

Appendix C.

Mean choice values of native speaking participants for brand names in each industry and by each hypothesis

Table 1. [In Each Industry] Mean Choice Values of Native Speaking Participants for Brand Names

Industry	(N = 1,448) ^a							
	Korean		Bengali		Chinese		English	
	Proposed	Opposed	Proposed	Opposed	Proposed	Opposed	Proposed	Opposed
Clothing								
<i>n</i> ^b	39	39	39	39	39	39	39	39
Mean ^c	37.26***	14.05***	29.82***	7.49***	26.92***	7.00***	163.64***	146.51***
Cosmetics								
<i>n</i>	52	52	52	52	52	52	52	52
Mean	38.04***	12.96***	29.60***	7.90***	27.19***	6.81***	165.33***	147.17***
Grocery								
<i>n</i>	46	46	46	46	46	46	46	46
Mean	37.76***	13.59***	28.89***	8.39***	27.00***	6.91***	161.61***	148.24***
Restaurant								
<i>n</i>	44	44	44	44	44	44	44	44
Mean	38.16***	13.02***	28.52***	8.86***	26.27***	7.68***	165.91***	145.20***

Notes. The mean choice values of native speaker participants ($N = 102$ for Korean, 75 for Bengali, 68 for Chinese, and 625 for English) for the proposed and opposed brand names in each industry are presented, along with the results of the t -tests comparing the proposed and opposed choices. All mean differences are statistically significant at $p < 0.001$.

^a The 1,448 name data comprise 181 pairs of brand names (39 for fashion, 52 for cosmetics, 46 for grocery, and 44 for restaurant industries) \times 2 names (proposed and opposed) \times 4 languages (Korean, Bengali, Chinese, and English).

^b The number of brand name pairs in each industry (39 for fashion, 52 for cosmetics, 46 for grocery, and 44 for restaurants).

^c Average participants' selections of the proposed or opposed brand names in the two survey sheets for each language.

Table 2. [By Each Hypothesis] Mean Choice Values of Native Speaking Participants for Brand Names

Hypotheses	(N = 1,448) ^a							
	Korean		Bengali		Chinese		English	
	Proposed	Opposed	Proposed	Opposed	Proposed	Opposed	Proposed	Opposed
Hypothesis 1								
<i>n</i> ^b	36	36	36	36	36	36	36	36
Mean ^c	38.92***	12.97***	30.83***	6.11***	22.58***	11.19***	162.03***	143.69***
Hypothesis 2								
<i>n</i>	30	30	30	30	30	30	30	30
Mean	35.43***	15.30***	26.73***	10.93***	25.90***	8.17***	165.13***	149.40***
Hypothesis 3								
<i>n</i>	64	64	64	64	64	64	64	64
Mean	40.50***	10.50***	31.19***	6.31***	29.70***	4.30***	166.39***	146.11***
Hypothesis 4								
<i>n</i>	51	51	51	51	51	51	51	51
Mean	35.12***	16.12***	27.02***	10.33***	26.88***	7.06***	162.29***	148.41***

Notes. The mean choice values of native-speaking participants ($N = 102$ for Korean, 75 for Bengali, 68 for Chinese, and 625 for English) for the proposed and opposed brand names in each hypothesis are presented, along with the results of the t -tests comparing the proposed vs. opposed choices. All mean differences are statistically significant at $p < 0.001$.

^a The 1,448 name data comprise 181 pairs of brand names (36 for Hypothesis 1, 30 for Hypothesis 2, 64 for Hypothesis 3, and 51 for Hypothesis 4) \times 2 names (proposed and opposed) \times 4 languages (Korean, Bengali, Chinese, and English).

^b Number of brand name pairs in each hypothesis (36 for Hypothesis 1, 30 for Hypothesis 2, 64 for Hypothesis 3, and 51 for Hypothesis 4).

^c Average of participants' selections of the proposed or opposed brand names in the two survey sheets for each language.