

## Appendix A.

### List of brand names used in surveys across linguistically diverse countries of the United States, Korea, China, and Bangladesh

We present below a full list of the 64 brand name pairs (proposed vs. opposed) per industry used in the surveys conducted in the United States, Korea, China, and Bangladesh. The participants were asked to choose one of the two compared brand names within each pair. To avoid the cognitive burden of concentration, we divided the name pairs into two survey sheets, each containing an equal number of name pairs per industry and hypothesis. Participants were allowed to answer both sheets. The last column, H, indicates the number of the four hypotheses (H1–H4) on which the names were based: (H1) preference for real words over pseudowords, (H2) preference for easy words over difficult words, (H3) preference for concise pseudowords with fewer than six consonants over longer words with six or more consonants, and (H4) preference for concise real words with fewer than six consonants over longer words with six or more consonants. Some name pairs in the column “Excl.” were excluded based on reliability and validity measures of (1) unpaired compound words, (2) unfavorable affixation, (3) unpaired product categories, (4) lack of brand emotion, (5) unpaired sound or emotion, (6) a well-known name, (7) a difficult real word for Hypothesis 1 (H1), (8) unpaired sounds of pseudoword and real word for Hypothesis 1 (H1), (9) an unpaired rhyme of pseudo words for Hypothesis 3 (H3), (10) a missing name pair in one of the survey locations by mistake. Reasons for exclusion are indicated by the corresponding numbers. No data were excluded by the criteria (2), (8), and (9), perhaps because such inadequate data had already been filtered in the stage of pilot study.

#### A. Clothing

	<b>Proposed</b> <b>Translations based on Sound</b> <b>English/Korean/Chinese/Bengali</b>	<b>Opposed</b> <b>Translations based on Sound</b> <b>English/Korean/Chinese/Bengali</b>	<b>Excl.</b>	<b>H</b>
1	Tonish/Toniswi/tóunishī/ tɒnɪʃ	Tomish/Tomiswi/tóumishī/tɒmɪʃ	4,5	1
2	Iconic/Ikonik/àikānikè/àikānik	Icoric/Ikorik/àikāruikè/àikārik		1
3	Lapel/Lapel/lèpàiōu/lə'pel	Lakel/Lakel/lèkàiōu/lə'kel	3,4	1
4	Modern/Modeon/mădēēn/mɒdərən	Nodem/Nodeon/nădēēn/nɒdərən		1
5	Baby/Babi/bēibi/bebi	Newborn/Nyubon/niúbōēn/nju:bɔ:m	4	2
6	Meriy/Merim/maĩrui/meri	Jolly/Jolli/zhōuli/dʒɒli		2
7	Poise/Poijeu/pāoyīzi/pɔɪz	Equipoise/Ikwipoijeu/yīkuipāoyīzi/ɪ:kjupɔɪz		2
8	Shine/Syain/shāiēn/jām	Starry/Seutari/sītārui/stɑ:ri		2
9	Bayla/Beila/bēilā/belɑ	Baymonstenila/Beimonseutaenila/bēimōuēnsītānnīlā/beməʊnstɪlɑ		3
10	Reman/Reman/ruimàn/remɑn	Refacilman/Repasilmaen/ruifāxīlēmàn/refʌsɪlmɑn		3
11	Remuf/Remeopeu/ruimùfō/remʌf	Redancemuf/Redanseumeopeu/ruidānxīmùfō/redʌnsməf		3
12	Closun/Keullosseon/kēlōusān/kləʊsɑn	Cloblasun/keullobeulleisseon/kēlōubólāsān/kləʊblasɑn		3
13	Crochetin/Keuroketin/kērōuchāitēyīn/krɔʃetɪn	Crochetcraft/Keuroketkraep̄teu/kērōuchāitēkērūāfūtē/krɔʃetkrʌft		4
14	Ample/Aempeul/āimùpō/æmpəl	Substantial/Seopeutaensyal/sābōsīdānshōu/səbstɛnʃəl		4
15	Duffleup/Deopeuleob/dáfōlāpō/dʌfelʌp	Duffleplace/Deopeulpleiseu/dáfōlāpōlēisī/dʌfelplɛs		4
16	Roundby/Raundeubai/rāngdēbāi/rʌʊndbɑi	Roundcloset/Raundeukeuljoen/rāngdékēlāzēitē/rʌʊndklɔʃet		4
17	Cutie/Kyupi/kēyōuti/kju:pi	Cupie/Kyuti/kēyōupi/kju:pi		1
18	Better/Beteo/bāitē/betər	Bepper/Bepeo/bāipō/bepər		1
19	Noble/Nobeul/nuòbōōu/nəʊbəl	Nople/Nopeul/nuòpōōu/nəʊpəl		1
20	Fantastic/Pantaseutik/fántāsītīkē/fæntæstɪk	Fandastic/Pandaseutik/fāndāsītīkē/fændæstɪk	4	1
21	Sparkle/Seupakeul/sīpākēōu/spɑ:rkəl	Shimmer/Swimmeo/shīmeo/ʃɪmər	4	2
22	Look/Ruk/lūkē/lɒk	Stare/Seuteeo/sītāiēr/stɛər	4	2
23	Fancy/Paensi/fānxī/fænsi	Florid/Peulorideu/fūlāoruidē/flɒrɪd	4	2
24	Trend/Teurendeou/chuāndé/trend	Tendency/Tendeonsi/chuāndéxī/tendənsi	4	2
25	Sunniet/Sseonieteu/sānnītē/sʌnɪet	Sunnietrusken/Sseonieteurōseuken/sānnītēchūāsīkēn/sʌnɪɛtrɛskən		3
26	Fantin/Paentin/fāntē/fæntɪn	Fantostakin/Pantoseutakin/fāntōusītākēyīn/fæntæstækmɪn		3
27	Focus/Pokeosi/fōkēsī/fɒkəsi	Focusicrem/Pokeosikeurem/fōkēsīkēruimō/fɒkəsɪkrɪm		3
28	Spotlait/Seupoteureiteu/sīpōtēlēitē/spotlʌɪt	Spotlaitonus/Seupoteureitōneoseu/sīpōtēlēitēnāsī/spotlʌɪtnʌs		3
29	Luxury/Leoksyeyori/lākēsēhēri/lʌksəri	Magnificent/Megeunipseunteu/māigēnīfēisēntē/megnɪfɪsɛnt	4	4
30	Elfinwear/Minichikeu/āiōufēnēpāirōu/elfɪnwɛər	Elfinapparel/Miniminichikeu/āiōufēnwāi'ēr/elfɪnepərəl		4
31	Thecolor/Deokalla/zhèkālē/dʌkʌlɑlɑr	Strikingcolors/Seuteulakingkallaseu/sīchuikēyīngkālē/strʌɪkmɪkʌlɑlɑr	4	4
32	Thisisme/Diseuijeumi/dīsīmī/dɪsɪsmɪ	Memyselfandi/Mimaiselpēuaendeuai/māimīsēčērfāndi/mɪmʌɪsɛlfɛnduɑi		4
33	Classic/Keullaesik/kēlāsīyīkē/klæsɪk	Clazzic/Keullaejik/kēlāzīyīkē/klædzɪk		1

34	Drama/Drama/zhuāmá/dra:ma:	Drana/Drana/zhuānà/dra:na:	4	1
35	Blend/Beullendeu/bólándé/blend	Plend/Peullendeu/pòlándé/plend	4	1
36	Move/Mubeu/mùwū/mu:v	Moof/Mupeu/mùfū/mu:f	4	1
37	Angel/Enjel/ānzhōu/æindʒəl	Cherish/Cheriswi/chāiruishi/tʃerɪʃ	4	2
38	Touch/Teochi/tāchi/tʌtʃ	Tickle/Tikeul/tikòu/tɪk(ə)l	4	2
39	Romance/Romaenseu/róumànsi/rəumæns	Adore/Eodoeo/àdào/ædo:r	4	2
40	Now/Nau/nǎo/ naʊ	Current/Keoreonteu/kārüntè/karənt	4	2
41	Erano/Erano/àirūānēōu/əranə	Elfrancino/Elpeuransino/àilèfóruānxīnēōu/elfransino		3
42	Polage/Pollaji/pòlěizhi/pòladʒ	Polancolage/Pollankollaji/pòlankēlěizhi/pòlankəladʒ		3
43	Clato/Keullato/kēlātòu/klætə	Clabronto/Keullabeuronto/kēlābóróuēntòu/klæbrəntə		3
44	Dialo/Daiallo/diālóu/dʌlɒ	Diaclondelo/Daiakeullondello/diākēlóuēndàilóu/dʌlɒkləndəl		3
45	Candy/Kendi/kāndi/kændi	Sweetcandy/Seuwiteukaendi/sīwūyītèkāndi/suɪtkændi	1	4
46	Firstlook/Peoseuteuruk/fōsītèlùkè/fɜ:rstlɒk	Frontpoint/Peuronteupointeu/fōruāntèpòyīntè/frɒntpɔɪnt		4
47	Moodin/Mudeuin/mùdiēn/mudɪn	Moodfactory/Mudeupaektori/mùdèfǎyīkètèrui/modfæktɔɪ		4
48	Wannabe/Woneobi/wònàbi/wɒnɒbi	Hankerforus/Haengkeoporeoseu/hánkēfōāsī/hænkɒrfɔ:ɹəs	4	4
49	Daily/Deili/déli/derli	Dawly/Daulli/dǎoli/də:li	4	1
50	Layer/Reico/lěiēr/leɪər	/Nayer/nèiēr/neɪər	4	1
51	Celestial/Selleseutieol/sèláisichiyēr/səlestiəl	Ethereal/Issirieol/yīsīruier/əðerəl		2
52	Genuine/Jenyuin/zhànniūyīn/dʒenjʊm	Authentic/Ossentik/òusāntikè/əθentɪk	4	2
53	Sopamir/Sopamireu/sōupámīēr/sɒpəmir	Sollessentimir/Sollesentimireu/sōulèsāntīmīēr/səlesentimɪr		3
54	Tadic/Taedik/tǎdikè/tædɪk	Taricomoradic/Taerikomoreidik/tǎruikēmóuruǎdikè/terɪkəmɔ:redɪk		3
55	Goodfit/Gutpit/gǔdèfèitè/godfit	Justfitwell/Jeoseuteupitwel/zhāsītèfèitèwéiēr/dʒʌstfɪtʊəl		4
56	Mint/Minteu/míntè/mɪnt	Efflorescence/Epeulloresenseu/àifùlèrànsēnsī/ɛfləresəns	4	4
57	Persona/Peosona/pòsòunà/pərsəʊnə	Parzona/Peojona/pázòunà/pərdʒəʊnə	4	1
58	Passion/Paesyeon/pàishēn/pæʃən	Bassion/Baesyeon/báishēn/bæʃən		1
59	Lotus/Lotuseu/lóutāsī/ləʊtəs	Hydrangea/Haideureinjeo/hǎizhuǐzhé/haidreɪndʒə		2
60	Bud/Beodeu/bǎdè/bʌd	Gemmule/Gemmyul/zàimiūōu/dʒemɪəl		2
61	Veso/Biso/wàisōu/vesə	Vestmonto/Biseuteumonto/wàisītēmàntòu/vestmɒnt		3
62	Kristar/Keuriseutareu/kēruisītǎ/kristər	Kristarique/Keuriseutarikeu/kēruisītǎruikè/kristərɪk		3
63	Thread/Sseuredeu/sèrùàidè/θred	Concatenate/Konkaeteuneiteu/kēnkàitènèitè/kɒnkeɪtnet	4	4
64	Model/Model/mǎdòuōu/mɒdəl	Represent/Repeurijenteu/ruipòruizàntè/rɪprezənt		4

## B. Cosmetics

	<b>Proposed Translations based on Sound English/Korean/Chinese/Bengali</b>	<b>Opposed Translations based on Sound English/Korean/Chinese/Bengali</b>	<b>Excl. H</b>
1	Cosmo/Koseumo/kòusimóu/kosmɔ	Cosno/Koseuno/kòusinòu/kosnɔ	1
2	Chroma/Keuroma/chóumǎ/krɒmɒ	Chrona/Keurona/chóunǎ/krɒnɒ	4 1
3	Hue/Hyu/héyōu/hɪʊ	Ryu/Ryu/ruiyōu/ɾɪʊ	1
4	Twinkle/Teuwingkeul/túyīngkòu/twɪŋkel	Trinkle/Teurinkeul/chēyīngkòu/trɪŋkel	1
5	Sense/Senseu/sānsī/sens	Vibes/Baibeuseu/wàibósī/vʌɪbs	2
6	Ultra/Ulteura/āōuchuò/ʌltrɒ	Utmost/Eonmoseuteu/àtēmóusītè/ʌtmɒst	4 2
7	Lulu/Lullu/lùlù/lʊlʊ	Belter/Belteo/bèièrtè/beltər	6 2
8	Glow/Geullou/gélóu/glɔ	Dazzle/Daejeul/dàizǐēr/dedzel	4 2
9	Clarie/Keullalie/kēláiēr/klærɪ	Clapinsorie/Keullapinsorie/kēlápīnsōurui/klæpɪnsɔɪ	3
10	Trurin/Teururin/chuīyīn/trʌrɪn	Trulavorin/Teururaborin/chūlěiwòriyīn/trʌlʌvərɪn	3
11	Toniffon/Tonipon/tóunífēn/tonɪfɒn	Tonicliffon/Tonikeullipon/tóunikēlífēn/tɒnikɪfɒn	3
12	Posen/Posen/pòsēn/pɒsen	Posetarisen/Posetarijen/pòsàitǎruisēn/posetærɪsɒn	3
13	Evergleam/Ebeogeullim/àiwògēlimò/everglɪm	Glorygleam/Geullorigeullim/gēlòuruigēlimò/glonglɪm	4
14	Intheskin/Indeoseukin/yīndēsíkēyīn/ɪndʌskɪn	Indeepskin/Indipseukin/yīndípòsíkēyīn/ɪndɪpskɪn	4
15	Beauty/Byuti/bóyōutí/bɪʊtɪ	Pulchritude/Peolkeurityudeu/páèrkērùitèyōudé/pʌɪtʃɪrɪtɒd	4
16	Pollentone/Polleuntou/pòlántòuēn/pələntən	Pollentint/Polleuntinteu/pòlántèyīntè/pələntɪn	4
17	Bright/Beuraiteu/bóláitè/brʌɪt	Dright/Deuraiteu/déláitè/trʌɪt	1
18	Lovely/Reobeulli/lāwòli/lʌvli	Lofely/Reopeulli/lāfòli/lʌfli	1
19	Gorgeous/Goreugyeoseu/gāozhēsī/gɔ:rdʒɪəs	Gorkeous/Goreukeoseu/gāokòusi/gɔ:rkɪʊs	1
20	Perfect/Peopekteu/pòfèikètè/pərfekt	Berfect/Beopekteu/bófèikètè/bərfekt	1
21	Seed/Ssid/xidé/sid	Pip/Pib/pīpò/pɪp	2
22	Wish/Wisi/wěishi/wɪʃ	Ambition/Aembisyeon/àimùbishēn/ɛspʌɪɹ	2
23	Youth/Yusseu/yōusi/jʊθ	Juvenescence/Jubeoneseunseu/zhùwónǎisēnsī/dʒʊvɪnɛns	2
24	Glossy/Geullosi/gēlǎoxī/glɒsi	Silky/Silki/xīōukēyī/sɪlki	2
25	Spesy/Seupesi/sīpǎixī/spesi	Speshilansy/Seupeswillansi/sīpǎishīylánxī/spesɪlɛnsɪ	3
26	Strabin/Seuteurabin/sīchuíbīn/streɪbɪn	Straberin/Seuteuraberin/sīchuíbǒeryīn/streɪbɪrɪn	3
27	Moistar/Moiseuta/móuyīsītǎēr/mɔɪstər	Moistenstar/Moiseuteunseuta/móuyīsītǎnsītǎ/mɔɪstɛnstər	3
28	Catchis/Kaechiseu/kǎichíyīsī/kætʃɪs	Catchitromnis/Kaechiteuromiseu/kǎichíchùnmìsī/kætʃɪtrɒmæɪsɪs	3

29	Bestime/Beseuteutaim/báisitètàimò/bestaim	Bestminute/Beseuteuminiteu/báisitèminèitè/bestmmit		4
30	Fineus/Paineouseu/fèinèisī/fines	Confidentus/Kanpideonteouseu/kēfēidāntèsī/konfidentas		4
31	Goodself/Gutselpèu/gūdsèsèèrfō/gūdself	Bestselves/Beseuteuselbeujeu/báisitèsèèrwòsī/bestselves	4	4
32	Eyecontact/Aikeontaekteu/àikèntākètè/aukontakt	Fallintoeyes/Porintuajieu/fēilintòuàisī/fōlintoais		4
33	Delight/Dillaiteu/diláitè/dilait	Teligh/Tillaiteu/tíláitè/tlait	10	1
34	Crystal/Keuriseutal/kēruisītòu/kristal	Cryspal/Keuriseupal/kēruisīpōu/krispal		1
35	Hope/Hopeu/hópò/hòp	Gope/Gopeu/gòpò/gòp	4	1
36	Promise/Peuromiseu/pòràomīsī/pròmis	Pronise/Peuroniseu/pòràonīsī/prònis		1
37	Whitebright/Hwaiteubeuraitèu/huáitèbùrúàitè/hòaitbrat	Whiteilluminate/Hwaiteuillumineiteu/huáitèyīlūminèitè/hòaitlòmmitat		2
38	Glory/Geullori/gēlāorui/glòri	Dignity/Digeunitei/dígēnītī/dignit		2
39	Melody/Mellodi/màilèdī/melodī	Mellifluence/Mellipeullueonseu/màilifólùēnsī/melifloens		2
40	Joy/Joi/zhàoyī/dzoi	Elation/Illeisyeon/yīlèishēn/ilejōn	4	2
41	Torimo/Torimo/tòuruimóu/tòrimò	Torimeksimo/Torimeksimo/tòuruimàikēsīmóu/tòrimæksimò		3
42	Tarion/Tarion/tāruìōuēn/terion	Tapicserion/Tapikserion/tāpikēsàiruìōuēn/tæpserion		3
43	Dalia/Dallia/dàliā/deliā	Dalvinibolia/Dalbinibollia/dàèrwòyīnpòliā/dalvinibolia		3
44	Clineo/Keullineo/kēliniū/klino	Clinsotineo/Keullinsotineo/kēlinsòutiniū/klinstantino		3
45	Vividcool/Bibideukul/wēiwēidékùèr/vividkul	Vividpleasure/Bibideupeullejeu/wēiwēidépòlizhè/vividpledzàr		4
46	Miracleup/Mirakeuleom/mìrūākēlipò/mirakelap	Miraclechange/Mirakeulcheinjī/mìrūākēlichénzhī/mirakeltjendz		4
47	Bloomtree/Beullumteuri/pòlùmòchuí/blomtri	Bloomfresh/Beullumpeureswi/pòlùmòfòrtiāishī/blomfref		4
48	Olympus/Ollimpuseu/ālimòpòsī/olimpas	Sacramental/Sakeuramental/sàikērūāméntōu/sækramental		4
49	Blow/Beullou/bólóu/blò	Dlow/Deullou/délóu/dlò	4	1
50	Ace/Eiseu/ēisī/es	Oce/Oseu/ōusī/òs		1
51	Bold/Boldeu/bóódudé/bòld	Lofty/Lopeuti/láo fótī/lòfti	4	2
52	Base/Beiseu/bèisī/beis	Basis/Beiseiseu/bèixīsī/besis	4	2
53	Lezar/Lejareu/láizhàèr/ledzàr	Lemicolongzar/Lemikollongjareu/láimikélóuēngēzhàèr/lemiklòndzàr		3
54	Romoah/Romoa/rūrómòā/rómòah	Rogisumpemoah/Rojiseompemoa/rūròuzhīsūmòpàimòā/rògisæmpemòah		3
55	Reset/Riset/ruisàitè/riset	Rehabilitate/Riheobilliteiteu/ruihàibilitèèitè/rhebiletet		4
56	Purecream/Pyueokeurim/pūruikēruimò/pjòrkrim	Plaincream/Peulleinkeurim/pòlèiēnkēruimò/plemkrim		4
57	Mild/Maildeu/miōudé/máild	Nild/Naildeu/nīōudé/náild		1
58	Shade/Syeideu/shēidé/jeid	Shate/Sweiteu/shēitè/jet		1
59	Bloom/Beullum/bólumò/blom	Floweret/Peulaworet/fólàowòrùitè/flòwàret		2
60	Idol/Aidol/àidòuèr/aidol	Envy/Enbi/ānwéi/envi	4	2
61	Palam/Pariam/pāliāmò/paliam	Pabioritaliam/Pabioritariam/pábìōuèrruītāliāmò/pabioritaliam		3
62	Savail/Sabeil/sèwèiōu/sævæil	Saltonveil/Saltonbeil/sàotānwèiōu/sæltōnveil		3
63	Salient/Seillieonteu/sāilientè/selient	Prominent/Peuromineonteu/pòràominèntè/pròminent		4
64	Pearl/Peol/pòòu/parl	Resplendence/Reseupeullaendeonseu/ruisipólándānsī/resplendens		4

## C. Grocery

	<b>Proposed Translations based on Sound English/Korean/Chinese/Bengali</b>	<b>Opposed Translations based on Sound English/Korean/Chinese/Bengali</b>	<b>Excl. H</b>
1	Greenish/Geurinisiwī/gēruinīshī/grinif	Greemish/Geurimisi/gēruimishī/grimif	1
2	Hale/Heil/hēièr/heil	Hane/Hein/hēiēn/hem	1
3	Archive/Akaibeu/ākāiwò/arkayv	Argive/Agabeu/āèrzhīwò/argayv	4
4	Trust/Teureouseuteu/chūāsītè/trast	Trusp/Teureouseupeu/chūāsīpò/trasp	1
5	Gentle/Jenteul/zhàntòuèr/dzentl	Irenic/Airenik/àiruīnikē/arenik	4
6	Bliss/Beulliseu/bólisi/blis	Beatitude/Byutityudeu/bitūtèyōudé/biettfud	2
7	Valley/Baelli/wèilēi/veli	Vale/Beil/wèiōu/veil	4
8	Plain/Peullein/pòlèiēn/plem	Pristine/Peuriseutin/pòruisītīyīn/pristin	4
9	Lambon/Rambon/láimòbēn/læmbōn	Lamseribon/Ramseribon/láimòsīruibēn/læmseribōn	3
10	Buco/Buko/bākòu/bokò	Bucareblico/Bukeeobeulliko/bākāruibólikòu/bokeriblikò	3
11	Senos/Senoseu/sēnāosī/senos	Sestarinós/Seseuteorinoseu/sēsītèruināosī/sesterinòs	3
12	Pasion/Pasion/páisēn/pejion	Papanelision/Papanelision/pāpānèièrshēn/pæpanelson	3
13	Greenfair/Geurinpeo/gēruīēnfāèr/grīnfear	Greenbanquet/Geurinbaengkweiteu/gēruīēnbānkuítè/grīnbængkuet	4
14	Freshdine/Peureswidain/fūruēishīdāiēn/frejdiam	Freshterrace/Peureswiteraseu/fōruēishītāiruīsī/frejteres	4
15	Greenhome/Geurinhom/gēruīēnhòumū/grīnhōm	Greenjungle/Geurinjeonggeul/gēruīēnzhāngēōu/grīnbængkuet	4
16	Virid/Birideu/wèiruidé/virid	Viridescent/Birideseonteu/wèiruidisèntè/viridisent	4
17	Crunch/Keureonchi/kēràngchī/krantf	Crunge/Keureonji/kēràngzhī/krandz	4
18	Sweet/Seuwiteu/sīwèitè/soit	Sweek/Seuwikeu/sīwèikē/soik	1
19	Balance/Balleonseu/bāilānsī/bælans	Balanze/Balleonjeu/bāilānzī/bælandz	4
20	Orchard/Olchyaldeu/òuchhédé/ortfard	Orshard/Osyadeu/òushhédé/ortfard	1
21	Spice/Seupaiseu/sīpāisī/spais	Savor/Seibeo/sīèiwò/sevør	3,4
22	Fresh/Peureswi/fólèishī/fref	Verdant/Beodeonteu/wòèrdāntè/vardent	2
23	Rich/Richi/ruihī/rtf	Fertile/Peotail/fótàièr/fartail	2

24 Welfare/Welpeeo/wàierfǎer/welfear	Abundance/Eobeondeonseu/ābāndéēnsī/æbandens	2
25 Orinare/Orineo/àoruinèier/oriner	Oritroginare/Oriteurojineo/àoruichuòzhīnèier/òritrǒdžiner	3
26 Motherie/Madeorie/mòderui/maθarɪ	Motheriestrie/Madeorieseuteuri/mòderuisichuàièr/maθarstrɪ	3
27 Lifen/Laipen/lifèn/lifen	Lifenasken/Laipeuneiseuken/lifēnāsikēn/lifenasken	3
28 Grainain/Geureinein/gērūnēn/gremem	Grainsmain/Geureinseumein/gērūnsīmén/greinsmēm	3
29 Richever/Richiebeo/ruichǎiwò/rtʃever	Richandgood/Richiaendeugut/ruichángdégǔdè/rtʃændgod	4
30 Forstrong/Poseuteurong/fǒersīzhuāng/fǒrstrɔŋg	Strongguys/Seuteuronggaijeu/sīzhuànggǎisī/strɔŋgais	4
31 Togreen/Tugeurin/tòugēruīen/togrin	Greenerdays/Geurineodeijeu/gēruīnedéēisī/grɪnɹdes	4
32 Thenature/Deoneichyeo/dénèichèèr/danetʃar	Friendinature/Peurendineichyeo/fóruīēndīnèichèèr/fǒrendnetʃar	4
33 Big/Big/bīgē/big	Hig/Hig/hīgē/hig	4 1
34 Titan/Taitan/tàitāen/taitan	Titam/Taitam/tàitāmò/taitam	4 1
35 Sunday/Seondei/sāndēēi/sande	Zunday/Jeondei/zāndēēi/zande	1
36 Farmgrain/Pamgeurein/fǎermògēruīen/farmgrein	Famgran/Paemgeuraen/fāmògēruīen/farmgren	4 1
37 Special/Seupesyeol/sīpǎishǒu/speʃal	Remarkable/Rimakeobeul/ruimākēbóōu/rɪmɹkebəl	2
38 Pantry/Paenteuri/pānchui/pæntɹ	Larder/Radeo/lādēèr/lærdar	4 2
39 Ocean/Osyeon/òushēn/ɔʃan	Coastline/Koseuteulain/kòusitēláiēn/kòstlaim	2
40 Gather/Gedeo/gǎidēèr/gæθar	Convene/Keonbin/kénwòēn/konain	2
41 Sweete/Seuwite/sīwēiti/suite	Sweetstrinte/Seuwitseuteurinte/sīwēicíchuiyīnti/sɔitstrɪntē	4 3
42 Fascina/Pasina/fāsina/faesɪnɹ	Fasnavitena/Pasinabitena/fāsinawòyītēnà/faesɪnɹvitenɹ	3
43 Inigee/Iniji/yīnizhī/imɹ	Initensloge/Initenseulloji/yīnitānsīlòuzhī/intenslogɹ	3
44 Plazo/Peullajo/pòlǎzòu/pladzɔ	Planaslizo/Peullanaseullijo/pòlānāsīlìzòu/plænɹslìdzɔ	3
45 Faithful/Peiseupul/fēisīfǒu/feɪθfʊl	Trustworthy/Teureoseuteuwoldi/chūāsītēwòsī/trɹstɹθɹ	4
46 Radiance/Raedieonseu/ruidīēnsī/rediens	Luminescence/Rumineseunseu/lūmināisītēnsī/luminesens	4
47 Gooddeal/Gutdil/gǔdédǐou/goddil	Bestprice/Beseuteupeuraiseu/báisītēpòrùàisī/bestprais	5 4
48 Foralldish/Pooldiswi/fǒlǎōudishī/fǒrɹldɪʃ	Foralldishes/Poollescopiseu/fǒlǎōuruixīpīsī/fɒrɹlresipɹ	4
49 Planet/Peullaenit/pòlānnèitè/plænet	Planek/Peullaenekeu/pòlānnīkē/plænek	4 1
50 Organic/Oreuganik/òugānnīkē/ɔrgɹnik	Orbanic/Oreubanik/òubānnīkē/orbanik	1
51 Ranch/Raenchi/ruānchí/rentʃ	Farmstead/Pamseuteudeu/fāmòsītāidè/farmstɪd	2
52 Take/Teikeu/tèkē/teik	Grab/Geuraebeu/gēlāibó/græb	4 2
53 Piemze/Piemji/pīmòzī/piemdžē	Piemodezmze/Piemodeuremji/pīmòdérui mòzī/piemdǒremdžē	3
54 Lihudea/Rihyudia/lihúdiǎ/lihɒdiɹ	Lihumfredea/Riheompeuridia/lihú mòfóruidǎ/lihɒmfredɹ	3
55 Everytime/Ebeuritaim/àiwòrùitāimò/ evrɹtɹaim	Everymoment/Eberimomeonte/àiwòrui móuméntè/evrɹmòment	4
56 Eatforest/Iteuporeseuteu/yītēfóruisītē/itfǒrest	Takeforest/Teikeuporeseuteu/tèikēfóruisītē/tekfǒrest	4 4
57 Plenty/Peullenti/pòlánti/plenti	Blenty/Beullenti/bólánti/blenti	1
58 Essential/Esensyeol/yīsānsōu/esenʃɹal	Ossential/Osensyeol/òusānsōu/ɔsenʃɹal	1
59 Real/Ricou/ruìōu/rɪel	Actual/Aekchyueol/àikēchūōu/æktʃʊal	4 2
60 Seashore/Ssisyoeo/xīshòuèr/sɪʃɔr	Foreshore/Poeosyoeo/fòshòuèr/fɔʃɔr	2
61 Bodera/Bodera/bódéruiǎ/boderɹ	Bodentgera/Bodenteugera/bódāntēgēruiǎ/bòdentdžerɹ	3
62 Gropria/Geuropeuraia/gēròupōruia/gɹɔprɹɹ	Gropricera/Geuropeuraiera/gēròupōruisīruiǎ/gɹɔprɹisérɹ	3
63 Element/Ellemeonte/àiliméntè/elɪment	Ingredient/Ingeuridieonte/yīngēruidiēntè/ɪngredɪent	4 4
64 Resilient/Rijillieonte/ruizīlīēntè/resilient	Effervescent/Epeobeseunteu/àifǒwòsītēntè/efɹɹesent	4

## D. Restaurant

Proposed Translations based on Sound English/Korean/Chinese/Bengali	Opposed Translations based on Sound English/Korean/Chinese/Bengali	Excl. H
1 Palmy/Pami/pámi/palmɹ	Pelmy/Pemi/pàimi/pelmɹ	7 1
2 Together/Tugedeo/tègǎidè/tugèθɹ	Together/Tugedi/tègǎixī/tugæθer	1
3 Scent/Senteu/sèntè/sent	Sant/Santeu/sāntè/sænt	4 1
4 Faerie/Peeori/fààierui/feɹɹ	Vaerie/Beeori/wòàierui/veɹɹ	1
5 Blaze/Beullejeu/bólēizī/bleidž	Bonfire/Bonpaieo/bóēnfóàier/bonfɹɹar	2
6 Garden/Gadeun/gādēēn/garden	Glen/Geullen/gēlēēn/glen	2
7 Harbor/Habeo/hábó/ lɹɹ	Levee/Rebi/láiwéi/harvɹr	4 2
8 Vacation/Bekeisyeon/wòkēēishēn/vækæʃən	Fiesta/Pieseuta/fóyiaīsītē/fiéstɹ	4 2
9 Bobis/Bobiseu/bóbisī/bobis	Bosaintobis/Boseintobiseu/bósaiēntòubisī/bosaintobis	3
10 Caden/Kaden/kādēng/kenen	Cavaniceden/Kabaniseden/kāwéinaīsīdēēn/kevənsiden	3
11 Garamuah/Garamua/gēlāmūǎ/gærɹmɹuɹh	Garadinsemuah/Garadinsemua/gēlādiēnsīmūǎ/gærɹdensmɹuɹh	3
12 Viabon/Biabon/wàibāēn/viabon	Viarasombon/Biarasombon/wàilāsàmbōēn/viɹɹɹsombon	3
13 Irisgarden/Airiseugadeun/àiruisīgádēng/airisgarden	Dandeliongarden/Daendilaiongadeun/dāndilónggádēng/dendɹlɹngarden	4
14 Loverecipe/Reobeuresipi/lāwòruisīpò/lɹvresipɹ	Loveambience/Reobeuembieonseu/lāwòyīmòbiēnsī/lɹvembriens	4,5 4
15 Lucidhouse/Lusideuhauseu/lùxīdéhàosī/lusidhɹɹs	Lucidvillage/Lusideubilliji/lùxīdēwéilēizhī/lusidviledž	4
16 Comeagain/Keomeogein/kāmòēgēiēn/kamegem	Comebackagain/Keombaegeogein/kāmòbáikēēgēiēn/kambɹɹægem	4
17 Bravo/Beurabo/bólāwò/bravɔ	Brafo/Beurapo/bóláfó/brɹfɔ	1
18 Village/Billiji/wéilēizhī/viledž	Fillage/Pilliji/fēilēizhī/iledž	1

19 Fame/Peim/fěimò/fěim	Vame/Beim/wéimò/veim		1
20 Pleasure/Peullejyeo/pòlái zhé/plesar	Pleachure/Peullechyeo/pòlái chē/pletʃar		1
21 Stay/Seutei/sīdēi/ste	Tarry/Taeri/tàirui/teri	5	2
22 Cottage/Kotiji/kātizhī/kotedʒ	Shanty/Swenti/shānti/jenti	4	2
23 Paradise/Paradaise/pàiruidàisī/pærʌdaɪs	Rapture/Raepchyeo/láipòchē/ræptʃar		2
24 Refresh/Ripeuresi/ruifóláishī/rɪfrefʃ	Inspirit/Inseupirit/yīnsīpírui tē/inspirit	4	2
25 Dearis/Dieoriseu/diěruisī/diʌris	Dearinuleris/Eieorinulleriseu/diěruinùlèruisī/diʌrinulærɪs		3
26 Comfortie/Keompoti/kāmùfōtī/kɔmfɔrti	Comforsolatie/Keomposollati/kāmùfōsèlèitī/kɔmfɔrsɫati		3
27 Dinnie/Dini/dàinī/dini	Dintricinie/Dinteurisini/déyīnchuisīnī/dintrɪsini		3
28 Pleasus/Peullejeoseu/pòláisāsī/plesas	Pleasantus/Peullejeonteoseu/pòlázàntāsī/plesentas		3
29 Tomind/Tumaindeu/tòumíndé/tɒmaɪnd	Heartandsoul/Hateuaendeusoul/hārtāndésōuōu/hartændsɔl		4
30 Lovein/Reobeuin/lāwēiēn/lʌvin	Loveblossom/Reobeubeullasseom/lāwòbóláosè mò/lʌvbɫɔsɔm		4
31 Cosyterrace/Kojiteraseu/kòuzéitairuisī/kɔdʒɪteres	Heimishterrace/Heimiswiteraseu/hēimishītairuisī/heimɪʃteres		4
32 Mindsoul/Maindeusoul/míndésōuēr/mʌɪndsoʊl	Mindandsoul/Maindeuaendeusoul/míndāndésōuēr/mʌɪndændsɔl		4
33 Meal/Mil/miōu/mil	Mawl/Maul/māwōu/mɔl	4	1
34 Palette/Palletu/pàilètè/pelet	Balette/Balletu/bàilètè/belet	4	1
35 Pioneer/Paionico/pàìēmiēr/paɪɔniar	Piomeer/Paionico/pàìēmiēr/paɪɔmiar	4	1
36 Affection/Eopeksyeon/āpàikēshēn/æfekʃən	Avection/Eobeksyeon/āwàikēshēn/ævekʃən		1
37 Ideal/Aidieol/àidíōu/ʌɪdɪəl	Translunary/Teuraenseulluneori/chuānsīlunàrui/translɔnari		2
38 Mood/Mudeu/mùdè/mod	Sentiment/Sentimenteu/sāntiméntè/sentiment		2
39 Place/Peulleiseu/pòlèisī/pleis	Around/Eoraundeu/élāngdé/ærʌnd	4	2
40 Venue/Benyu/wǎnniū/veno	Locale/Rokeil/lókāōu/lɔkəl	4	2
41 Serento/Serento/sèlántòu/sereno	Serendipicto/Serendipikto/sèlándípítòu/serendipiktɔ		3
42 Manogi/Manoji/màināozhī/mænɔgi	Manorebrogi/Manorebeuroji/màināōerbólóuzhī/mænɔrbɔdʒɪ		3
43 Glemon/Geulemon/gēlímén/glemon	Gletorymon/Geulletorimon/gēlītèruimén/gletɔrimɔn		3
44 Flamier/Peullamieo/fólēimiēr/flemier	Flamipromier/Peullamipeuromieo/fólēimipòruòmiēr/flemiprɔmɪər		3
45 Mayterrace/Meiteraseu/mèitèruisī/meteres	Snugterrace/Seuneogeuterasu/sīnāzhītèruisī/snʌgteres		4
46 Byheaven/Baihebeun/bihēiwōēn/bʌiheven	Healingplace/Hillingpeulleiseu/hēilíngpòlèisī/hilɪŋples		4
47 Amongin/Eomongin/āmángzhīyīn/æmɔŋɪn	Amongthemselves/Eomongdemselbeujeu/émángzhēmùsāiōuwūsi/æmɔŋdemselvs		4
48 Inmoment/Inmomeonteu/yīnmóuméntè/inmɔment	Happymoment/Haepimomeonteu/hāipímóuméntè/hæpɪmɔment		4
49 Enter/Enteo/āntēēr/entar	Henter/Henteo/hántēēr/hentar		1
50 Heart/Hateu/hāértè/hart	Near/Nateu/nàértè/nart		1
51 Roast/Roseuteu/róusitè/rɔst	Broil/Beuroil/bóróuēr/brɔɪl	4	2
52 Cozy/Koji/kòuzīyī/kɔdʒɪ	Restful/Reseuteupul/rùàisītèfūōu/restfʊl		2
53 Belarto/Bellato/bàilāértòu/belartɔ	Bedretalarto/Bedeuretarato/bāizhuitèlāértòu/bedretʌlartɔ		3
54 Doufore/Dupore/dòufōēr/dɔfɔr	Doufrangfore/Dupeurangpore/dòufólāngfōēr/dɔfræŋkfɔr		3
55 Sweetberry/Seuwiteuberi/sīwèitèbāirui/sɔɪtberi	Sweetstrawberry/seuwiteuseuteuroberi/sīwèitèsīzhāobāirui/sɔɪtstrɔberi		4
56 Sweetoat/Seuwiteuoteu/sīwèitāotè/sɔɪtɔt	Sweetalmond/Seuwiteuamondeu/sīwèitāiērmángdé/sɔɪtʌmɔnd	4,5	4
57 Tavern/Taebeon/tàiwēn/tævɔm	Pavem/Paebeon/pàiwēn/pævɔm	4,5	1
58 Lounge/Raunji/lāngzhī/lʌŋdʒ	Lainge/Rainji/lēiēnzhī/leɪndʒ	4	1
59 Harmony/Hamoni/hāmòni/harmɔni	Amity/Emiti/àimetī/æmitɪ	4	2
60 Picnic/Pikeuning/píkēnikē/pɪknɪk	Jaunt/Jonteu/zhōuēntè/dʒɔʌnt	10	2
61 Tropin/Teuropin/chāopīn/trɔpɪn	Tronelupin/Teuronerupin/chāonelūpīn/trɔnelɔpɪn		3
62 Steako/Seuteiko/sītèkòu/stekɔ	Steakopelco/Seuteikopelko/sītèkòupàìērkòu/stekɔpelkɔ		3
63 Binge/Binji/bīnzhī/bɪndʒ	Gormandize/Gomeondaijeu/gāoméndàizī/gɔrmendʌɪdʒ	4	4
64 Cuisine/Kwijin/kuǐzīyīn/kɔɪdʒɪn	Comestible/Comeseuteobeul/kòumàisītèbóēr/kɔmestɪbl		4