



Dependent	Topic_1	Topic_2	Topic_3	Topic_4	Topic_5	Topic_6	Topic_7	Topic_8	Topic_9	Topic_10	Topic_11	Topic_12	Topic_13	Topic_14	Topic_15	Topic_16
charming	0.094	-0.119	-0.013	-0.315	-0.096	-0.053	0.268	0.546	0.075	0.047	-0.182	0.284	0.105	-0.364	0.121	-0.023
cheerful	0.006	0.068	-0.283	-0.247	-0.1	0.107	0.449	0.159	0.232	-0.219	0.083	0.154	0.527	-0.06	0.159	-0.339
confident	0.156	-0.012	-0.092	0.05	0.055	-0.14	-0.026	0.35	0.017	0.128	0.018	0.366	-0.012	-0.321	-0.246	-0.102
contemporary	0.116	-0.015	-0.136	-0.295	0.056	-0.086	-0.104	0.271	-0.229	0.231	0.014	0.307	-0.282	0.195	-0.201	0.126
cool	0.306	-0.147	0.178	-0.127	-0.16	-0.346	0.499	0.234	0.16	0.38	-0.002	1.016	-0.199	-0.318	-0.327	-0.339
corporate	0.019	-0.093	-0.143	-0.05	-0.275	0.073	-0.38	-0.045	0.175	0.174	-0.041	0.148	-0.182	0.471	-0.082	0.228
daring	0.0	0.134	0.125	0.137	-0.15	-0.168	-0.088	-0.267	-0.081	0.322	0.03	0.648	-0.383	0.085	-0.645	0.128
different	0.065	0.034	-0.208	-0.202	-0.201	-0.137	0.088	0.233	0.054	0.324	-0.186	0.479	-0.381	0.379	-0.104	0.008
distinctive	0.058	-0.107	0.068	-0.169	-0.271	-0.184	0.208	0.125	0.061	0.053	-0.061	0.566	-0.149	0.608	-0.102	-0.081
downToEarth	-0.033	0.209	0.14	-0.001	-0.032	0.251	-0.092	-0.12	-0.6	-0.314	-0.13	-0.364	0.221	-0.294	0.314	0.053
dynamic	-0.102	-0.066	0.216	-0.058	-0.116	-0.234	0.217	0.207	0.008	0.043	0.009	0.537	-0.112	0.277	-0.152	-0.12
exciting	0.195	0.022	-0.119	-0.081	-0.126	-0.236	0.481	-0.038	0.391	0.41	0.051	0.594	-0.306	-0.119	-0.339	-0.225
familyOriented	-0.088	-0.1	-0.46	-0.239	0.001	0.403	0.088	-0.468	-0.388	-0.012	0.069	-0.69	0.806	0.134	0.589	0.139
feminine	0.547	0.155	-0.566	-0.227	-0.126	0.031	-0.24	1.4	-0.37	-0.062	-0.384	0.005	-0.358	-0.193	0.173	-0.121
friendly	0.11	0.023	-0.107	-0.267	0.066	0.18	0.111	0.075	-0.126	-0.094	0.116	-0.299	0.475	0.025	0.199	-0.267
glamorous	0.094	-0.075	-0.267	-0.2	-0.352	-0.281	-0.223	0.699	0.133	0.669	-0.227	1.076	-0.725	0.196	0.007	-0.069
goodLooking	0.13	-0.156	-0.13	0.012	-0.127	-0.103	0.08	0.609	0.175	0.308	-0.142	0.525	-0.07	-0.153	-0.068	-0.287
hardWorking	0.155	-0.185	0.225	0.099	0.058	0.131	-0.339	0.023	-0.041	-0.116	-0.005	0.118	-0.084	-0.015	-0.136	0.0
highQuality	-0.043	-0.13	-0.084	0.268	0.17	-0.18	0.146	0.465	-0.274	0.302	-0.433	0.312	0.071	-0.318	0.183	-0.23
honest	0.174	-0.088	-0.015	-0.031	0.091	0.063	-0.039	0.231	-0.013	-0.164	-0.243	-0.103	0.038	-0.06	0.265	-0.091
imaginative	0.079	-0.05	-0.06	-0.312	0.152	-0.074	0.098	0.376	0.557	0.074	-0.151	0.5	-0.223	0.05	-0.248	-0.121
independent	0.043	-0.101	-0.107	0.031	0.144	-0.083	0.183	0.214	0.104	0.218	-0.084	0.415	-0.313	-0.009	-0.358	-0.049
innovative	0.081	-0.252	-0.171	-0.059	-0.072	-0.103	0.046	0.281	0.294	0.251	0.073	0.319	-0.111	0.047	-0.289	0.116
intelligent	0.178	-0.115	0.064	-0.084	0.117	-0.094	-0.218	0.392	-0.126	0.083	-0.046	0.291	-0.134	0.189	-0.211	-0.084
leader	0.07	0.078	0.18	-0.06	-0.075	-0.119	0.289	0.083	-0.021	0.217	-0.207	0.346	-0.097	-0.085	-0.184	-0.202
masculine	-0.2	-0.015	0.446	0.442	0.095	-0.099	0.096	-0.95	0.048	0.377	-0.235	0.658	-0.772	-0.083	-0.488	0.202
original	0.172	-0.079	-0.09	-0.094	0.041	-0.072	0.117	0.219	0.038	0.095	-0.143	0.11	-0.131	0.145	-0.123	-0.019
outdoorsy	0.064	-0.376	0.579	0.439	-0.321	0.278	0.309	-0.868	-0.296	-0.059	0.16	-0.072	-0.363	-0.431	0.506	-0.096
real	0.044	0.008	-0.24	0.056	0.23	0.148	-0.074	0.001	-0.043	0.031	-0.219	-0.057	0.14	-0.034	0.069	-0.115
reliable	0.216	-0.089	-0.052	0.074	0.05	-0.003	0.009	0.173	-0.075	0.078	-0.062	-0.21	0.109	-0.133	0.217	-0.225
rugged	0.075	-0.2	0.623	0.597	0.014	-0.098	-0.048	-0.875	-0.52	0.183	-0.149	-0.2	-0.697	0.092	-0.023	0.258
secure	0.077	-0.095	-0.049	-0.135	0.252	0.039	0.16	0.241	-0.385	0.133	-0.067	-0.063	0.044	-0.092	-0.027	-0.075
sentimental	0.009	0.116	-0.173	-0.001	0.189	-0.011	-0.031	0.407	-0.542	-0.12	-0.225	-0.351	0.11	0.094	0.12	0.047
sincere	-0.068	0.035	-0.106	-0.166	-0.104	0.182	0.015	0.225	-0.067	0.153	-0.238	-0.216	0.234	0.133	0.251	-0.158
smallTown	-0.188	0.173	0.447	0.057	0.006	0.292	-0.188	-0.637	-0.309	-0.349	0.01	-0.917	-0.052	-0.309	0.171	0.503
smooth	0.232	-0.172	-0.143	0.181	-0.108	-0.069	-0.094	0.521	0.152	0.37	-0.35	0.569	-0.118	-0.417	0.052	-0.272
spirited	0.052	0.023	0.001	-0.186	-0.146	-0.105	0.257	0.043	0.195	0.183	-0.117	0.907	0.136	-0.233	-0.11	-0.26
successful	0.123	0.02	-0.127	0.129	-0.025	-0.118	0.135	0.307	0.089	0.064	-0.135	0.13	-0.031	-0.162	-0.04	-0.165
technical	0.081	-0.293	-0.005	0.22	-0.274	-0.135	-0.352	0.231	-0.086	0.185	-0.35	0.673	-0.276	0.204	-0.139	0.322
tough	0.193	0.063	0.41	0.466	0.04	-0.186	-0.106	-0.671	-0.327	0.255	0.064	0.123	-0.555	-0.25	-0.363	0.084
trendy	0.24	-0.11	-0.218	-0.264	-0.034	-0.283	0.296	0.382	0.609	0.443	-0.352	0.877	-0.184	0.163	-0.415	-0.153
unique	0.095	-0.049	-0.317	0.035	0.041	-0.155	0.249	0.311	0.322	0.112	-0.127	0.482	-0.28	0.068	-0.258	-0.073
upToDate	0.14	-0.007	-0.049	0.013	-0.076	-0.061	0.048	0.118	0.127	0.481	-0.222	0.476	-0.081	-0.022	-0.357	-0.208
upperClass	0.192	-0.156	-0.082	0.09	-0.295	-0.132	-0.277	0.291	0.061	0.549	-0.025	0.817	-0.24	-0.398	-0.082	-0.102
western	-0.181	-0.119	0.082	0.191	-0.492	0.063	0.17	-0.506	-0.257	0.015	-0.082	0.141	0.011	0.288	-0.037	0.412
wholesome	0.014	-0.137	-0.172	-0.062	0.067	0.289	-0.115	0.223	-0.299	-0.235	-0.107	-0.398	0.442	-0.125	0.468	-0.011
young	0.359	0.025	0.006	-0.267	-0.006	-0.004	0.501	0.318	0.449	-0.054	-0.064	0.345	0.133	-0.224	-0.375	-0.409

Note: all significant at 5% level coefficients are colored. Each coefficient stands for the deviation from the average value of characteristic.

Citation: Daria Dzyabura, Renana Peres and Irina Yakovetskaya “The Role of Color Composition in Brand Image”