	W	M	W	M
Romanians (English word)	66	19	54	11	41	16	46	19	53	23
Romanians (Romanian word)	34	15	36	13	58	5	68	19	64	23
Americans (English word)	15	16	19	18	15	28	7	20	19	30

Source: created by the authors based on their own findings

We can notice that men have the loudest voice when they pronounce the word "Money" in all three situations, while women have the words "Health" (Romanians when they pronounce in English), "Solution" (Romanians when they pronounce in Romanian) or equal "Money" and "Results" (in Americans' case). Also we notice that men have the lowest voice when they say "Results" (Romanians when they pronounce in English), "Fun" (Romanians when they pronounce in Romanian) or "Health" (for Americans). Women have the lowest voice when they say "Fun" (Romanians when they pronounce in English), "Health" (Romanians when they pronounce in Romanian) or "Solution" (for Americans).

Step 2. The marketing (or shopping) state

In the Marketing state of mind, the subjects were asked to imagine themselves in a store and all the words they were referred to were in that context. In Table no 7 we can see a comparison between the levels of frequency in Zen state and in Marketing state.

Table no 7. Comparison between the average frequencies (Hz). Romanians vs. Americans. Zen state vs. Marketing state.

	Health		Results		Fun		Solution		Money	
	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk
Romanians (English word)	1769	1915	1036	1729	1099	767	1570	1062	1444	846
Romanians (Romanian word)	1663	1252	1294	1232	1225	1093	1704	1861	1802	953
Americans (English word)	3445	750	1169	1525	664	1033	1772	1833	1465	959

Source: created by the authors based on their own findings

As we can notice in terms of vibration, in Zen context, the Romanian words have a higher vibration than in the Marketing context (except for the word "Solution"). For the Americans, the words have a higher vibration in Marketing state, except for the words "Health" and "Money".

The hierarchy as presented by the mnesic score in terms of vibration is presented below, in table no. 8.

Table no 8. Comparison of the mnesic score between the frequencies (Hz).
Romanians vs. Americans. Zen state vs. Marketing state.

	Health		Results		Fun		Solution		Money	
	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk
Romanians (English word)	71	81	63	73	49	55	81	67	61	49
Romanians (Romanian word)	67	73	71	69	69	51	67	87	51	45
Americans (English word)	45	25	41	35	25	41	43	37	21	37

Source: created by the authors based on their own findings

When we arrange the hierarchy based on the mnesic score, we observe that for the Romanians the highest frequency in Zen state (when words are in English) has the word "Solution" and lowest one is for "Fun", while for the Marketing state the highest is the word "Health" and the lowest is for "Money". When Romanians speak Romanian, the highest frequency in the Zen state has the word "Results" and the lowest one the word "Money", while for the Marketing state the highest is the word "Solution" and the lowest is for "Money". For the Americans, the highest frequency in the Zen state has the word "Health" and the lowest one the word "Money", while for the Marketing state the highest is the word "Fun" and the lowest is for "Health".

If we want to compare the result also for the intensity of the voice, we see the data in table no. 9, below.

Table no 9. Comparison of the intensity of the voice (decibels).
Romanians vs. Americans. Zen state vs. Marketing state.

	Health		Results		Fun		Solution		Money	
	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk	Zen	Mk
Romanians (English word)	50	59	49	50	49	63	52	54	55	59
Romanians (Romanian word)	50	48	47	51	54	54	57	59	61	65
Americans (English word)	52	54	54	50	59	61	52	55	62	54

Source: created by the authors based on their own findings

As we can notice in terms of intensity of the voice, in Zen context, the Romanian words have a lower intensity than in the Marketing context (except for the word "Health"). For the Americans, the words have a higher vibration in Marketing state, except for the words "Results" and "Money".

5. Conclusions

This research is extremely complex and it is an opening for future similar studies. It has a wide opening towards researching more on how words affect our reality and our perception.

We have noticed that there is a difference between the vibrations of the word while they are pronounced by the same subjects in different languages. In our case, Romanian subjects that spoke words in their mother tongue and in English, even they were fluent in that foreign language, the word vibrated differently.

We also have noticed that in Zen state and in Marketing (or shopping) state the same words pronounced by the same subjects vibrated differently. That means that the context or the state of mind can influence the vibration of the words.

These conclusions repeated when the data was collected for the intensity of the voice. There is a variation measured in decibels for the same words, but pronounced in different languages or in different contexts (Zen vs. Marketing).

If we speak about positive words used in sales, we noticed that their hierarchy is different in those two contexts, but also when we refer to our subjects in terms of gender or nationality, in Zen or Marketing state of mind.

The limitations of our study start from the pandemic situation we are crossing. We had to limit our interaction and interventions with our sample.

Also the lack of information and studies conducted in this field limited the literature and references we could rely on.

Also, it was difficult to find an application which could measure all the metrics we initially wanted to determine. Therefore we limited our measurements to the application we found.

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