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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
Nuac, cg			N <sub>AC</sub> , FC	N <sub>AC</sub> , UFC	N <sub>AC</sub> , cg	N <sub>NAC</sub> , FC	N <sub>NAC</sub> , NFC
				Ν	V	M	SD
				М	SD		
M <sub>NAC</sub> SD	t	df p N	d	М	SD	$M_{AC}$	SD
	М						

#### Results and discussion

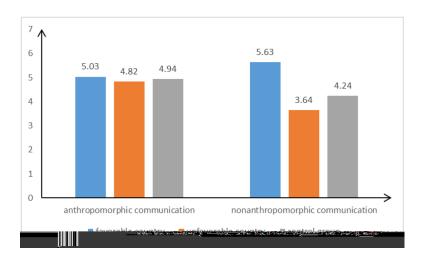
F df p

cg SD t df p d

F df p

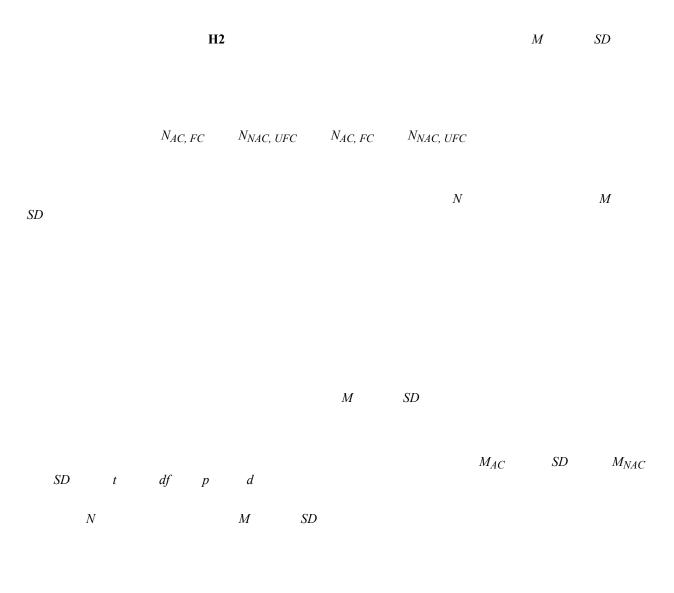
 $M_{NAC, UFC}$  SD  $M_{NAC, CG}$ 

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



# Study 2

#### Method



UFC

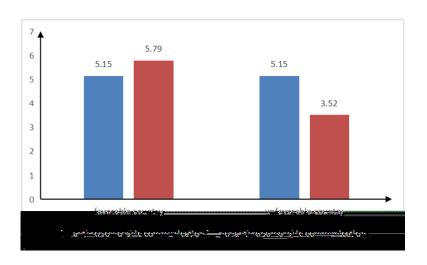
## Results and discussion

			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		

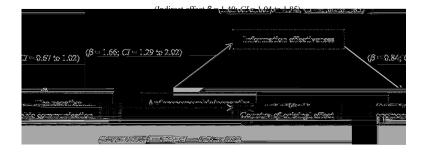
## $M_{AC}$ SD $M_{NAC}$ SD t df p d

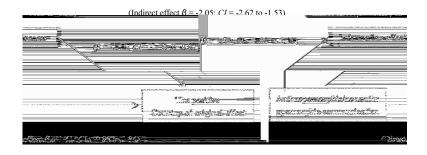
## F df p

		M <sub>NAC, FC</sub>	SD	1	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	t	t df	р	d M <sub>AC, UFC</sub>		SD	M <sub>NAC</sub> ,
UFC	SD	t df	p d	!			MAC, UFC		50	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

International Business Studies

Journal of Advertising

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Journal of Food Products Marketing

Journal of Marketing

European Journal of Marketing

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International Marketing Review

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Understanding the representational mind Explaining religion: Criticism and theory from bodin to freud

International Journal of Advertising

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Journal of Marketing Research

Journal of International Consumer Marketing

International Journal of Advertising

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Advances in Consumer Research

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Journal of Product & Brand Management

Journal of Advertising

Journal of Personality and Social Psychology

of Economic Psychology

Industrial Marketing Management

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Inter-

Journal

Perception

Psychological Science

Journal of Marketing

Cognition

Journal of Service Management

Cities

Anthropomorphic communication condition



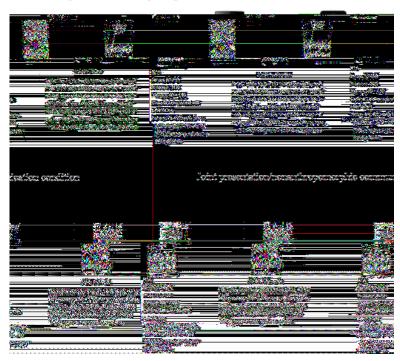
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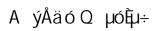
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#### Separate presentation/anthropomorphic communication condition

#### Made in America Hello, I have a big face (5.7 inches) and a strong heart an de Sales Sone groenen di Carigo and de La Carigo est ALL DESCRIPTION OF THE PARTY OF T len selaggeren met erminen zu en ordenan. 2249-502489 1876 Marship for & and grant and an loss? when by the loss subfaute (2420), which the e ali (a., sha kuta 1919 tal) halayi nilakariy w nina miyakati kaying ina (Si Bahyina) nilasa Sing inviting the brook be investigation in the set מפרוליטינט ללו אנימא פילא ציא לאירט באמ Beparato presentation/necessituropeccerpinio securitzzidane secultit Noise in America Microsoft pheno has a segue & Privale servery the top 7439 provinsi 649 4 1399 talency deliga oʻlabor המולקא איראלינט באליאני באל אלילט ללא באינטא with here the character being a first state of the hang ing para na ontarian 5 mètat mpadanon. State Roberts Stand States States (SA 2000) States The Mound beter Story CONTRACTOR OF

Joint presentation/anthropomorphic communication condition





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