Appendix A: Mean choice values of native speaker participants for brand names in each industry and by each hypothesis

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

(*N*=1,448)a

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Industry | Korean | | Bengali | | Chinese | | English | |
| Proposed | Opposed | Proposed | Opposed | Proposed | Opposed | Proposed | Opposed |
| **Clothing** |  |  |  |  |  |  |  |  |
| *n*b | 39 | 39 | 39 | 39 | 39 | 39 | 39 | 39 |
| Meanc | 37.26\*\*\* | 14.05\*\*\* | 29.82\*\*\* | 7.49\*\*\* | 26.92\*\*\* | 7.00\*\*\* | 163.64\*\*\* | 146.51\*\*\* |
| **Cosmetics** |  |  |  |  |  |  |  |  |
| *n* | 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** |  |  |  |  |  |  |  |  |
| *n* | 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** |  |  |  |  |  |  |  |  |
| *n* | 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\*\*\* |

*Note.*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 vs opposed choices. All the mean differences are statistically significant at the level of p < 0.001.

a The 1,448 name data are comprised of 181 pairs of brand names (39 for clothing, 52 for cosmetics, 46 for grocery, and 44 for restaurant industries) × 2 names (proposed and opposed) × 4 languages (Korean, Bengali, Chinese, and English).

b The number of brand name pairs in each industry (39 for clothing, 52 for cosmetics, 46 for grocery, and 44 for restaurant industries).

c The average of participants' selections of the proposed or opposed brand name in the two survey sheets for each language.

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

(*N*=1,448)a

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hypotheses | Korean | | Bengali | | Chinese | | English | |
| Proposed | Opposed | Proposed | Opposed | Proposed | Opposed | Proposed | Opposed |
| Hypothesis1 |  |  |  |  |  |  |  |  |
| *n*b | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |
| Meanc | 38.92\*\*\* | 12.97\*\*\* | 30.83\*\*\* | 6.11\*\*\* | 22.58\*\*\* | 11.19\*\*\* | 162.03\*\*\* | 143.69\*\*\* |
| Hypothesis2 |  |  |  |  |  |  |  |  |
| *n* | 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\*\*\* |
| Hypothesis3 |  |  |  |  |  |  |  |  |
| *n* | 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\*\*\* |
| Hypothesis4 |  |  |  |  |  |  |  |  |
| *n* | 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\*\*\* |

*Note.*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 hypothesis are presented, along with the results of the *t*-tests comparing the proposed vs opposed choices. All the mean differences are statistically significant at the level of p < 0.001.

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

b The 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 The average of participants' selections of the proposed or opposed brand name in the two survey sheets for each language.

Appendix B: List of brand names used in surveys across linguistically diverse countries of the U.S.A., Korea, China, and Bangladesh

We present below the full list of 64 brand name pairs (proposed vs. opposed) per industry used in the surveys conducted in the United States, Korea, China, and Bangladesh. Participants were asked to choose one of the two comparing brand names within each pair. To avoid cognitive burden for concentration, we divided the name pairs into two survey sheets, each containing an equal number of name pairs per industry and per hypothesis, and participants were allowed to answer both sheets. The four hypotheses (H1–H4) on which the names were based were: (H1) preference for real words over invented words; (H2) preference for easy words over difficult words; (H3) preference for short invented words with fewer than 6 consonants over longer words with 6 or more consonants; and (H4) preference for short real words with fewer than 6 consonants over longer words with 6 or more consonants.

|  |  |  |
| --- | --- | --- |
| **A. Clothing** | | |
|  | **Proposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** | **Opposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** |
| 1 | Tonish/Toniswi/tóunīshī/ tɒnɪʃ | Tomish/Tomiswi/tóumíshī/tɒmɪʃ |
| 2 | Iconic/Ikonik/àikānīkè/ʌɪkänik | Icoric/Ikorik/àikānīkè/ʌɪkärik |
| 3 | Lapel/Lapel/lèpèilè/ləˈpel | Lakel/Lakel/lèkèlè/ləˈkel |
| 4 | Modern/Modeon/mǎdéēn/mɒdərn | Nodern/Nodeon/nàdéēn/mɒdərn |
| 5 | Baby/Babi/bēibǐ/bebi | Newborn/Nyubon/niúbóēn/njuːbɔːrn |
| 6 | Merry/Meri/màiruì/meri | Jolly/Jolli/zhōulǐ/dʒɒli |
| 7 | Poise/Poijeu/póuyǐzǐ/pɔɪz | Equipoise/Ikwipoijeu/yīkuípóuyǐzǐ/i:kjupɔɪz |
| 8 | Shine/Syain/shāiēn/ʃaɪn | Starry/Seutari/sītāruì/stɑːri |
| 9 | Bayla/Beila/bèilā/belʌ | Baymonstenila/Beimonseutaenila/bèimǒuēnsītǎnnílā/beməʊnstɪla |
| 10 | Reman/Reman/ruìmàn/remʌn | Refacilman/Repasilmaen/ruìfāxīlèmàn/refʌsɪlmʌn |
| 11 | Remuf/Remeopeu/ruìmùfó/remʌf | Redancemuf/Redanseumeopeu/ruìdānxīmùfó/redʌnsmʌf |
| 12 | Closun/Keullosseon/kēlóusān/kləʊsʌn | Cloblasun/keullobeulleisseon/kēlóubólāsān/kləʊblasʌn |
| 13 | Crochetin/Keuroketin/kēróuchāitèyīn/krɔsetɪn | Crochetcraft/Keuroketkraepteu/kēróuchāitèkērǔāfùtè/krɔsetkrʌft |
| 14 | Ample/Aempeul/chōngzúde/æmpəl | Substantial/Seopseutaensyal/dàliángde/səbstænʃəl |
| 15 | Duffleup/Deopeuleob/dàfólāpò/dʌfelʌp | Duffleplace/Deopeulpleiseu/dàfólāpòlěisī/dʌfelples |
| 16 | Roundby/Raundeubai/ràngdébǎi/rʌʊndbʌɪ | Roundcloset/Raundeukeullojen/ràngdékēlāzītè/rʌʊndklɔset |
| 17 | Cutie/Kyupi/kēyǒutì/kjuti | Cupie/Kyuti/kēyǒupī/kjuːpi |
| 18 | Better/Beteo/bǎitè/betər | Bepper/Bepeo/bǎibó/bepər |
| 19 | Noble/Nobeul/nuòbèilè/nəʊbəl | Nople/Nopeul/nuòpèilè/nəʊpəl |
| 20 | Fantastic/Pantaseutik/fántǎsītíkē/fæntæsɪk | Fandastic/Pandaseutik/fándásītíkē/fændæstɪk |
| 21 | Sparkle/Seupakeul/sīpákēlè/spɑːrkəl | Shimmer/Swimmeo/shīmò/ʃɪmər |
| 22 | Look/Ruk/lùkē/lʊk | Stare/Seuteeo/sītàiěr/steər |
| 23 | Fancy/Paensi/fànxī/fænsi | Florid/Peulorideu/fúláoruìdé/flɒrɪd |
| 24 | Trend/Teurendeu/chuāndé/trend | Tendency/Tendeonsi/chuāndéxī/tendənsi |
| 25 | Sunniet/Sseonieteu/sānnītè/sʌnɪet | Sunnietrusken/Sseonieteureoseuken/sānnītèchūāsīkěn/sʌnɪətrəskən |
| 26 | Fantin/Paentin/fántè/fæntɪ̈n | Fantostakin/Pantoseutakin/fántòusītākēyīn/fæntæstækɪn |
| 27 | Focusi/Pokeosi/fókēsīyīng/fɔkɔsɪ | Focusicrem/Pokeosikeurem/fókēsīkēruìmò/fɔkɔsɪkrɪm |
| 28 | Spotlait/Seupoteureiteu/sīpòtèlěitè/spɔtlʌɪt | Spotlaitonus/Seupoteureitoneoseu/sīpòtèlěitènàsī/spɔtlʌɪtnʌs |
| 29 | Luxury/Leoksyeori/lākēshèruì/lʌksʌrɪ | Magnificent/Megeunipiseunteu/màigēnīfóyīsēntè/megnɪfɪsent |
| 30 | Elfinwear/Minichikeu/xiǎoqiǎolínglóngde/elfɪnwer | Elfinapparel/Miniminichikeu/xiǎoqiǎolínglóngde/elfɪnepʌrel |
| 31 | Thecolor/Deokalla/dékālè/dʌkʌlʌr | Strikingcolors/Seuteulakingkallaseu/sīchuíkēyīngqiǎlè/strʌɪkɪŋkʌlʌr |
| 32 | Thisisme/Diseuijeumi/dísīmì/dɪsɪsmɪ | Memyselfandi/Mimaiselpeuaendeuai/màimìsèěrfándí/mɪmʌɪselfendɑɪ |
| 33 | Classic/Keullaesik/kēlāsīyīkē/klæsɪk | Clazzic/Keullaejik/kēlāzīyīkē/klædʒɪk |
| 34 | Drama/Drama/zhuāmá/drɑːmɑː | Drana/Drana/zhuānà/drɑːnɑː |
| 35 | Blend/Beullendeu/bólándé/blend | Plend/Peullendeu/pòlándé/plend |
| 36 | Move/Mubeu/mùwū/muːv | Moof/Mupeu/mùfǔ/muːf |
| 37 | Angel/Enjel/ānzhōu/æɪndʒəl | Cherish/Cheriswi/chāiruìshī/tʃerɪʃ |
| 38 | Touch/Teochi/tāchí/tʌtʃ | Tickle/Tikeul/chuíkòu/tɪk(ə)l |
| 39 | Romance/Romaenseu/róumànsī/rəʊmæns | Adore/Eodoeo/ādào/ædɔːr |
| 40 | Now/Nau/nǎo/ naʊ | Current/Keoreonteu/kārùntè/kʌrənt |
| 41 | Erano/Erano/àirǔāneōu/ərʌnɔ | Elfrancino/Elpeuransino/àilèfóruǎnxīneōu/elfrʌnsɪnɔ |
| 42 | Polage/Pollaji/pòlěizhì/pɔlʌdʒ | Polancolage/Pollankollaji/pòlánkēlěizhī/pɔlʌnkɔlʌdʒ |
| 43 | Clato/Keullato/kēlātòu/klætɔ | Clabronto/Keullabeuronto/kēlābóróuēntòu/klæbrɔntɔ |
| 44 | Dialo/Daiallo/díālóu/dʌɪʌlɔ | Diaclondelo/Daiakeullondello/díākēlóuēndàilóu/dʌɪʌklɔndəl |
| 45 | Candy/Kendi/kāndí/kændɪ | Sweetcandy/Seuwiteukaendi/sīwǔyītèkāndí/sʊɪtkændɪ |
| 46 | Firstlook/Peoseuteuruk/fósītèlùkē/fɜːrstlʊk | Frontpoint/Peuronteupointeu/fóruǎntèpòyīntè/frʌntpɔɪnt |
| 47 | Moodin/Mudeuin/mùdíēn/mʊdɪn | Moodfactory/Mudeupaektori/mùdéfāyīkētèruì/mʊdfæktɔrɪ |
| 48 | Wannabe/Woneobi/wònàbì/wɔnʌbɪ | Hankerforus/Haengkeoporeoseu/hánkēfóāsī/hænkʌrfɔrʌs |
| 49 | Daily/Deili/délì/deɪli | Dawly/Daulli/dǎolì/dɔːli |
| 50 | Layer/Reieo/lěiěr/leɪər | /Nayer/nèiěr/neɪər |
| 51 | Celestial/Selleseutieol/sèláisīchíyīěr/səlestiəl | Ethereal/Issirieol/yīsīruìěryōuyǎde/eθerʌl |
| 52 | Genuine/Jenyuin/zhànniǔyīn/dʒenjuɪn | Authentic/Ossentik/ōusāntíkē/ɔθentɪk |
| 53 | Sopamir/Sopamireu/sōupámīěr/sɔpʌmɪr | Sollessentimir/Sollesentimireu/sōulèsāntímīěr/sɔlesentɪmɪr |
| 54 | Tadic/Taedik/tǎdíkē/tædɪk | Taricomoradic/Taerikomoreidik/tǎruìkēmóurǔādíkē/terɪkɔmɔredɪk |
| 55 | Goodfit/Gutpit/gǔdéfēitè/gʊdfɪt | Justfitwell/Jeoseuteupitwel/zhāsītèfēitèwéiěr/dʒʌstfɪtɔɪel |
| 56 | Mint/Minteu/mǐntè/mɪnt | Efflorescence/Epeulloresenseu/ài仸lèrǎnsēnsī/ɛflərɛsəns |
| 57 | Persona/Peosona/pòsōunà/pərsəʊnə | Parzona/Peojona/pázòunà/pərdʒəʊnə |
| 58 | Passion/Paesyeon/pàishēn/pæʃən | Bassion/Baesyeon/bǎishēn/bæʃən |
| 59 | Lotus/Lotuseu/lóutǎsī/ləʊtʌs | Hydrangea/Haideureinjeo/hǎizhuīzhé/haɪdreɪndʒə |
| 60 | Bud/Beodeu/bādé/bʌd | Gemmule/Gemmyul/bóláosème/dʒemɪʊl |
| 61 | Veso/Biso/wàisōu/vesɔ | Vestmonto/Biseuteumonto/wàisītèmàntòu/vestmɔnt |
| 62 | Kristar/Keuriseutareu/kēruìsītǎ/krɪster | Kristarique/Keuriseutarikeu/kēruìsītǎruìkē/krɪstʌrɪk |
| 63 | Thread/Sseuredeu/sèruǎndé/θred | Concatenate/Konkaeteuneiteu/kěnkǎitènèitè/kɔnkeɪtnet |
| 64 | Model/Model/mǎdòuěr/mɔdel | Represent/Repeurijenteu/ruìpòruìzàntè/rɪpresent |
| **B. Cosmetics** | | |
|  | **Proposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** | **Opposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** |
| 1 | Cosmo/Koseumo/kòusīmóusī/kɔsmɔ | Cosno/Koseuno/kòusīnòu/kɔsnɔ |
| 2 | Chroma/Keuroma/chóumǎ/krɔmʌ | Chrona/Keurona/chóunà/krɔnʌ |
| 3 | Hue/Hyu/héyōu/hɪʊ | Ryu/Ryu/liǔ/rɪʊ |
| 4 | Twinkle/Teuwingkeul/túyīngkòu/tʊɪŋkel | Trinkle/Teurinkeul/chēyīngkòu/trɪŋkel |
| 5 | Sense/Senseu/sānsī/sens | Vibes/Baibeuseu/wàibósī/vʌɪbs |
| 6 | Ultra/Ulteura/āěrchuò/ʌltrʌ | Utmost/Eonmoseuteu/ātèmóusītè/ʌtmɔst |
| 7 | Lulu/Lullu/lùlù/lʊlʊ | Belter/Belteo/bèiěrtè/beltʌr |
| 8 | Glow/Geullou/gélóu/glɔ | Dazzle/Daejeul/dàizīěr/dedʒel |
| 9 | Clarie/Keullalie/kēláiěr/klærɪ | Clapinsorie/Keullapinsorie/kēláipīnsōuruì/klæpɪnsɔrɪ |
| 10 | Trurin/Teururin/chuíyīn/trʌrɪn | Trulavorin/Teururaborin/chūlěiwòrìyīn/trʌlʌvʌrɪn |
| 11 | Toniffon/Tonipon/tóunīfēn/tonɪfɔn | Tonicliffon/Tonikeullipon/tóunīkēlìfēn/tɔnɪklɪfɔn |
| 12 | Posen/Pojen/pòsēn/pɔsen | Posetarisen/Posetarijen/pòsàitāruìsēn/posetærɪsɔn |
| 13 | Evergleam/Ebeogeullim/àiwògēlìmò/evergrɪ̈n | Glorygleam/Geullorigeullim/gēlóuruìgēlìmò/glorɪglɪ̈m |
| 14 | Intheskin/Indeoseukin/yīndésīkēyīn/ɪndʌskɪn | Indeepskin/Indipseukin/yīndípòsīkēyīn/ɪndɪ̈pskɪn |
| 15 | Beauty/Byuti/pòyōutí/bɪʊtɪ | Pulchritude/Peolkeurityudeu/páěrkēruìtèyōudé/pʌltʃrɪtʊd |
| 16 | Pollentone/Polleunton/pòlántòuēn/pɔlentɔn | Pollentint/Polleuntinteu/pòlántèyīntè/pɔlentɪn |
| 17 | Bright/Beuraiteu/bóláitè/brʌɪt | Dright/Deuraiteu/déláitè/trʌɪt |
| 18 | Lovely/Reobeulli/lāwòlì/lʌvlɪ | Lofely/Reopeulli/lāfólì/lʌflɪ |
| 19 | Gorgeous/Goreugyeoseu/gāozhésī/gɔrdʒɪʌs | Gorkeous/Goreukeoseu/gāokòusī/gɔrkɪʊs |
| 20 | Perfect/Peopekteu/pòfēikētè/pʌrfekt | Berfect/Beopekteu/bófēikētè/bʌrfekt |
| 21 | Seed/Ssid/xīdé/sɪ̈d | Pip/Pib/pīpò/pɪp |
| 22 | Wish/Wisi/wèishī/wɪʃ | Ambition/Aembisyeon/àisīpàiěr/espʌɪʌr |
| 23 | Youth/Yusseu/yōusī/jʊθ | Juvenescence/Jubeoneseunseu/zhùwònǎisèsī/dʒʊvɪnens |
| 24 | Glossy/Geullosi/gēláoxī/glɔsɪ | Silky/Silki/xīěrkēyī/sɪlkɪ |
| 25 | Spesy/Seupesi/sīpàixī/spesɪ | Speshilansy/Seupeswillansi/sīpàishīyìlánxī/spesɪlensɪ |
| 26 | Strabin/Seuteurabin/sīchuíbīn/strebɪn | Straberin/Seuteuraberin/sīchuíbóěryīn/strebɪrɪn |
| 27 | Moistar/Moiseuta/móuyīsītāěr/mɔɪstʌr | Moistenstar/Moiseuteunseuta/móuyīsītánsītā/mɔɪstenstʌr |
| 28 | Catchis/Kaechiseu/kǎichíyīsī/kætʃɪs | Catchitrommis/Kaechiteuromiseu/kǎichíchuòmìsī/kætʃɪtrɔmæsɪs |
| 29 | Bestime/Beseuteutaim/bǎisītètàimò/bestʌɪm | Bestminute/Beseuteuminiteu/bǎisītèmìnèitè/bestmɪnɪt |
| 30 | Fineus/Paineoseu/fēinèisī/fɪnes | Confidentus/Kanpideonteoseu/kēfēidāntèsī/kɔnfɪdentʌs |
| 31 | Goodself/Gutselpeu/gǔdésèěrfó/gʊdself | Bestselves/Beseuteuselbeujeu/bǎisītèsèěrwòsī/bestselvs |
| 32 | Eyecontact/Aikeontaekteu/àikěntākētè/ɑɪkɔntʌkt | Fallintoeyes/Porintuaijeu/fēilíntòuàisī/fɔlɪntʊʌɪs |
| 33 | Delight/Dillaiteu/díláitè/dɪlʌɪt | Telight/Tillaiteu/tèláitè/tɪlʌɪt |
| 34 | Crystal/Keuriseutal/"kēruìsītòu/ěr"/krɪstʌl | Cryspal/Keuriseupal/kēruìsīpèiěr/krɪspʌl |
| 35 | Hope/Hopeu/hóupò/hɔp | Gope/Gopeu/gòupò/gɔp |
| 36 | Promise/Peuromiseu/pòràomìsī/prɔmɪs | Pronise/Peuroniseu/pòràonīsī/prɔnɪs |
| 37 | Whitebright/Hwaiteubeuraiteu/huáitèrǔàitè/hɔʌɪtbrʌɪt | Whiteilluminate/Hwaiteuillumineiteu/huáitèlǔmìnèitè/hɔʌɪtɪlʊmɪnʌtɪ |
| 38 | Glory/Geullori/gēláoruì/glɔrɪ | Dignity/Digeuniti/dígēnītí/dɪgnɪtɪ |
| 39 | Melody/Mellodi/màilèdí/melɔdɪ | Mellifluence/Mellipeullueonseu/màilìfólùēnsī/melɪfloens |
| 40 | Joy/Joi/zhàoyī/dʒɔɪ | Elation/Illeisyeon/yīlěishēn/ɪleʃɔn |
| 41 | Torimo/Torimo/tòuruìmóu/tɔrɪmɔ | Torimeksimo/Torimeksimo/tòuruìmàikēsīmóu/tɔrɪmæksɪmɔ |
| 42 | Tarion/Tarion/tāruìōuēn/terɪɔn | Tapicserion/Tapikserion/tāpīkēsàiruìōuēn/tæpserɪɔn |
| 43 | Dalia/Dallia/dàlìā/delɪʌ | Dalvinibolia/Dalbinibollia/dàěrwòyīnpòlìā/dʌlvɪnɪbɔlɪʌ |
| 44 | Clineo/Keullineo/kēlìniǔ/klɪnɪɔ | Clinsotineo/Keullinsotineo/kēlínsōutíniǔ/klɪnstʌntɪnɔ |
| 45 | Vividcool/Bibideukul/wòyīnwòyīndékùěr/vɪvɪdkʊl | Vividpleasure/Bibideupeullejyeo/wòyīnwòyīndépòlìzhé/vɪvɪdpledʒʌr |
| 46 | Miracleup/Mirakeuleom/mìrǔākēlìpò/mɪrʌkelʌp | Miraclechange/Mirakeulcheinji/mìrǔākēlìchénzhī/mɪrʌkeltʃendʒ |
| 47 | Bloomtree/Beullumteuri/pòlùmòchuí/blʊmtrɪ̈ | Bloomfresh/Beullumpeureswi/pòlùmòfórǔàishī/blʊmfreʃ |
| 48 | Olympus/Ollimpuseu/ālìmòpòsī/ɔlɪmpʌs | Sacramental/Sakeuramental/sàikērǔāméntèěr/sækrʌmentʌl |
| 49 | Blow/Beullou/pòlóu/blɔ | Dlow/Deullou/délóu/dlɔ |
| 50 | Ace/Eiseu/ēisī/es | Oce/Oseu/ōusī/ɔs |
| 51 | Bold/Boldeu/pòěrdé/bɔld | Lofty/Lopeuti/láofótí/lɔftɪ |
| 52 | Base/Beiseu/bèisī/beɪs | Basis/Beisiseu/bèixīsī/besɪs |
| 53 | Lezar/Lejareu/láizhàěr/ledʒʌr | Lemicolongzar/Lemikollongjareu/láimìkēlóuēngēzhàěr/lemɪklɔŋdʒʌr |
| 54 | Romoah/Romoa/rǔróumòā/rɔmɔʌh | Rogisumpemoah/Rojiseompemoa/rǔróuzhīsūmòpàimòā/rɔgɪsæmpemɔʌh |
| 55 | Reset/Riset/ruìsàitè/rɪset | Rehabilitate/Riheobilliteiteu/ruìhǎibìlìtèēitè/rɪhebɪletet |
| 56 | Purecream/Pyueokeurim/pǔruìkēruìmò/pɪɔrkrɪm | Plaincream/Peulleinkeurim/pòlěiēnkēruìmò/pleɪnkrɪm |
| 57 | Mild/Maildeu/wēnhéde/mʌɪld | Nild/Naildeu/nīérdé/nʌɪld |
| 58 | Shade/Syeideu/shīēidé/ʃeɪd | Shate/Sweiteu/shīēitè/ʃeɪt |
| 59 | Bloom/Beullum/pòlùmò/blʊm | Floweret/Peulaworet/fóláowòruìtè/flʌʊʌret |
| 60 | Idol/Aidol/àidòuěr/ʌɪdɔl | Envy/Enbi/ēnwǔyì/envɪ |
| 61 | Paliam/Pariam/pálìāmò/pɑlɪʌm | Pabioritaliam/Pabioritariam/pábìōuěrruìtālìāmò/pɑbɪɔrɪtʌlɪʌm |
| 62 | Savail/Sabeil/sàwòēiěr/sævæɪl | Saltonveil/Saltonbeil/sàěrtòuēnwéiěr/sæltɔnveɪl |
| 63 | Salient/Seillieonteu/sīēilìēntè/selɪent | Prominent/Peuromineonteu/pòràomǐnēntè/prɔmɪnent |
| 64 | Pearl/Peol/pīěr/pʌrl | Resplendence/Reseupeullaendeonseu/ruìsīpòlándānsī/resplendens |
| **C. Grocery** | | |
|  | **Proposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** | **Opposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** |
| 1 | Greenish/Geuriniswi/gēruìnīshī/grɪnɪʃ | Greemish/Geurimisi/gēruìmìshī/grɪmɪʃ |
| 2 | Hale/Heil/hēiěr/heɪl | Hane/Hein/hēiēn/heɪn |
| 3 | Archive/Akaibeu/ākǎiwò/ʌrkʌɪv | Argive/Agaibeu/āěrzhīwò/ʌrgʌɪv |
| 4 | Trust/Teureoseuteu/chūāsītè/trʌst | Trusp/Teureoseupeu/chūāsīpò/trʌsp |
| 5 | Gentle/Jenteul/zhàntòuěr/dʒentl | Irenic/Airenik/àiruìnīkē/ʌɪrenɪk |
| 6 | Bliss/Beulliseu/bólìsī/blɪs | Beatitude/Byutityudeu/bìtítèyōudé/bɪetɪtʃʊd |
| 7 | Valley/Baelli/wèilěi/velɪ | Vale/Beil/wèiěr/veil |
| 8 | Plain/Peullein/pòlěiēn/pleɪn | Pristine/Peuriseutin/pòruìsītíyīn/prɪstɪn |
| 9 | Lambon/Rambon/láimòbēn/læmbɔn | Lamseribon/Ramseribon/láimòsīruìbēn/læmserɪbɔn |
| 10 | Buco/Buko/bākòu/bʊkɔ | Bucareblico/Bukeeobeulliko/bākāruìbólìkòu/bʊkerɪblɪkɔ |
| 11 | Senos/Senoseu/sènǎosī/senɔs | Sestarinos/Seseuteorinoseu/sèsītèruìnǎosī/sesterɪnɔs |
| 12 | Pasion/Pasion/pàisēn/peʃɪɔn | Papanelsion/Papanelsion/pāpānèiěrshēn/pæpɑnelsɔn |
| 13 | Greenfair/Geurinpeo/gēruìēnfāěr/grɪ̈nfeʌr | Greenbanquet/Geurinbaengkwiteu/gēruìēnbānkuítè/grɪnbæŋkʊet |
| 14 | Freshdine/Peureswidain/fúrǔéishīdàiēn/freʃdʌɪn | Freshterrace/Peureswiteraseu/fórǔēishītàiruìsī/freʃteres |
| 15 | Greenhome/Geurinhom/gēruìēnpākē/grɪnhɔm | Greenjungle/Geurinjeonggeul/gēruìēnzhāngēěr/grɪnbæŋkʊet |
| 16 | Virid/Birideu/wòyīruìdé/vɪrɪd | Viridescent/Birideseonteu/wòyīruòsēntè/vɪrɪdɪsent |
| 17 | Crunch/Keureonchi/kēràngchí/krʌntʃ | Crunge/Keureonji/kēràngzhī/krʌndʒ |
| 18 | Sweet/Seuwiteu/sīwǔyītè/sʊɪt | Sweek/Seuwikeu/sīwǔyīkē/sʊɪk |
| 19 | Balance/Baelleonseu/bǎilánsī/bælʌns | Balanze/Baelleonjeu/bǎilánzī/bælʌndʒ |
| 20 | Orchard/Olchyaldeu/ōuchèdé/ɔrtʃʌrd | Orshard/Osyadeu/ōushēdé/ɔrʃʌrd |
| 21 | Spice/Seupaiseu/sīpàisī/spʌɪs | Savor/Seibeo/sīēiwò/sevɔr |
| 22 | Fresh/Peureswi/fólěisī/freʃ | Verdant/Beodeonteu/wòěrdāntè/vʌrdent |
| 23 | Rich/Richi/ruìchí/rɪtʃ | Fertile/Peotail/fótàiěr/fʌrtʌɪl |
| 24 | Welfare/Welpeeo/wàiěrfǎěr/welfeʌr | Abundance/Eobeondeonseu/ābàndéēnsī/æbʌndens |
| 25 | Orinare/Orineo/àoruìnèiěr/oriner | Oritroginare/Oriteurojineo/àoruìchuòzhīnèiěr/ɔrɪtrɔdʒɪner |
| 26 | Motherie/Madeorie/mòdéruì/mʌθʌrɪ | Motheriestrie/Madeorieseuteuri/mòdéruìsīchuǎiěr/mʌθʌrstrɪ |
| 27 | Lifen/Laipen/lìfēn/lɪfen | Lifenasken/Laipeuneiseuken/lìfēnāsīkěn/lɪfenʌsken |
| 28 | Grainain/Geureinein/gērùnēn/greɪneɪn | Grainsmain/Geureinseumein/gērùnsīmén/greɪnsmeɪn |
| 29 | Richever/Richiebeo/ruìchāiwò/rɪtʃever | Richandgood/Richiaendeugut/ruìchángdégǔdé/rɪtʃændgʊd |
| 30 | Forstrong/Poseuteurong/fóěrsīzhuāng/fɔrstrɔŋg | Strongguys/Seuteuronggaijeu/sīzhuànggàisī/strɔŋgʌɪs |
| 31 | Togreen/Tugeurin/tòugēruìēn/tʊgrɪn | Greenerdays/Geurineodeijeu/gēruìnedéēisī/grɪnʌrdes |
| 32 | Thenature/Deoneichyeo/dénèichèěr/dʌnetʃʌr | Friendinature/Peurendineichyeo/fóruìēndínèichèěr/fɔrendɪnetʃʌr |
| 33 | Big/Big/bǐgē/bɪg | Hig/Hig/hèyígē/hɪg |
| 34 | Titan/Taitan/tàitíyīn/tʌɪtʌn | Titam/Taitam/tàitāmò/tʌɪtʌm |
| 35 | Sunday/Seondei/sāndéēi/sʌnde | Zunday/Jeondei/zàndéēi/zʌnde |
| 36 | Farmgrain/Pamgeurein/fǎěrmògēruìēn/fʌrmgreɪn | Famgran/Paemgeuraen/fǎmògēruìēn/fʌrmgren |
| 37 | Special/Seupesyeol/sīpàishīěr/speʃʌl | Remarkable/Rimakeobeul/ruìmǎkēbóěr/rɪmʌrkebəl |
| 38 | Pantry/Paenteuri/pānchuí/pæntrɪ | Larder/Radeo/lādéěr/lærdʌr |
| 39 | Ocean/Osyeon/ōushēn/ɔʃʌn | Coastline/Koseuteulain/kòusītèláiēn/kɔstlʌɪn |
| 40 | Gather/Gedeo/gàidéěrjùjí/gæθʌr | Convene/Keonbin/kěnwò/kɔnʌɪ̈n |
| 41 | Sweete/Seuwite/sīwòyītí/sʊɪte | Sweetstrinte/Seuwitseuteurinte/sīwòyīcíchuíyīntí/sʊɪtstrɪnte |
| 42 | Fascina/Pasina/fǎsīnà/fæsɪnʌ | Fasinavitena/Pasinabitena/fǎsīnàwòyītènà/fæsɪnʌvɪtenʌ |
| 43 | Inigee/Iniji/yīnīzhī/ɪnɪgɪ | Initenslogee/Initenseulloji/yīnītǎnsīlóuzhī/ɪntenslɔgɪ |
| 44 | Plazo/Peullajo/pòlāzòu/plʌdʒɔ | Planaslizo/Peullanaseullijo/pòlānàsīlìzòu/plænʌslɪdʒo |
| 45 | Faithful/Peiseupul/fēisīfóěr/feɪθfʊl | Trustworthy/Teureoseuteuwoldi/chūāsītèwòsī/trʌstɔrθɪ |
| 46 | Radiance/Raedieonseu/ruìdíēnsī/redɪens | Luminescence/Rumineseunseu/lùmìnǎisīēnsī/lʊmɪnesens |
| 47 | Gooddeal/Gutdil/gǔdédíěr/gʊddɪ̈l | Bestprice/Beseuteupeuraiseu/bǎisītèpòrǔàisī/bestprʌɪs |
| 48 | Foralldish/Pooldiswi/fólāěrdíshī/fɔrʌldɪʃ | Forallrecipes/Poolleseopiseu/fólāěrruìxīpīsī/forʌlresɪpɪ |
| 49 | Planet/Peullaenit/pòlánnèitè/plænet | Planek/Peullaenekeu/pòlánnīkē/plænek |
| 50 | Organic/Oreuganik/ōugānnīkē/ɔrgʌnɪk | Orbanic/Oreubanik/ōubànnīkē/orbʌnɪk |
| 51 | Ranch/Raenchi/ruǎnchí/rentʃ | Farmstead/Pamseutedeu/fǎmòsītàidé/fʌrmstɪd |
| 52 | Take/Teikeu/tèkē/teɪk | Grab/Geuraebeu/gēláibó/græb |
| 53 | Piemze/Piemji/pīmòzī/pɪemdʒe | Piemodremze/Piemodeuremji/pīmòdéruìmòzī/pɪemdɔremdʒe |
| 54 | Lihudea/Rihyudia/lìhúdíā/lɪhʊdɪʌ | Lihumfredea/Riheompeuridia/lìhúmòfóruìdíā/lɪhʊmfredɪʌ |
| 55 | Everytime/Ebeuritaim/àiwòruìtàimò/ evrɪtʌɪm | Everymoment/Eberimomeonteu/àiwòruìmóuméntè/evrɪmɔment |
| 56 | Eatforest/Iteuporeseuteu/yīsītèfóruìsītè/ɪ̈tfɔrest | Takeforest/Teikeuporeseuteu/tèēikēfóruìsītè/tekfɔrest |
| 57 | Plenty/Peullenti/pòlántí/plentɪ | Blenty/Beullenti/bólántí/blentɪ |
| 58 | Essential/Esensyeol/yīsānshīěr/esenʃɪʌl | Ossential/Osensyeol/ōusānshīěr/ɔsenʃɪʌl |
| 59 | Real/Rieol/ruìěr/rɪel | Actual/Aekchyueol/àikēchūěr/æktʃʊʌl |
| 60 | Seashore/Ssisyoeo/sīshòuěr/sɪʃɔr | Foreshore/Poeosyoeo/fóshòuěr/fɔrʃɔr |
| 61 | Bodera/Bodera/bódérǔā/bɔderʌ | Bodentgera/Bodenteugera/bódāntègērǔā/bɔdentdʒerʌ |
| 62 | Gropria/Geuropeuraia/gēróupōruìā/grɔprɪʌ | Gropricera/Geuropeuraisera/gēróupōruìruìsīrúā/grɔprʌɪserʌ |
| 63 | Element/Ellemeonteu/àilìméntè/elɪment | Ingredient/Ingeuridieonteu/yīngēruìdíēntè/Ingredɪent |
| 64 | Resilient/Rijillieonteu/ruìzīlìēntè/resɪlent | Effervescent/Epeobeseunteu/àifówòsīēntè/efervesent |
| **D. Restaurant** | | |
|  | **Proposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** | **Opposed**  **Translations based on Sound**  **English/Korean/Chinese/Bengali** |
| 1 | Palmy/Pami/pámì/pʌlmɪ | Pelmy/Pemi/pàimì/pelmɪ |
| 2 | Together/Tugedeo/tègàidé/tʊgeθɪ | Togethy/Tugedi/tègàixī/tʊgæθer |
| 3 | Scent/Senteu/sēntè/sent | Sant/Santeu/sāntè/sænt |
| 4 | Faerie/Peeori/fààiěrruì/feɪrɪ | Vaerie/Beeori/wòàiěrruì/veɪrɪ |
| 5 | Blaze/Beulleijeu/bólěizī/bleɪdʒ | Bonfire/Bonpaieo/bóēnfóàiěr/bɔnfʌɪʌr |
| 6 | Garden/Gadeun/gādéēn/gʌrden | Glen/Geullen/gēlèēn/glen |
| 7 | Harbor/Habeo/hābó/ lɪvɪ | Levee/Rebi/láiwòyī/hʌrvʌr |
| 8 | Vacation/Bekeisyeon/wòkēēishēn/vækæʃən | Fiesta/Pieseuta/yǎoyīàisītè/fɪestʌ |
| 9 | Bobis/Bobiseu/bóbìsī/bobɪs | Bosaintobis/Boseintobiseu/bósāiēntòubìsī/bosʌɪntɔbɪs |
| 10 | Caden/Kaden/kādēng/keden | Cavaniceden/Kabaniseden/kāwéinǎisīdéēn/kevensɪden |
| 11 | Garamuah/Garamua/kālāmǔā/gærʌmʊʌh | Garadinsemuah/Garadinsemua/kālādíēnsīmùā/gærʌdensɪmʊʌh |
| 12 | Viabon/Biabon/wàiābēn/vɪʌbɔn | Viarasombon/Biarasombon/wàilāsàmòbēn/vɪʌrʌsɔmbɔn |
| 13 | Irisgarden/Airiseugadeun/àiruǐsīgáděng/ʌɪrɪsgʌrden | Dandeliongarden/Daendilaiongadeun/dāndílónggáděng/dendʌlɪɔngʌrden |
| 14 | Loverecipe/Reobeuresipi/lāwòruìsīpò/lʌvresɪpɪ | Loveambience/Reobeuembieonseu/lāwòyīmòbìēnsī/lʌvembɪens |
| 15 | Lucidhouse/Lusideuhauseu/lùxīdéhàosī/lʊsɪdhʌʊs | Lucidvillage/Lusideubilliji/lùxīdéwéilěizhī/lʊsɪdvɪledʒ |
| 16 | Comeagain/Keomeogein/wēiwēidélùmò/kʌmegeɪn | Comebackagain/Keombaegeogein/wēiwēidégáděng/kʌmbʌɪægeɪn |
| 17 | Bravo/Beurabo/bólāwò/brʌvɔ | Brafo/Beurapo/bólāfó/brʌfɔ |
| 18 | Village/Billiji/wéilěizhī/vɪledʃ | Fillage/Pilliji/fēilěizhī/fɪledʒ |
| 19 | Fame/Peim/fēimò/feɪm | Vame/Beim/wéimò/veɪm |
| 20 | Pleasure/Peullejyeo/pòláizhé/plesʌr | Pleachure/Peullechyeo/pòláichè/pletʃʌr |
| 21 | Stay/Seutei/sīdéēi/ste | Tarry/Taeri/tàiruì/terɪ |
| 22 | Cottage/Kotiji/kātízhī/kɔtedʒ | Shanty/Swenti/shāntí/ʃentɪ |
| 23 | Paradise/Paradaise/pàiruìdàisī/pærʌdʌɪs | Rapture/Raepchyeo/láipòchè/ræptʃʌr |
| 24 | Refresh/Ripeuresi/ruìfóláishī/ rɪfreʃ | Inspirit/Inseupirit/yīnsīpíěrtè/ɪnspɪrɪt |
| 25 | Dearis/Dieoriseu/díěrruìsī/dɪʌrɪs | Dearinuleris/Eieorinulleriseu/díěrruìnǔlèruìsī/dɪʌrɪnulærɪs |
| 26 | Comfortie/Keompoti/kāmùfótí/kɔmfɔrtɪ | Comforsolatie/Keomposollati/kāmùfósèlěití/kɔmfɔrslʌtɪ |
| 27 | Dinnie/Dini/dàinī/dɪnɪ | Dintricinie/Dinteurisini/déyīnchuísīnī/dɪntrɪsɪnɪ |
| 28 | Pleasus/Peullejeoseu/pòláisàsī/plesʌs | Pleasantus/Peullejeonteoseu/pòláizàntāsī/plesentʌs |
| 29 | Tomind/Tumaindeu/tòumǐndé/tʊmʌɪnd | Heartandsoul/Hateuaendeusoul/hēiěrtándésōuěr/hʌrtændsɔl |
| 30 | Lovein/Reobeuin/lāwéiēn/lʌvɪn | Loveblossom/Reobeubeullasseom/lāwòbóláosèmò/lʌvblɔsɔm |
| 31 | Cosyterrace/Kojiteraseu/kòuzītàiruìsī/kɔdʒɪteres | Heimishterrace/Heimiswiteraseu/hēimìshītàiruìsī/heɪmɪʃteres |
| 32 | Mindsoul/Maindeusoul/mǐndésōuěr/mʌɪndsɔl | Mindandsoul/Maindeuaendeusoul/mǐndāndésōuěr/mʌɪndændsɔl |
| 33 | Meal/Mil/mìěr/mɪ̈l | Mawl/Maul/mǎwòěr/mɔl |
| 34 | Palette/Palleteu/pàilètè/pelet | Balette/Balleteu/bǎilètè/belet |
| 35 | Pioneer/Paionieo/pàiěrnīěr/pʌɪɔnɪʌr | Piomeer/Paiomieo/pàiěrmìěr/pʌɪɔmɪʌr |
| 36 | Affection/Eopeksyeon/āpàikēshēn/æfekʃɔn | Avection/Eobeksyeon/āwàikēshēn/ævekʃɔn |
| 37 | Ideal/Aidieol/àidíěr/ʌɪdɪʌl | Translunary/Teuraenseulluneori/chuānlùnàruì/trʌnslʊnʌrɪ |
| 38 | Mood/Mudeu/mùdé/mʊd | Sentiment/Sentimenteu/sāntíméntè/sentɪment |
| 39 | Place/Peulleiseu/pòlěisī/pleɪs | Around/Eoraundeu/ālǎngdé/ærʌʊnd |
| 40 | Venue/Benyu/wǎnniǔ/venʊ | Locale/Rokeil/lóukāěr/lɔkʌl |
| 41 | Serento/Serento/sèlántòu/serenɔ | Serendipicto/Serendipikto/sèlándípítòu/serendɪpɪktɔ |
| 42 | Manogi/Manoji/màinǎozhī/mænɔgɪ | Manorebrogi/Manorebeuroji/màinǎoěrbólóuzhī/mænɔrbrɔdʒɪ |
| 43 | Glemon/Geulemon/gēlìmén/glemɔn | Gletorymon/Geulletorimon/"gēlì/rèruìmén"/gletɔrɪmɔn |
| 44 | Flamier/Peullamieo/fólěimìěr/flemɪer | Flamipromier/Peullamipeuromieo/fólěimìpòruòmìěr/flemɪprɔmɪer |
| 45 | Mayterrace/Meiteraseu/měitèruìsī/meteres | Snugterrace/Seuneogeuteraseu/sīnàzhītèruìsī/snʌgteres |
| 46 | Byheaven/Baihebeun/bìhēiwòēn/bʌɪheven | Healingplace/Hillingpeulleiseu/xīlíngpòlěisī/hɪlɪŋples |
| 47 | Amongin/Eomongin/āmángzhīyīn/æmɔŋɪn | Amongthemselves/Eomongdemselbeujeu/āmángdémùsèěrwǔsī/æmɔŋdemselvs |
| 48 | Inmoment/Inmomeonteu/yīnmóuméntè/ɪnmɔment | Happymoment/Haepimomeonteu/hāipímóuméntè/hæpɪmɔment |
| 49 | Enter/Enteo/āntèěr/entʌr | Henter/Henteo/hántèěr/hentʌr |
| 50 | Heart/Hateu/hāěrtè/hʌrt | Neart/Nateu/nàěrtè/nʌrt |
| 51 | Roast/Roseuteu/róusītè/rɔst | Broil/Beuroil/bóróuěr/brɔel |
| 52 | Cozy/Koji/kòuzīyī/kɔdʒɪ | Restful/Reseuteupul/rǔàisītèfúěr/restfʊl |
| 53 | Belarto/Bellato/bǎilāěrtòu/belʌrtɔ | Bedretalarto/Bedeuretarato/bǎizhuìtèlāěrtòu/bedretʌlʌrtɔ |
| 54 | Doufore/Dupore/dòufóěr/dɔfɔr | Doufrangfore/Dupeurangpore/dòufólǎngfóěr/dɔfrænkfɔr |
| 55 | Sweetberry/Seuwiteuberi/sīwòyītèbǎiruì/sʊɪtberɪ | Sweetstrawberry/seuwiteuseuteuroberi/sīwòyītèsīzhāobǎiruì/sʊɪtstrɔberɪ |
| 56 | Sweetoat/Seuwiteuoteu/sīwòyītáotè/sʊɪtɔt | Sweetalmond/Seuwiteuamondeu/sīwòyītàiěrmángdé/sʊɪtʌmɔnd |
| 57 | Tavern/Taebeon/tàiwēn/tævɔrn | Pavern/Paebeon/pàiwēn/pævɔrn |
| 58 | Lounge/Raunji/lǎngzhī/lʌʊndʒ | Lainge/Rainji/lěiēnzhī/leɪndʒ |
| 59 | Harmony/Hamoni/hāmònī/hʌrmɔnɪ | Amity/Emiti/àimòtí/æmɪtɪ |
| 60 | Picnic/Pikeuning/píkēnīkē/pɪknɪk | Jaunt/Jonteu/zhōuēntè/dʒʊʌnt |
| 61 | Tropin/Teuropin/chāopǐn/trɔpɪn | Tronelupin/Teuronerupin/chāonelùpǐn/trɔnelʊpɪn |
| 62 | Steako/Seuteiko/sītèkòu/stekɔ | Steakopelco/Seuteikopelko/sītèkòupàiěrkòu/stekɔpelkɔ |
| 63 | Binge/Binji/bīnzhī/bɪndʒ | Gormandize/Gomeondaijeu/gāoméndàizī/gɔrmendʌɪdʒ |
| 64 | Cuisine/Kwijin/kuízīyīn/kʊɪdʒɪn | Comestible/Keomeseuteobeul/kòumàisītèbóěr/kɔmestɪbl |