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ABSTRACT

Keywords:

le n

u background

The country-of-Origin

The moderator of the country-of-Origin

Anthropomorphic mm n n

Human schema theory

@mn n

The n n of anthropomorphic mm n n on the country-of-Origin

H1: H2:

Them n role of n n

H3:

Study 1

Method

			H1						М	SD
N _{UAC} , o	CG				N _{AC} , FC	N _{AC} , UFC	λ	J _{AC,} CG	N _{NAC} , FC	N _{NAC} , NFC
							Ν		М	SD
						I	М	SD		
M _{NAC}	SD	t		p N	d	М		SD	M _{AC}	SD

Results and discussion

d

F df p

CG SD t df p d

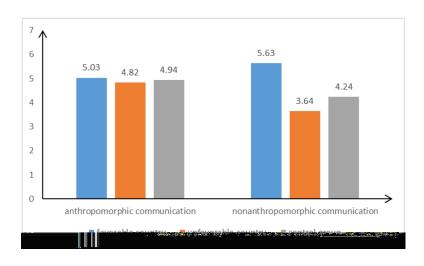
SD t df p d

F df p

 $M_{NAC, UFC}$ SD $M_{NAC, CG}$

 $M_{NAC, FC}$ SD $M_{NAC, FC}$

 $\begin{array}{cccccccccccccc} F & df & p & M_{AC, FC} & SD \\ M_{AC, CG} & SD & t & df & p & d & M_{AC, UFC} & SD & M_{AC, CG} \\ SD & t & df & p & d & & \end{array}$



Study 2

Method

	H2	2			h	1	SD
	N _{AC} , FC	Nnac, ufc	N _{AC, FC}	N _{NAC} , UFC N			М
SD							
			М	SD			
SD t	df p	d			M _{AC}	SD	M _{NAC}
Ν		M SL)				

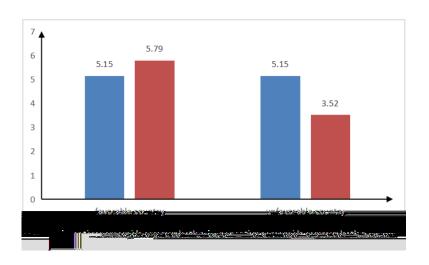
Results and discussion

			t						M	~	SD	Maria	SD
									M_{AC}	2	SD	M_{NAC}	SD
	t	df	p	d								M_A	C
SD	M_l	VAC	SD	1		df	р	d				M_{AC}	SD
	M_{NAC}	SI)	t	df	р	d						M_{AC}
	SD	M_{NAC}	2	SD	t	df		р	d				
	M_{AC}		SD	M_N	IAC	SD		t	df	р	d		

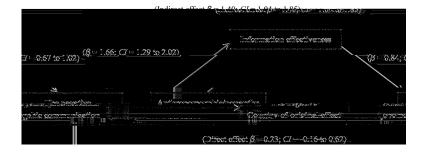
M_{AC} SD M_{NAC} SD t df p d

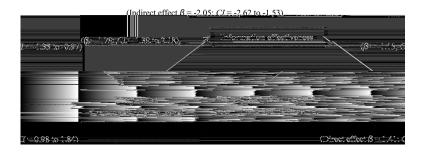
F df p

		M _{NAC, FC}	SD	Ì	M _{AC, FC}	SD	t	df	р	d
FC	SD	$M_{AC, FC}$	SD	t	df p	d				M _{NAC} ,
re		ле, ге			J F					M_{AC}
UFC	SD	M _{NAC} , UFC	SD	1	t df	р	d M _{AC, UFC}		SD	M _{NAC} ,
UFC	SD	t df	p d	!			MAC, UFC		52	MAC,



 β CI β CI





H2

Study 3

Method

M SD

Н3

Results and discussion

SD	$egin{array}{cc} M_{NAC} & SD \ M_{AC} & SD \end{array}$	$D M_{NAC}$	SD t	df p	d
d	M_{AC} SD	$egin{array}{cc} M_{NAC} & SD \ SD & M_{NAC} \end{array}$	t df SD t	p d	d
SD M _{NAC} p d	SD t	df p M _{AC}		F dy A _{NAC} SD	f p M _{AC} t df
p SD M _{AC}	SD t	df p	d	F	df M _{NAC}
	M _{NAC}	SD M_{AC}	SD t	df p	d

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General discussion

Journal of Current Issues and Research in Advertising An introduction to mediation, moderation, and conditional process analysis: A regression-based approach Journal of Marketing Research of Consumer Research Journal of Marketing Re-**Organization Science** International Marketing Review Proceedings of the National Academy of Sciences International Journal of Retail & Distribution Management Retail & Distribution Management ing Experiments on country-of-origin effects: Review and meta-analysis of effect size Product country images: Impact and role in international marketing Journal of Marketing Management Journal of Consumer Research Journal of Clinical and Experimental Neuropsychology Agent-Mediated Knowledge Management Lecture Notes in Artificial Intelligence

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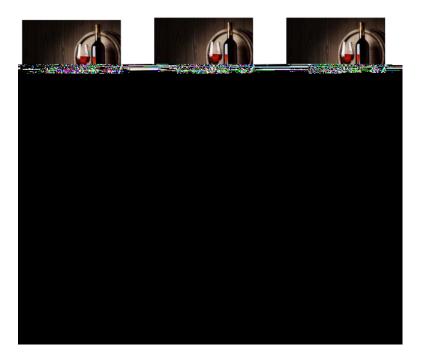
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Anthropomorphic communication condition





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Separate presentation/anthropomorphic communication condition

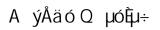
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Joint presentation/anthropomorphic communication condition

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