

<sup>a</sup>. China University of Geosciences(Wuhan), Wuhan, China; <sup>b</sup>. Wuhan University, Wuhan, China

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Tao Wang wangtao@whu.edu.cn Economics and Management School, Wuhan University, 299 Bayi Road, Wuchang District, Wuhan, Hubei, P R. China.

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 <sub>UAC</sub> , o	CG				N <sub>AC</sub> , FC	N <sub>AC</sub> , UFC	λ	J <sub>AC,</sub> CG	N <sub>NAC</sub> , FC	N <sub>NAC</sub> , NFC
							Ν		М	SD
						I	М	SD		
M <sub>NAC</sub>	SD	t		p N	d	М		SD	M <sub>AC</sub>	SD

#### Results and discussion

d

F df p

CG SD t df p d

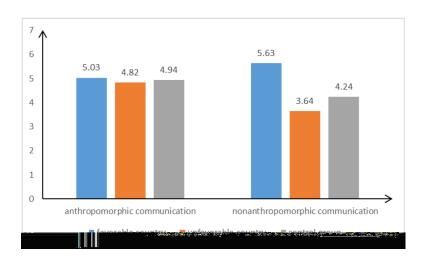
SD t df p d

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 <sub>AC</sub> , FC	Nnac, ufc	N <sub>AC, FC</sub>	N <sub>NAC</sub> , UFC N			М
SD							
			М	SD			
SD t	df p	d			M <sub>AC</sub>	SD	M <sub>NAC</sub>
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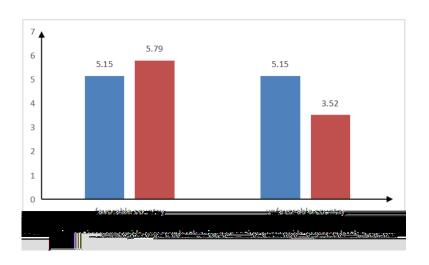
## Results and discussion

			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		

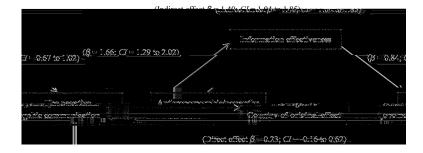
## $M_{AC}$ SD $M_{NAC}$ SD t df p d

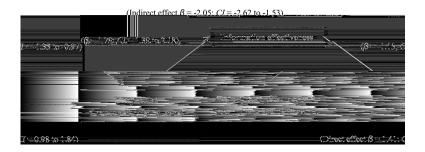
## F df p

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



 $\beta$  CI  $\beta$  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 <sub>NAC</sub> p d	SD t	df p M <sub>AC</sub>		F dy A <sub>NAC</sub> SD	f p M <sub>AC</sub> t df
p SD M <sub>AC</sub>	SD t	df p	d	F	df M <sub>NAC</sub>
	M <sub>NAC</sub>	$SD$ $M_{AC}$	SD t	df p	d

t

General discussion

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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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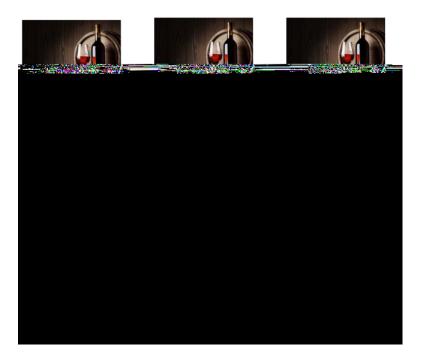
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Anthropomorphic communication condition





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#### Separate presentation/anthropomorphic communication condition

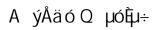
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#### Joint presentation/anthropomorphic communication condition

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