BRAND NAMING

A STUDY ON BRAND NAME TRANSLATION IN CHINA:

U.S. BRANDS TRANSLATED INTO CHINESE AND

CHINESE BRANDS TRANSLATED INTO ENGLISH

BY

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ABSTRACT

This study provides a more comprehensive overview of brand naming in China which includes brands imported and exported. A descriptive approach is adopted. Three dimensions are studied. Firstly, current translation patterns of brand names in China are investigated. This includes U.S. brands translated into Chinese and Chinese brands translated into English. Secondly, the original and the translated brand names are compared to find out if the translated names provide additional meaning to the brands. Thirdly, the inclusion of places of origin are discussed.

400 sample brand names were collected from two lists provided by the World Brand Laboratory in year 2006: The "China's 500 most valuable brands" and 'The World's 500 most influential brands". Top 200 brand names are chosen from each of these lists. Content analysis was then used to analyze the translation patterns.

It is found there are differences between brand name translation pattern for U.S. and Chinese brands. Differences are accounted for, evaluations are addressed and recommendations are proposed. The results of this study provide novel findings that should be of interest to marketers. Marketers may take this as reference and select translation methods carefully.

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CHAPTER I: INTRODUCTION

A brand name is a complex symbol representing a variety of ideas or attributes, not only by its sound and/or its meaning but also through association it has built up and acquired as a public object over a period of time (Gardner and Levy 1955). A brand name is also the foundation of a brand image. A carefully created and chosen name can bring inherent and immediate value to the brand (Kohli and LaBahn 1997).

With the increased emphasis on globalization, there is a constant flow of products and services among nations. The marketing of product and service brands is crucial. Thus, naming brands and having brand names translated into culturally acceptable linguistic symbols becomes ever-challenging business as culturally heterogeneous and linguistically diverse consumers drive the global marketplace (Li and Shooshtari 2003).

The People's Republic of China, on her accession into WTO, increases her position in the global trade and investment. Foreign brand names become popular in China and Chinese brand names are gaining recognition in western communities. Are there any differences between foreign and Chinese brand names? To be specific, the current patterns of brand naming in China are addressed in this report.

CHAPTER II: LITERATURE REVIEW

2.1 Introduction on brand naming

Naming a product is one of the key decisions a marketer makes. A brand name is the foundation of the product, an asset to the company, and an important consumer cue (Lubliner 1993). The name helps position the brand (Wind 1982) and adds value to the product (Gurhan-Canli and Maheswaran, 1998).

Many studies have worked on the criteria for selection of a good and powerful brand name. However, the guidelines differ from researcher to researcher. Chan and Huang (1997) have generalized previous studies and categorized the desirable qualities into three components.

1. **The marketing component:** The brand name should be suggestive of the product benefits; promotable, advertisable and persuasive; suited to package; fit with company image and other products image.

2. **The legal component:** The brand name should be legally available for use and unique in competition.

3. **The linguistic component:** This includes three requirements. Phonetic requirement means it is easy to pronounce; pleasing when read or heard; pronounceable in only one way and in all languages for goods to be exported. Morphological requirement means the brand name is short and simple. Semantic requirement means the name is positive, not offensive, obscene, nor negative; modern or contemporary, always timely; understandable and memorable.

2.2 Language issues

In related researches, differences between the Chinese and English languages have been identified, in the context of marketing, to affect the way brand names are recalled, represented, and retrieved from memory (Schmitt and Pan 1994; Tavassoli 1999).

Chinese characters are sign-symbols composed of strokes. They are inherently meaningful linguistic units, consisting of smaller units called radicals. There are a total of approximately 50,000 Chinese characters, of which 7,000 are in general use.

Also, Chinese language has a large number of homonyms[1]. For example, the Chinese pronunciation of "gong" corresponds to at least ten distinct characters with equally distinct meanings depending on how the word is pronounced, for example, with a falling, rising, or flat tone., like "work" (工), "merit" (功), "bow"(弓), "palace" (宫), "congratulation" (恭), "public" (公), "meritorious service" (貢), "attack" (攻), "supply" (供) and a surname (龔). (Schmitt, Pan 1994)

English language has been written with Latin alphabet since around the ninth century. It has an extraordinarily rich vocabulary and willingness to absorb new words. Unlike other languages, there is no Academy to define officially accepted words.

When a brand is expanded into a foreign market, a careless choice of a new or translated brand name may generate negative effects on the product and on the company in terms of loss in sales, damage to credibility and damage to reputation. Even a company that uses its original language in the new market to maintain an exotic foreign image may not be able to avoid problems since the original brand name may not be easily pronounceable in the foreign language and may convey an undesirable association or meaning. (Francis, Lam, Walls 2002)

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[1] Homonyms: words with distinct writing but identical pronunciation

2.3 Brand name translation approaches

Language localization of brand names requires the translation of brand names. There are different approaches in analyzing brand name translation.

In linguistic approach, it provides a framework for analyzing the linguistic component of brand names. This framework includes the semantic, phonetic, and morphological components of the name (Chan and Huang 1997).

In sociolinguistic approach, it recognizes linguistic competence, advances symbolic values imbedded in linguistic forms, and renders attached social valence to cultural scrutiny (Li and Shooshtari 2003). Li and Shooshtari (2003) suggested that naming and translating a brand is more than assigning a symbol with pleasant sound, or giving the product a unique identity distinguishable from others. A brand name as a sociolinguistic symbol carries cultural meanings and sets boundaries on relationship building.

2.4 Current brand name translation models

Many studies have worked on brand name translation on phonographic-to-logographic translation. There are different ways on categorizing the translation strategies. Zhang and Schimitt (2001) suggested that translations can be accomplished in three ways: translating by sound (phonetic translation), translating by meaning (semantic translation), or translating by sound plus meaning (phonosemantic translation).

Hong, Pecotich and Shultz (2002) described five brand name options for entering a new Asian market using the original name, a phonetic translation, a direct translation, a combination of original and phonetic and a combination of original and direct.

Fan (2002) suggested three methods commonly in use to translate a foreign name into Chinese, namely direct translation or transliteration (the Chinese equivalent sounds close to the original, but has no specific meaning), free translation (the foreign name is translated according to its meaning or meaning in Chinese, regardless of its original pronunciation) and mixed translation (both sound and meaning are considered).

2.5 Comparing the translated and the original brand names

Translating a brand name is similar to recreating an existing brand name (Dong 2001). Fan (2002) compared Chinese names with their original English brand names in terms of meaning. More than half of the samples were found to project a positive connotation that the originals do not have, whereas there is not a single case where the original has a positive meaning while the Chinese name does not have.

2.6 Place of origin

Klein et al. (1998) supported the theory that a product's origin (signaled by place of manufacture and/or brand name) affected consumers' buying decisions directly and independently of other product judgments. That means brand name itself can influence Chinese consumers' attitudes towards the brand and therefore influence the purchase decision. Firms need to decide carefully what the values they want to promote.

Place-of-origin can be shown through brand naming. In markets where consumers purchase brands to reinforce their membership in a certain global segment or to appear cosmopolitan, brands with a global image will fare better than brands with a local or provincial image (Alden, Steenkamp, and Batra 1999). So these markets use transliteration to capitalize recognition and remind customers of the original brand name.

CHAPTER III: OBJECTIVE

With the growing importance in international trades, brand naming, to be more specific, brand name translation becomes a crucial element in developing marketing strategy. Previous researches have investigated on the criteria to be a good brand name in terms of linguistic perspective (Chan and Huang 1997) and sociolinguistic perspective (Li and Shooshtari 2003).

Numerous researches focused on ways to build up national image of global brands and investigate some of the factors affecting global brand naming (Fan 2002, Zhang and Schimitt 2001). Researchers conducted qualitative case study in China on western brand name being translated into Chinese (Dong 2001, Li and Shooshtari 2003). Content analysis on the linguistic characteristics on Chinese brand naming were also found (Chan and Huang 1997, 2001). In addition, discussion was made on how linguistic differences contribute to the brand name standardization or localization of U.S. brands (Francis, Lam, Walls 2002).

The objective of this report is to provide a more comprehensive overview of brand naming in China. Since previous studies focused more on western brands translated into Chinese, the translation pattern of the exported Chinese brands would be a new direction for discussion.

A descriptive approach is adopted for this study. Three dimensions are studied. Firstly, current translation patterns of brand names in China are investigated. This includes U.S. brands translated into Chinese and Chinese brands translated into English. Secondly, the original and the translated brand names are compared to find out if the translated names provide additional meaning to the brands. Thirdly, the places of origin are discussed. Lastly, discussion and managerial implications on the translation pattern are provided.

CHAPTER IV: RESEARCH METHODOLOGY

4.1 Sample

I collected 400 brand names from two lists provided by the World Brand Laboratory[2] in Year 2006 (See Appendix 1 & 2). The "China's 500 most valuable brands" 《世界品牌 500 強》 ranked 500 brand in China according to their brand value. "The World's 500 most influential brands" 《中國 500 最具價值品牌》 ranked 500 brands for their brand influence which were indicated by market share, brand loyalty and global leadership. Top 200 brand names were chosen from each list.

Three criteria are adopted for sampling:

1. Only brands from U.S. and China were selected. Brand name translations require the consideration of the writing systems of the languages involved. There are two major types of writing systems that have been distinguished: phonographic writing systems (such as English), which represent the sound components of the spoken language (either as letters or syllabic symbols), and logographic writing systems (such as Chinese), which represent words and concepts in the form of certain sign symbols (Akmajian et al.1992). In order to have a more distinctive result, phonographic and logographic writing systems should be discussed. Brands from U.S. and China were thus chosen as representatives to these writing systems.

2. Only brand names providing direct customer products and services are included in this study because of the greater role that branding plays in these products (Francis, Lam and Walls 2002).

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[2] http://brand.icxo.com/

3. Brand names in short form without explanations to what they stand for in their corporate websites are excluded from the sample.

Chinese translation of the U.S. brand names were taken from the "China's 500 most valuable brands" list, while English translation of Chinese brand names were searched from their corporate websites.

4.2 Measurement Instruments

4.2.1. Content Analysis and Coders

Content analysis is a technique for gathering and analyzing the content of a text, it is used to analyze the translation patterns. To enhance the reliability of the analysis, two coders were used for the pre-test. One coder is the author and another coder is an undergraduate of English Studies & Linguistics who has an associate degree in bilingual communications. Coding was done for the first time independently. Discussion was made afterwards and modification to the construct of the coding sheet was made.

For the current coding construct, two coders were used. One is the author. Another one is a regular traveler to China cities and has day-to-day contact with brand names in China. Coders were given definitions of the various concepts and they coded the samples independently. Conflicts were resolved by discussion after the coding.

The intercoder reliability, calculated as a percentage of the coding agreed between the two coders, is 92% indicating that the coding by the two coders highly agreed with each other.

4.2.2. Analytical framework

The 400 brand names were analyzed by the following three dimensions:

I. Translation methods

The three basic brand name translation methods were phonetic translation, semantic translation and phonosemantic translation (Zhang and Schimitt 2001). For brand names that have included the names of the country or province, the translation of the country or province names would not be studied. Only the remaining parts of the brand names are analyzed for their translation methods. For example, in "中國建設銀行" ("China Construction Bank"), "中國" would not be analyzed and for "New York Times" ("紐約時報"), "New York" would not be analyzed. This is because they are purely descriptive and translation norms have developed for these names. It becomes common practice to translate "中國" as "China" and "New York" as "紐約".

i. Phonetic translation

The phonetic translation technique means the selection of linguistic symbols in the foreign language that when pronounced, correspond as close as possible to the phonetic structure of the original name. For examples, "Google" to "谷歌" and "Disney" to "迪斯尼".

It is common for Chinese brand names to use "Hanyu Pinyin" for translation. Hanyu means the Chinese language, pin means "spell" and yin means "sound". Pinyin is a Standard Mandarin romanization system and scheme of the Chinese phonetic alphabet. Standard Mandarin sounds differently from other languages that use the Roman alphabet, thus these brand names would be pronounced differently by people who do not have the concept of pinyin. Two columns are set up in the coding sheet to identify Chinese brand names translated with phonetic methods. The first column is for brand translated in pinyin, the Chinese phonetic system. For examples,

"紅旗" ("Hongqi") and "白沙" ("Baisha"). The second column is for names translated in English phonetic system. For example, "周大福" ("chowtaifok") and "雙滙" ("shineway").

ii. Semantic translation

Semantic translation is employed to translate the name in terms of its literal meanings without relations to its sound. There are two types. The first one is the pure type (Zhang and Schimitt 2001) that translates the name according to its lexicalized dictionary meaning. For example, "藍月光"as "bluemoon" and "Nature" as "自然".

Another type is the nonpure type (Zhang and Schimitt 2001) of which the original names do not carry a lexicalized dictionary meaning. Thus, it employs common associations of the product category. For examples footwear manufacturer "x 特步" translated its name as "xtep" which reminds consumers of the its product nature and the bank "HSBC" translated as "滙豐" which reveal its nature as financial institution.

iii. Phonosemantic translation

Phonosemantic translation is the translation method that has both phonetic and semantic relation to the original brand name. It selects characters that carry certain sounds and represent meanings that are associated the brand or the brands' product category (Zhang and Schimitt 2001). There are two ways in using phonosemantic translation. The first one is partial phonosemantic translation. Part of the name phonetically resembles the original brand and the remaining part semantically related to the original one. For example, "西單商場" "xidan" is phonetic of "西單" while "department" is semantic translation of "商場". Another example, in "Yale University", "耶魯" is phonetic translation of "Yale" and "大學" is the semantic

translation of "University".

Although partial phonosemantic translation fulfills the requirement of being phonosemantic translation as a whole, each character in the brand name does not follow the rules of phonosemantic translation. Thus, this needs to be distinguished from straight phonosemantic translation, which identifies brand names meeting phonosemantic translation requirements for each of its characters. For example, food producer "樂百氏" translated its name as "Robust" which reminds consumers of the energy they can gain after taking in the food and it is phonetically related to "樂百氏". Other examples include "Nike" as "耐克", "MasterCard" as "萬事達卡", "博洋" as "Beyond" and "雅戈爾" as "Younger".

II.   Additional value

Sometimes translated brand names provide additional meaning to the original brand names which might change the perception on brand to consumers. On top of finding out if the translated names provide additional meaning (Dong 2001), the analysis includes the type of additional information embedded. This can be categorized into information which reinforces the product type or nature or information that strengthens the product's characteristic or benefits to customers. For example, "Clifford Chance" translated as "高偉紳法律服務行" has included the corporate nature as a legal firm. Another example that shows product benefits include "Deloitte & Touche". It has included the images of having good virtue and hardworking in its name "德勤".

III.   Place of origin

Brand names sometimes show the place of origin. The translated brand names in the sample are categorized on this dimension. For examples, brands like "中國計算機報" as "China

information world" and "American Express" as "美國運通". These translations clearly show

the places of origin of the brands.

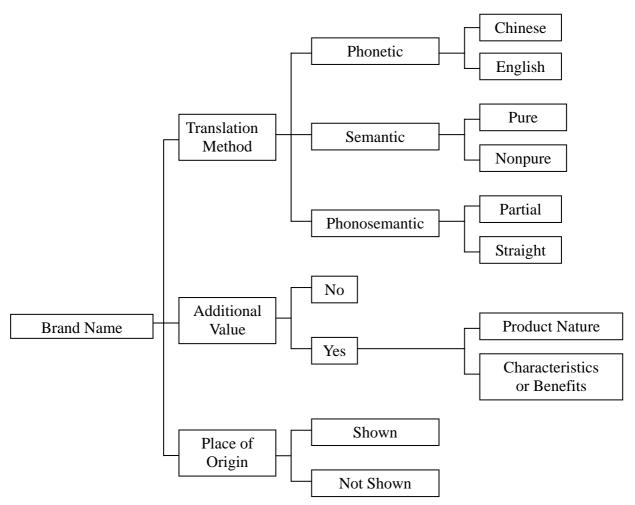Figure 1: Brand name translation model

4.3. Data Analysis

Frequency count and percentage were used to indicate the trend for Chinese-English translation

and vice versa. Chi-square test was used to evaluate the statistically significant differences

between proportions of different translation methods in Chinese and U.S. brand names. The

SPSS for Windows Statistical Package was used to run the above tests.

CHAPTER V: FINDINGS AND DISCUSSION

The following parts summarize and discuss the findings in three parts. The first part focuses on the translation pattern used by Chinese and U.S. brands. The second part compares the original and translated brand names and examines the additional value. The third part discusses the places of origin shown through the brand names.

5.1. Translation methods

Phonetic, semantic and phonosemantic are the three methods for translation. The results of my study shows that for U.S. brand name translation method, majority of the brands used phonetic translation (47.5%), followed by semantic translation (37%) and phonosemantic translation (15.5%). For Chinese brand name translation methods, most of the brands (54%) used phonetic translation, followed by semantic translation (36.5%) and phonosemantic translation (9.5%). Table 1 presents the distribution of the brand names in different translation methods.

	Phonetic	Semantic	Phonosemantic	**Total**
U.S. brands to Chinese	95 (47.5%)	74 (37%)	31 (15.5%)	**200 (100%)**
Chinese brands to English	108 (54%)	73 (36.5%)	19 (9.5%)	**200 (100%)**

Table 1: Distribution of translation methods used by U.S. and Chinese brands

From the chi-square test, the difference between the phonetic translation methods used by Chinese and U.S. brands is marginally significant (χ^2=3.40, P<0.07) while that of semantic is not significant (χ^2=0.02, P<0.90) and phonosemantic translation (χ^2=5.50, P<0.02) is significant.

Fan (2002) suggested that Chinese and English speakers perceive brand name in different ways. Chinese native speakers tend to encode verbal information in a "visual mental code". They

judge a brand name based on its visual appeal.

Whereas English native speakers rely primarily on a "phonological code" and judge a brand name based on whether the name sounds appealing (Fan 2002). To many American practitioners, a good brand name can be judged from its sound, which differentiates consonants as "obstruents" and "sonorant" (Li and Shooshtari 2003), where obstruents are perceived as harder and more masculine, sonorants as softer and more feminine (Cohen 1995).

From the result, it is found that Chinese brands translated into English with phonetic translation method more often than English brands translated into Chinese. Chinese brands meet the taste of the English speaking customers in marking the brand name sound appealing.

However, some of the Chinese brand names are translated with Hanyu Pinyin which is a different phonetic system. In order to have deeper understandings, a more detailed categorization is put forward. Table 2 shows a detailed break down of the distribution of U.S. and Chinese brands in different translation methods respectively.

	Phonetic		Semantics		Phonosemantic		
	Chinese	English	Pure	Nonpure	Partial	Straight	**Total**
U.S. brands to Chinese	0 (0%)	95 (47.5%)	63 (31.5%)	11 (5.5%)	18 (9%)	13 (6.5%)	**200** **(100%)**
Chinese brands to English	81 (40.5%)	27 (13.5%)	51 (25.5%)	22 (11%)	16 (8%)	3 (1.5%)	**200** **(100%)**

Table 2: Distribution of U.S. and Chinese brands in different translation methods

5.1.1 Phonetic Translation

For both U.S. and China brands translation, phonetic translation method dominates.

Translation with English Phonetic System accounts for 47.5% in U.S. brands translating to Chinese. This can be attributed to the features of English brand naming practice. In alphabetic languages, the basic unit of writing is the letter, and orthography[3] and pronunciation are closely related. There is no restriction, in principle, to coin new names for English. Thus English brands have higher flexibility in creating names (Huang, Chan 2005) and lack the signification or meaningfulness (de Klerk and Bosch, 1997). It is common for brands of this kin be translated with phonetic method instead of semantic one. For example, "Forbes" is translated as "福布斯".

Another reason is to keep the image as a 'foreign name'. Dong (2001) suggested that even though a brand name may be translated into Chinese and written in Chinese characters, not all the names are perceived as Chinese. Some words may never be used by Chinese for a name. So consumers can tell immediately that "this is a foreign or Western name". For examples, translating names like "Google" into "谷歌", "Morgan Stanley" into "摩根斯坦利" and "Accenture" into "埃森哲". They do not carry Chinese contextual feeling and remind customers of the foreign place of origin of the products.

The major factor contributed to the "foreign" feeling of the name is that names like "摩根斯坦利" are not commonly use in Chinese and have no meaning. In Chinese, the basic writing unit is the character and each character represents a morpheme[4]. In the modern Chinese, many of these morphemes have become bound morphemes and cannot be used independently in sentences. Therefore they must be combined with other morphemes to form words (Huang & Chan 2005). In other words, in "摩根斯坦利", although each character represent a morpheme,

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[3] Orthography : the correct way of writing in that language
[4] Morphemes: the smallest linguistic unit that has semantic meaning.

there is no lexical meaning as a whole. This is different from the usual Chinese name formation using lexical morphemes. This explains the reasons why to Chinese, name like "摩根斯坦利" which was translated phonetically, carries a foreign feeling.

Chinese brands translated to English with Chinese Phonetics System accounts for 54%. Within which 75% is translated through the Chinese phonetic system i.e. Hanyu Pinyin. Hanyu Pinyin is a kind of phonetic translation that cannot be pronounced appropriately by non Chinese speakers. Thus, to indicate a more accurate translation pattern, brand names that are translated into English alphabet according to its hanyu pinyin are identified. Only 25% of the Chinese brands using phonetics translation used English phonetic system, which even non Chinese speakers can pronounce the brand name correctly.

The frequent application of Chinese phonetic translation can be explained by two reasons: the insufficient understanding on the quality to be a good brand name or decision of marketer to reveal the place-of-origin of the product.

Since Chinese has a shorter history in brand export and research on this topic only arisen in recent years, marketers lack the knowledge on developing good brand names. According to Chan and Huang (1997), for a good brand name, phonetic requirements include easy to be pronounced, pleasing when read or heard, pronounceable in only one way and in all languages for goods to be exported. As mentioned earlier, non Chinese speakers might have difficulties in pronouncing Hanyu pinyin. Translating brand names by pinyin is inconsiderate to non Chinese customers. For example, the home appliance brand "suning" (蘇寧) maybe mispronounced by non Chinese speakers as "sun-ing" which sounds different from the original pinyin. Non Chinese speakers may also find the name of a liquor brand "luzhou lao jiao" (瀘州老窖)

difficult to be pronounced properly.

Non Chinese speakers have problem in remembering the brand in pinyin. Researches have shown that an important factor affecting word memorability is "meaningfulness" (Leahey and Harris 1996). One attribute that has been shown to have an impact on the meaningfulness of a word is phonetic symbolism, which addresses the ability of particular phonemes[5] to convey information on their own. Since non Chinese speaker cannot comprehend the pinyin, they cannot get any clue from the name about the product or the brands benefits. Brand like "laifengxiang" (老鳳祥) is so exotic to non Chinese speakers and shows no functional connotation to the product type. As a result, non Chinese speakers could not memorize the brand easily.

Another possible reason for brands using pinyin can be the strategic marketing decision made by marketers. With the increasing popularity of pinyin, non Chinese is aware of the relationship between pinyin and China. Thus, place-of-origin is shown with brands in Pinyin.

The effect of retaining the place-of-origin to the translated brand is still debatable. This is being discussed in section 5.3.

5.1.2. Semantic translation

For U.S. brands translated into Chinese using semantic translation method, most of them were translated by pure approach (85%) while the remaining ones (15%) adopted a nonpure approach and do not contain lexicalized dictionary meaning. Supported by the result of the chi-square test, Chinese brand names have a similar pattern in semantic translation methods.

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[5] Phonemes: the fundamental building blocks of sound in a language

Most of them (70%) were translated by the pure approach, while the remaining ones (30%) are by the nonpure approach.

Examples to semantic translation by pure approach are "白貓"as "whitecat" and "Fortune" as "財富" with lexicalized dictionary meaning. Other example on nonpure approach is electronic company "華陽", with literal meaning of "China Sun", translated its name as "Foryou" Although the name does not related to the product type, it highlights the care to consumers by stressing that the products are customer-oriented (For You). Similarly, for U.S. brands, like "Citigroup", instead of translating it as something related to a "city group", it is translated as "美國花旗銀行". The translated name reminds Chinese people of the American background of the bank. Another example is "Toys "R" Us" which is translated as "玩具反斗店", transferred "Playful" and "Toys" from the original meaning of "toys are for us".

Chi-square test is used and it is found that the difference between Chinese and U.S. brands using pure approach is marginally significant (χ^2 =3.30, P<0.07) and that with nonpure approach is significant (χ^2 =11.60, P<0.00). U.S. brands have higher percentage in translating their brands with pure approach than Chinese brands, while Chinese brands have higher percentage in translating their brands with nonpure approach. Before analyzing the reasons for these, brand naming norms and characteristics of the original brand names should be analyzed first.

Chinese and U.S. brands have different naming norms. McDonald and Roberts (1990) suggested the need to evaluate cultural factors such as the use of folklore, taboos, superstitious, and religious connotations that are conveys by colors, numbers or symbols when there factors

form part of the name or are materially associated with it.

Particularly in China, a good name should have desirable connotations, desirable sound and tonal associations and attractive calligraphy (Fan 2002). Chinese believes that good names change the fate of those bearing the names. In order to ensure successful sales for the products, Chinese people would like to have product names with positive connotation, whether the names have functional connotation to the product type and benefits or not is not very important. For example, "永鼎" ("ETERN") meaning "stand eternally" does not related to its business nature of selling electronics. Same as the tobacco brand "紅金龍" ("Golden Dragon") which symbolizes itself as a red and golden dragon. Chinese like to call themselves as descendents of dragon[6]. Red and golden are the color of happiness and wealth. These brand names make themselves appealing to the Chinese consumers although they do not have functional purpose of a brand name.

Some Chinese brands still keep this belief when translating into English. They want to preserve good fortune of their brands. However there is no corresponding synonym[7] in English. For example the food and beverage brand "喜之郎", in which "喜" means happiness or fondness while "郎" means male or son. It is difficult to use a lexicalized dictionary meaning for its translation, thus the company selects "Strong" for its English name. This explains why Chinese brands like to use nonpure approach in translating into English.

On the contrary, U.S. brands focus more on the functional connotation to the product nature.

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[6] The Chinese dragon (spelled Long, Loong or Lung in transliteration), is a mythical Chinese creature that also appears in other East Asian cultures, and is also sometimes called the Oriental (or Eastern) dragon. Depicted as a long, snake-like creature with four claws, in contrast to the Western dragon which stands on two legs and which is usually portrayed as evil, it has long been a potent symbol of auspicious power in Chinese folklore and art.
[7] Synonym: different words with similar or identical meanings and are interchangeable

The core benefit/positioning of the brand reflects what the brand stands for. Lannon (1991) proposed that firms will attempt to maintain the core essence of the brand positioning.

Maintaining the brand positioning implies retaining the brands core meaning. Firms stress on this may prefer a literal translation of the brand name. For examples, "General Electrics" (GE) and "Newsweek" have functional connotation to their product nature. Also, they have corresponding synonyms in Chinese, i.e. "通用電器" and "新聞周刊". After translation, the Chinese names still show the functional connotation to the product nature and this helps their positioning. This explains why U.S. brands used pure approach more often in their translation.

5.1.3 Phonosemantic translation

Among U.S. brands using phonosemantic translations, more than half of them employed partial phonosemantic translation (58%) and the remaining ones employed straight phonosemantic translation (42%). In Chinese brands using phonosemantic translation method, majority of them use partial phonosemantic translation method (84%) and the remaining ones use straight phonosemantic translation (16%). Chi-square test indicates that the difference for the two countries using partial phonosemantic translation is not significant (χ^2=0.20, P<0.62) while that of straight phonosemantic translation is significant (χ^2=8.20, P<0.00).

For both U.S. and Chinese brands, it is common to use partial phonosemantic translations. Three reasons are identified:

1. To replace part of the name that cannot be translated directly:

Some brand names contain names that could not be translated directly because there is no corresponding dictionary meaning. For example, "Verizon Communications" is translated as

"弗萊森電訊" with "弗萊森" being translated phonetically because it is a name and does not match any dictionary meaning, while "電訊" is the lexicalized dictionary meaning of "communication". The same with "Princeton University" being translated as "普林斯頓大學".

Chinese brands like "中國民生銀行"and "新民晚報" are translated as "China Minshen Banking" and "Xinmin Evening News" respectively. "Minshen" and "Xinmin" are Hanyu Pinyin because there are no equivalent vocabularies in English.

2. To provide more information:

To clarify the product nature, more information is provided in addition to the original phonetic translation of the brands. For example, "Linklaters & Paines" translated as "年利達法律服務事務所" and "Oscar" as "奧斯卡電影節". Similarly, for Chinese brands, "潮宏基" as "CHJ Jewellery" and the retail store "物美" as "Wumart" .

3. To maintain foreign place of origin:

Some brands can be translated semantically, but they keep part of the name as pinyin or translated phonetically to keep the foreign place of origin feeling to the name. For example, "平安保險" is "Pingan insurance" instead of "Safety Insurance" or "光明日報" is "Guang Ming Daily" instead of "Bright Daily". For U.S. brands like "DeltaAirLines" and "Cardinal Health", they are translated to "德爾塔航空" and "卡迪諾健康" respectively. In fact, the company could translate "Delta" and "Cardinal" semantically. However the brand would lose the foreign flavor and lose the uniqueness.

Straight phonosemantic translation is difficult to achieve because it is difficult for the whole

brand name phonetically resembling the original brand and semantically related to the product nature or benefits.

As indicated by the chi-square test, there is a significant difference between the Chinese brand name and English brand name using straight phonosemantic translation. In fact, among the samples, there are only 3 Chinese brand names translating into English fulfilled the requirements of straight phonosemantic translation, while there are 13 of these among U.S. brands. The characteristics of Chinese and English language account for the scarcity. In Chinese there are a large number of homonyms (words with distinct writing but identical pronunciation). Therefore, it is easier for U.S. brands to look for appropriate words phonetically resembling and at the same time related to the semantic of the brand names.

5.2. Additional value

Majority of the U.S. brand names (70%) do not earned additional meaning after being translated into Chinese. Only a small proportion (30%) was translated directly with additional information. Among those carrying new information, only a small proportion (28%) added with information about the product nature, while the remaining (72%) included information on the product's characteristics and benefits.

As for Chinese brand names, majority (86%) of the brand names do not carry new meaning in their English translation. Only a small proportion (14%) includes additional meaning to supplement the original brand names. Among those added in new information a relatively even pattern is found: about 43% added in information about the product nature, and the remaining 57% included information on the product's characteristics and benefits. Table 3 presents the distribution of U.S. and Chinese brand names with and without additional value in translated

brand name.

	Additional Meaning		No Additional Meaning	Total
	Product Nature	Characteristics		
U.S. brands to Chinese	17 (8.5%)	43 (21.5%)	140 (70%)	**200 (100%)**
Chinese brands to English	12 (6%)	16 (8%)	172 (86%)	**200 (100%)**

Table 3: Distribution of U.S. and Chinese brand names with and without additional value in translated brand name

A statistically significant difference is found between Chinese and U.S. brands in terms of the additional of new value or not (χ^2=24.40, P<0.00). In terms of the difference on adding new value about product nature, the difference is not significant (χ^2=1.60, P<0.21), while that on adding new characteristics is significant (χ^2=21.60, P<0.00).

For both sets, majority of the brand names do not provide additional information in their translated names. This is more significant in Chinese brand names. This shows that Chinese brands pay less attention in enriching their translated name.

There are two ways in distinguishing the additional information: product nature or characteristics and benefits. The patterns for adding product nature in the translated name is similar in two countries. Brands add in new characteristics to their translated brand name as well. Examples include "Hyatt" as "凱悅" which means happy. Chinese brand "惠泉" includes its royal feeling with English translated brand name as "kingspring". In another example, "創維" expresses its ambition with its name "skyworth".

The result shows that U.S. brands spent more effort in enhancing the brand benefits with the

additional meaning. Major factor contributed to this is the characteristics of Chinese language. Names in Chinese are mostly meaningful because of their origin of meaningful morphemes. (De Klerk and Bosch, 1997). As sign-symbols, characters are inherently meaningful and even their smaller units, the radicals, consisting of two to five strokes, carry meaning (Schmitt, Pan 1994). For example, the Chinese name of "Budweiser" is "百威", it means a hundred of power. "Nike" in Chinese "耐克" means durable and strong. It can naturally be projected that, in creating a Chinese name by compounding words from the lexicon, the respective meanings of the chosen words would always be carefully looked at (De Klerk and Bosch, 1997). The additional meanings provided by the Chinese characters usually add on positive connotation to the brand and strengthen the brand image and value. On the contrary, English names are generally selected or coined simply for the name's sake. Names in English, as terms of reference, generally lack the signification or meaning and to the vast majority of users they are completely semantically opaque (De Klerk and Bosch, 1997). Hence, Chinese brands meet more challenge when translating into English with requesting for addition information.

McCrum (2000) suggested that brand names undergo big changes through time. In the sample, there are only 15 Chinese brand names added in new product benefits in their translated brand name. Top 15 U.S. brand names are also selected in the same category and the age of the brands are studied. By computing the average age of these selected brand names, it is found that Chinese brand names in this category is 19 years while average for U.S. brand names is 85 years (See Appendix 3). This stark difference suggests that Chinese brand names start to pay more effort in applying new product benefit in their brand name translation only in recent decades, while U.S. brands have a much longer history.

According to the guidelines for the selection of brand name (Chan & Huang 1997), a good and

powerful brand name should be suggestive of the product benefits. Chinese brands' new attempt in adding in brand benefits in their translated names shows that they are more aware of the constitution of being a good brand name.

5.3. Place of origin

A significant difference is found between Chinese and U.S. brands showing place of origin or not (χ^2=11.70, P<0.00). For U.S. brand names, most of them (85.5%) do not contain their place of origin in their translated brand name, only a minority (14.5%) indicate directly where the products are originated from.

For Chinese brand names, a higher proportion (77%) does not show their place of origin, while only a small proportion (23%) shows their place of origin. Table 4 illustrates the distribution of U.S. and Chinese brands with and without place of origin shown.

	Origin Shown	Origin not Shown	**Total**
U.S. brands to Chinese	29 (14.5%)	171 (85.5%)	**200 (100%)**
Chinese brands to English	46 (23%)	154 (77%)	**200 (100%)**

Table 4: Distribution of U.S. and Chinese brands with and without place of origin shown

In the findings, it is found that majority of both the Chinese and U.S. brands do not show the place of origin in their brand names. When Chinese brands are translated into English, they have a higher percentage to include their places of origin in their translated brand name. This may be due to patriotisms of Chinese. This may be the market positioning strategy set by the corporate in identifying itself as a Chinese brand.

As mentioned above, the place-of-origin effect affects some of the brand names even if they do not explicitly mention the place of origin in their brand names. In particular with "foreign branding", an approach of spelling or pronouncing a brand name in a foreign language. (Leclerc et al., 1994). "Foreign branding" are cases in phonetic translation. Brands like "Wal-mart" and "J.P. Morgan Chase" although translated in Chinese as "沃爾瑪" and "摩根大通" respectively, the Chinese name by itself cannot be comprehend by Chinese consumers and these names are perceived as foreign branding. Similarly, Chinese brands although translated into English alphabet, the pinyin of the names like "foton" (福田) and "furongwang" (芙蓉王) still sound foreign to U.S. customers.

The effect on including places of origin in the translated brand names is not easy to be identified. In the short run, the effect is highly dependent on the perception the customers on the place-of-origin. Han (1989) has established that when consumers are not familiar with a country's product, a summary construct model operates in which consumers infer product information into country image which then influences brand attitudes.

However, in a long run, the influences made by the place-of-origin fade away when the brand is established. Consumers pay more attention to the brand itself and the brand translated with place-of-origin shown assures its market positioning and uniqueness to its customers.

Another factor affecting the inclusion of place-of-origin in the translated brand name is the marketing strategies adopted i.e. market internationalization or market localization. In using market internationalization, it is good to include place-of-origin and stress the global image of the brand. Whereas when market localization is adopted, it is better to adapt to the country of residence and diffuse the place-of-origin image, by not mentioning it on the brand name.

CHAPTER VI: IMPLICATIONS & RECOMMENDATIONS

6.1. Managerial Implications

The effect of brand naming on a brand is proved. Market globalization urges for brand name localization, which includes brand name translation. This is not easy.

There is no rigid rule on brand naming translation methods. Whether a brand name is a "good" one highly depends on strategic goal and objectives of the brand. For brands that aim at localizations, semantic or phonosemantic translation method is recommended. Additional information can provide supplementary value to the brands. While brands that aim at internationalization and highlight on place-of-origin, phonetic translation methods are appropriate. To sum up, the selection on brand name translation method differ among different brands. Decision makers on the brand names translation should conduct careful and thorough external and internal environmental scanning and decide on goal and objectives before implementation.

Nevertheless, there are some suggestions that decision makers and marketer should take note of:

Chan & Huang (1997) believed that if a product is intended for the global market, its branding must take linguistic universals into consideration. Languages regulate what is possible and what is not. Some characteristics are found in all the world's languages while others are not found in any. In order to fulfill the requirement to be "pronounceable in all languages", the brand name designer must know the common phonemes for most languages. Improvement should be made to current brand names that are translated in pinyin to avoid mispronouncing the brand names. Renaming the brand needs huge investment in promotion. However the

potential income to be gained from repositioning and reestablishing the brand image may offset the lost.

With reference to previous studies on the criteria to be good brand names, it is found that brand name resembles phonetically to the original name and at the same time relating itself to the product nature or benefits is most desirable. In other words, translation of brand name is not merely a lexically dictionary translation in wording of the brands. More effort and research should be done before translating the names. However, study on current brand names showed that phonosemantic translation is not prevalence in the current translation model. Future brand names should focus more on this approach.

To balance off the cultural and linguistic difference between nations, brand names are translated with additional meaning. This is helpful in supplementing the original brand name. U.S. brands master this approach better compared with those in Chinese brands. Chinese brands are advised to consider this approach for future brand translation.

The success or failure of showing place of origin in brand names is highly dependable on consumer perception on the place. Sometimes this will strengthen the brand image, but sometimes it will lead to detrimental effect.

Current Chinese brands including place of origin in their brand name are more common. In a study conducted by Khachaturian and Morganosky (1990), it was found that products that were "made-in" China were perceived as having lower quality than "made-in" U.S. products by U.S. consumers. Khachaturian and Morganosky (1990) concluded that associating a brand with less-industrialized countries could potentially lower the quality image of that brand type and

the less-industrialized place-of-origin is, the more potential decline in the quality image. Yet with the increasing industrialization in China, Chinese brands will be perceived as higher value in future.

Understanding Chinese branding principles help international marketers to properly localize an international brand name in Chinese to enhance business success in the Chinese market (Chan & Huang 2001). In the same way, understanding English brands translation makes the export of brands successful.

6.2. Limitations and Recommendations for Further Research

Although this report provides insight into the pattern of brand name translation in U.S. and Chinese brand, three limitations should be noted.

Firstly, this study is limited by the list provided by World Brand Laboratory. The sampled brand names may not be able to represent all the brand names available in both places. Increasing the sample size to include more brand names would have a better understanding on the actual pattern.

Secondly, the two coders are not professional coders. Personal prior experience or subjective perception on the brands may have affected the coding. That is why two coders were used to diminish this possible error.

Thirdly, there might be underlying meaning of the translated brand name which the coders might not be aware of. Due to time and resources constraints, the analysis was done on the objective observation by the coders. In order to have a more accurate understanding, more

detailed research can be carried out to find out the reasons for brand names using certain types of translation approaches.

6.3 Conclusion

The results of this study provide novel findings that should be of interest to marketers. Previous studies focus on either the Chinese or English brand names translation. The contribution of this research is to show a general overview and comparison on U.S. and Chinese brand names. It is found that there are significant differences between translation pattern for U.S. and Chinese brands. Evaluations are made and recommendations are proposed. Marketers may take as reference and select candidate translation carefully.

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APPENDIX

APPENDIX 1: Coding Sheet- China brands (Finalized)

#	Chinese	English	Sound - Pinying	Sound - phoenetic	Meaning - Pure	Meaning - Nonpure	Sound+mean - partial	Sound+mean - straight	Added meaning Yes - co na	Added meaning Yes - character	Added meaning No	place of origin - shown	place of origin - Not
1	海尔	Haier	1								1		1
2	聯想	Lenovo					1				1		1
3	中國移動	China mobile					1				1	1	
8	中國人壽	china life			1						1	1	
9	紅塔山	hongtashan	1								1		1
10	長虹	changhong	1								1		1
13	一汽	FAW (First Automotive Works)			1						1		1
14	華爲	Wuawei	1								1		1
17	五粮液	Wuliangyi	1								1		1
19	交通銀行	bank of communications			1						1		1
20	國美電器	GOME				1					1		1
22	招商銀行	china merchants bank			1						1	1	
23	康佳	konka	1								1		1
24	鳳凰衞視	phoenix tv			1						1		1
25	青島啤酒	tsingtao brew			1						1	1	
26	科龍	kelon	1								1		1
27	茅台	moutai	1								1		1
29	上汽	shanghai motor			1						1	1	
32	國航	air China			1						1	1	
33	萬科	vanke	1								1		1
34	美的	midea	1								1		1
36	中國電信	china telecom			1						1	1	
37	中國建設銀行	china construction bank			1						1	1	
38	中國聯通	China unicom				1					1	1	
40	伊利	yili	1								1		1
41	東風	dongfeng	1								1		1
42	福田汽車	foton	1								1	1	
43	芙蓉王	furongwang	1								1		1
44	春蘭	chunlan	1								1		1
46	紅旗	hongqi	1								1		1
47	白沙	baisha	1								1	1	
48	國旅	china international travel service			1				1			1	
49	方正	founder				1				1			1
50	燕京啤酒	yanjing beer			1						1	1	
52	雅戈尔	younger						1		1			1
54	紅河	honghe	1								1		1
55	蒙牛	mengniu	1								1		1
56	周大福	chowtaifok		1							1		1
58	長安	changan	1								1	1	
60	雙匯	shineway		1						1			1
61	中國民生銀行	China Minshen banking					1				1	1	
62	海信	hisense		1						1			1
63	聯華	lianhua	1								1		1
64	格力	gree		1						1			1
65	瀘州老窖	luzhou laojiao	1								1	1	
66	夏新	Amoisonic Electronics Company Limited				1			1				1
67	劍南春	jian nan chun	1								1		1
69	夢蘭	menglan	1								1		1
70	安彩	ancai	1								1		1
72	清華同方	tsinghua tongfang	1								1		1
74	宇通	yutong	1								1		1
75	豪爵	haojue	1								1		1
78	蘇寧	suning	1								1		1
80	東南	southeast motor			1				1				1
83	長城	Great Wall			1						1		1
84	波導	BIRD				1					1		1
86	嘉陵	jialing	1								1		1
87	創維	skyworth				1				1			1
88	金龍客車	king-long				1				1			1
89	鄂尔多斯	erdos				1					1		1
90	平安保險	pingan insurance					1				1		1
91	魏橋	weiqiao	1								1		1

No.	中文	English											
93	娃哈哈	wahaha		1							1		1
94	吉利	geely		1							1		1
95	小肥羊	little sheep			1						1		1
96	勁霸	k-boxing				1					1		1
97	郎酒	langjiu	1								1		1
98	古井貢	gujinggong	1								1		1
99	國泰君安	guotai junan	1								1		1
100	東航	china eastern			1						1	1	
102	人民日報	remin ribao	1								1		1
103	哈尔濱	harbin beer					1			1		1	
105	建設	jianshe	1								1		1
106	复星	fosun		1							1		1
109	陽光100	sunshine 100			1						1		1
110	參考消息	reference news			1						1		1
111	沱牌	china tuopai	1							1		1	
112	中國網通	china netcom			1						1		1
114	柒牌	qipai	1								1		1
115	廣州日報	guangzhou daily			1						1	1	
116	羊城日報	yangcheng evening news			1						1	1	
117	杏花村	xinghuacun	1								1		1
118	波司登	bosideng	1								1		1
120	東信	eastcom			1						1		1
123	七匹狼	septwolves				1					1		1
124	超大	chaoda	1								1		1
125	首都機場	beijing capital international airport			1						1	1	
126	雕牌	diao	1								1		1
128	新民晚報	xinmin evening news				1					1		1
129	金地	gemdale		1							1		1
132	新飛	xinfei	1								1	1	
133	中國誠通	china chengtong	1								1	1	
140	江淮	jianghuai automobile co. (JAC)		1			1			1			
141	雅倩	arche		1							1		1
142	雅鹿	yalu	1								1		1
144	北京電視台	china beijing TV station			1						1	1	
145	首信	capitel				1					1		1
146	奇瑞	cherry		1						1			
147	金六福	jinliufu	1								1		1
148	正泰	chint	1								1		1
149	中國小商品城	china commodities city			1						1	1	
150	經濟日報	economic daily			1						1		1
151	南方日報	nanfang daily			1						1		1
152	深圳特區報	shenzhen special zone daily			1						1		1
154	申銀萬國	shen yin wanguo	1								1		1
155	太平洋保險	china Pacific Insurance			1						1	1	
156	中華	Zhonghua	1								1		1
157	咸亨	xianheng	1								1		1
158	江蘇省廣播電视	Jiangsu broadcasting			1						1	1	
163	大紅鷹	dahongying	1								1		1
165	廈華	PRIMA				1					1		1
167	同仁醫院	Beijing Tongren hospital					1				1	1	
168	廣東電視	guangdong television			1						1	1	
169	金蝶	kingdee		1						1			
170	海航	hainan airlines			1					1		1	
172	海通証券	hai tong securities			1		1				1		1
173	中期	china international futures			1						1	1	
174	揚子晚報	yangtse	1								1		1
175	北京晚報	beijing evening news			1						1	1	
176	羅蒙	romon		1							1		1
177	美蘭機場	meilan international airport					1				1		1
180	白貓	whiteCat			1						1		1
182	讀者	DUZHE	1								1		1
183	惠泉	kingspring				1				1			
185	協和醫院	xiehe	1								1		1
187	農夫山泉	nongfu spring					1				1		1
188	海星尔克	hongsing erke	1								1		1
189	南航	china southern			1						1	1	
190	方太	fotile		1							1		1
191	上海機場	shanghai airport			1						1	1	

#	品牌	name											
192	南山	nanshan	1								1		1
193	北京青年報	beijing youth			1						1	1	1
194	富力	R &F property				1					1		1
195	深圳商報	shenzhen economice daily			1						1	1	1
196	計算機世界	zcom				1					1		1
197	亞星	yaxing	1								1		1
198	思念	synear		1						1			1
199	培羅成	progen		1							1		1
200	僑興	giaoxing	1								1		1
201	樂百氏	Robust						1		1			1
202	复地	FORTE		1							1		1
203	永鼎	ETERN		1							1		1
204	美特斯.邦威	meters bowe		1							1		1
205	北青旅	beijing youth travel service			1						1	1	
207	博洋	beyond						1		1			1
208	中國計算機報	china information world				1					1	1	
209	湖南衛視	hunan tv			1						1	1	
210	亨通光電	hengtong photoelectrlc					1				1		1
211	盛大	shanda		1							1		1
214	中國重氣	special truck company				1					1		1
219	金城	jicheng	1								1		1
218	潮宏基	CHJ Jewellery					1		1		1		1
219	報喜鳥	baoxiniao	1								1		1
221	華西村	huaxicun	1								1		1
222	力帆	lifan	1								1		1
223	西單商場	xidan department				1					1		1
230	清華紫光	UNIS (tsinghua unisplendour corporation)			1						1		1
231	藍月亮	bluemoon			1						1		1
235	新天	suntime				1					1		1
236	華強	huaqiang	1								1		1
237	昌河	changhe	1								1		1
238	利群	liqun	1								1		1
239	中華保險	china united property insurance			1						1		1
240	通化	tonhwa	1								1		1
241	半月談	banyuetan	1								1		1
242	今晚報	jiwanbao	1								1		1
243	世茂	shimao	1								1		1
244	均瑤	junyao	1								1		1
248	光明日報	guang ming daily					1				1		1
249	汇源	huiyuan	1								1		1
251	雨潤	yurun	1								1		1
252	華陽	Foryou				1				1			1
254	紅金龍	Golden Dragon			1						1		1
256	浪潮	langchao	1								1		1
257	彩虹	IRICO				1					1		1
258	博時基金	boshi	1								1		1
259	德賽	desay		1							1		1
260	喜之郎	Strong				1				1			1
261	新華保險	newchina life			1						1		1
263	海星	seastar			1						1		1
264	中央人民廣播電台	china national radio			1						1	1	
270	賽格	electrons			1				1		1		1
271	大陽	dayang	1								1		1
273	立白	liby	1								1		1
274	帥康	sacon		1							1		1
275	黃果樹	huang guo shu	1								1		1
276	蘇果	suguo	1								1		1
278	志高	china chigo	1								1	1	
280	三全	sanquan	1								1		1
281	沿海綠色家園	coastal greenland limited			1						1		1
283	長豐	chang feng motor					1		1		1		1
284	大寶	dabao	1								1		1
288	哈德門	hademen hotel					1		1		1		1
293	老鳳祥	laofengxiang	1								1		1
294	完達山	wondersun		1							1		1
295	物美	wumart					1		1		1		1
296	老板	robam		1							1		1
298	上海航空	shangahai air			1						1	1	
299	x特步	xtep				1					1		1

APPENDIX 2: Coding Sheet- U.S. brands (Finalized)

#	Brand	Phonetic	Meaning Pure	Meaning Nonpure	Phonosematic Partial	Phonosematic Straight	Added meaning Yes co nature	Added meaning Yes character	Added meaning No	place of origin Shown	place of origin Not
1	Google 谷歌	1							1		1
2	Wal-Mart 沃尔玛	1							1		1
3	Microsoft 微软		1						1		1
4	Coca-Cola 可口可乐					1		1			1
5	Mcdonalds 麦当劳	1							1		1
6	GE 通用电气		1						1		1
8	Intel 英特尔	1							1		1
10	Harvard 哈佛大学	1							1		1
11	IBM 国际商用机器		1						1		1
12	New York Times 纽约时报		1						1	1	
13	Yahoo 雅虎	1							1		1
14	Wall Street Journal 华尔街日报		1						1	1	
15	CNN 有线新闻网		1						1		1
16	Marlboro 万宝路	1						1			1
17	HP 惠普	1						1			1
18	TIME 时代		1						1		1
19	Reuters 路透社					1		1			1
20	**National Geographic Society** 国家地理学会		1						1		1
21	NBA 美国职业篮球联赛		1				1			1	
22	AP 美联社		1				1			1	
23	Disney 迪斯尼	1							1		1
24	Pepsi 百事	1						1			1
27	FORTUNE 财富		1						1		1
28	MIT 麻省理工学院		1						1	1	
29	HBO 家庭影院		1						1		1
30	Dell 戴尔	1							1		1
31	Citigroup 美国花旗集团				1				1	1	
32	Amazon 亚马逊	1							1		1
34	American Express 美国运通		1						1	1	
35	Bloomberg 彭博社	1					1				1
36	Oracle 甲骨文			1				1			1
37	Procter & Gamble 宝洁	1						1			1
39	FOX 福克斯	1							1		1
40	Cisco 思科	1						1			1
41	Oscar 奥斯卡电影节				1		1				1
42	Stanford 斯坦福大学				1		1				1
43	Morgan Stanley 摩根斯坦利	1							1		1
44	Nike 耐克					1		1			1
45	Science 科学		1						1		1
46	Ford Motor 福特	1							1		1
47	EBAY 易趣	1							1		1
49	HSBC 汇丰				1				1		1
50	Washington Post 华盛顿邮报		1						1	1	
52	Gillette 吉列	1							1		1
54	Nature 自然		1						1		1
56	Budweiser 百威	1						1			1
58	Merrill Lynch 美林	1							1		1
59	University of Cambridge 剑桥大学		1						1	1	
60	Wrigley 箭牌				1				1		1
61	University of Oxford 牛津大学		1						1	1	
65	AT&T 美国电话电报公司		1						1	1	
66	Apple　苹果		1						1		1
72	J.P. Morgan Chase 摩根大通	1							1		1
76	IDEO 工业设计		1						1		1
78	Newsweek 新闻周刊		1						1		1
80	Kodak 柯达	1							1		1
82	Starbucks 星巴克				1				1		1
83	Xerox 施乐	1							1		1
84	Pizzahut 必胜客					1			1		1
85	Accenture 埃森哲	1							1		1
87	Goldman Sachs 高盛	1						1			1
88	MOTOROLA 摩托罗拉					1			1		1
92	FedEX 美国联邦快递		1						1		1

No.	English	Chinese
96	**RAND**	**兰德**
98	**Kellogg's**	**家乐氏**
102	Levis	李维斯
103	Dream Works	梦工厂
104	MTV	音乐电视频道
105	Standard & Poor's	标准普尔
106	GAP	盖普
107	Heinz	亨氏
108	Reader's Digset	读者文摘
109	MySpace	我的空间
111	Sun	太阳微系统
113	KFC	肯德基
116	7-Eleven	7-11
117	Vogue	沃古
122	Avon	雅芳
126	Guggenheim	古根汉姆基金会
128	ECONOMIST	经济学人
129	Virgin	维珍
131	MasterCard	万事达卡
133	Harley-Davidson	哈雷-戴维森
134	Kleenex	舒洁
136	Kraft	卡夫
138	Tiffany	蒂凡尼
139	AOL	美国在线
140	Moody's Investors Service	穆迪
141	DURACELL	金霸王
143	SMIRNOFF	皇家
146	BBC	英国广播公司
149	Hertz Rent A Car	赫兹
151	Johnnie Walker	尊尼获加
152	Jack Daniel's	杰克丹尼
154	NASDAQ	纳斯达克
155	Barbie	芭比
156	Burger King	汉堡大王
157	Bacardi	百加得
159	Forbes	福布斯
162	Total	道达尔
167	AIG	美国国际集团
169	Mckesson	麦克森
172	ABC	美国广播公司
183	Vodafone	沃达丰
184	NBC	全国广播公司
189	Tesco	特易购
192	Business Week	商业周刊
200	Kroger	克罗格
203	Ralph Lauren POLO	美国保罗
205	Verizon Communications	弗莱森电讯
206	USPostal Service	美国邮政服务公司
207	Colgate	高露洁
209	Hilton	希尔顿
213	Viacom	维亚康姆
214	BAT	英美烟草
216	Aviva	阿维瓦
217	CBS	哥伦比亚广播公司
218	Princeton University	普林斯顿大学
220	Dun&Bradstreet	邓白氏
221	VISA International	威士国际组织
223	Bank of America	美洲银行
224	Marriott	万豪
225	Berkeley University of California	加州伯克利大学
226	PWC	普华永道
230	PLAYBOY	花花公子
231	Mckinsey & Company	麦肯锡
237	Yale University	耶鲁大学
238	BearingPoint	毕博
239	LockheedMartin	洛克希德马丁

No.	English	Chinese	1	2	3	4	5	6	7	8	9	10	11
241	Waste Management	废物管理		1							1		1
245	Bandaid	邦迪	1								1		1
250	Clifford Chance	高伟绅法律服	1						1				1
252	Deloitte&Touche	德勤	1							1			1
261	UnitedTechnologies	联合技术		1							1		1
262	BerkshireHathaway	伯克希尔哈撒韦	1								1		1
263	Cadbury	吉百利	1							1			1
264	Baker&Mckenzie	贝克.麦肯思	1								1		1
265	Johnson	庄臣	1								1		1
268	ComputerScience	计算机科学		1							1		1
269	Carlson	卡尔森	1								1		1
270	Electronic Arts	电子艺界		1							1		1
271	New York Stock Exchange	纽约证券交易所		1							1	1	
272	ElectronicDataSystems	电子数据系统			1						1		1
273	EsteeLauder	雅诗.兰黛	1							1			1
275	ACNielsen	AC尼尔森	1								1		1
276	Symantec	赛门铁克	1								1		1
278	Timewarner	时代华纳集团				1		1					1
279	SAS	赛仕	1								1		1
280	American Airlines	美利坚航空	1								1	1	
282	Autodesk	欧特克	1							1			1
283	Toys "R" Us	玩具反斗店			1					1			1
284	UAL	联合航空		1							1		1
285	MetLife	大都会人寿		1					1				1
289	Boston Consulting Group	波士顿咨询		1							1	1	
291	Discovery	探索频道		1						1			1
292	Hershey's	好时	1							1			1
298	Albertson's	艾伯森	1								1		1
301	J.C.Penney	彭尼	1								1		1
302	Dayslnn	天天			1						1		1
304	Ogilvy&Mather	奥美	1							1			1
310	Royal Bank of Scotland	苏格兰皇家银行		1							1	1	
311	Safeway	西夫韦	1								1		1
314	Cardinal Health	卡迪诺健康				1					1		1
316	Starwood	喜达屋					1	1					1
318	Freshfields	富而德法律服务事务所	1						1				1
321	Archer Daniels Midland	阿彻丹尼尔斯米德兰	1								1		1
322	Columbia University	哥伦比亚大学		1							1	1	
323	Los Angeles Times	洛杉矶时报		1							1	1	
328	J.W.T.	智威汤逊	1								1		1
329	British Airways	英国航空		1							1	1	
330	Walgreen	沃尔格林	1								1		1
331	Omnicom	奥姆尼康	1								1		1
332	POND'S	旁氏					1				1		1
337	Hyatt	凯悦	1							1			1
338	Six Continents PLC	六洲		1							1		1
341	Con Agra Foods	康尼格拉		1							1		1
344	Barclays Bank	巴克莱银行				1					1		1
347	Tyson Foods	泰森食品				1					1		1
349	Target	塔吉特	1								1		1
350	Costco Wholesale	好市多					1			1			1
351	International Paper Company	国际纸业公司		1							1		1
351	Delphi	德尔福	1								1		1
354	Holiday Inn	假日		1							1		1
355	Bank of Montereal	蒙特利尔银行		1							1	1	
356	McCann-Erickson	麦肯公司	1								1		1
357	University of Pennsylvania	宾夕法尼亚大		1							1	1	
358	Imperial College of Science, Tech & Medicine	帝国理工学院		1							1		1
359	Cornell University	康奈尔大学				1					1		1
361	UPS	联合包裹服务		1							1		1
362	DeltaAirLines	德尔塔航空				1					1		1
364	SBC Communications	西南贝尔	1								1		1
365	Allstate	好事达	1							1			1
366	First Union National Bank	第一联合国家银行		1							1		1
367	Whirlpool	惠尔普	1							1			1
369	Linklaters&Paines	年利达法律服务事务所				1					1		1
371	Dunhill	登喜路	1							1			1
372	Lear	李尔	1								1		1
374	Abbott Laboratories	雅培	1							1			1
376	Lehman Brothers Holdings	雷曼兄弟				1					1		1
378	EMI	百代				1				1			1

APPENDIX 3: Age of brands

			Founded	Age
52	雅戈尔	younger	1979	28
60	雙匯	shineway	1995	12
62	海信	hisense	1969	38
87	創維	skyworth	1988	19
88	金龍客車	king-long	1988	19
93	娃哈哈	wahaha	1988	19
96	勁霸	k-boxing	1980	27
146	奇瑞	cherry	1997	10
169	金蝶	kingdee	1993	14
183	惠泉	kingspring	1983	24
201	樂百氏	Robust	1989	18
207	博洋	beyond	1995	12
252	華陽	Foryou	1993	14
260	喜之郎	Strong	1993	14
		Average Age		19.3

U.S. brands translated into Chinese

			Founded	Age
16	Marlboro 万宝路		1902	105
17	HP 惠普		1923	84
19	Reuters 路透社		1865	142
24	Pepsi 百事		1898	109
36	Oracle 甲骨文		1977	30
37	Procter & Gamble 宝洁		1837	170
40	Cisco 思科		1984	23
44	Nike 耐克		1970	37
47	EBAY 易趣		1995	12
49	HSBC 汇丰		1865	142
56	Budweiser 百威		1936	71
87	Goldman Sachs 高盛		1869	138
106	GAP	盖普	1969	38
107	Heinz	亨氏	1896	111
122	Avon	雅芳	1939	68
		Average Age		85.3

APPENDIX 4: SPSS output

Chi-Square Test
Test Statistics(b)

	phonetic
Chi-Square(a)	3.388
df	1
Asymp. Sig.	.066

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 95.0.
b TYPE = 1.00

Test Statistics(b)

	sem
Chi-Square(a)	.021
df	1
Asymp. Sig.	.884

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 74.0.
b TYPE = 1.00

Test Statistics(b)

	phonosem
Chi-Square(a)	5.497
df	1
Asymp. Sig.	.019

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31.0.
b TYPE = 1.00

Test Statistics(b)

	sem-pure
Chi-Square(a)	3.337
df	1
Asymp. Sig.	.068

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 63.0.
b TYPE = 1.00

Test Statistics(b)

	sem-nonpure
Chi-Square(a)	11.640
df	1
Asymp. Sig.	.001

a 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.0.
b TYPE = 1.00

Test Statistics(b)

	ps-straight
Chi-Square(a)	8.227
df	1
Asymp. Sig.	.004

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13.0.
b   TYPE = 1.00

Test Statistics(b)

	ps-partial
Chi-Square(a)	.244
df	1
Asymp. Sig.	.621

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18.0.
b   TYPE = 1.00

Test Statistics(b)

	yes-nature
Chi-Square(a)	1.607
df	1
Asymp. Sig.	.205

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.0.
b   TYPE = 1.00

Test Statistics(b)

	yes-charart
Chi-Square(a)	21.597
df	1
Asymp. Sig.	.000

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 43.0.
b   TYPE = 1.00

Test Statistics(b)

	yes
Chi-Square(a)	24.381
df	1
Asymp. Sig.	.000

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.0.
b   TYPE = 1.00

Test Statistics(b)

	origin-shown
Chi-Square(a)	11.656
df	1
Asymp. Sig.	.001

a   0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 29.0.
b   TYPE = 1.00