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ABSTRACT

Keywords:

Introduct on

Theoretical background

The country-of-Origin effect



The moderator of the country-of-Origin effect

Anthropomorphic communication

Human schema theory

Information effectiveness

The influence of anthropomorphic communication on the country-of-Origin effect

H1:

H2:

The moderating role of presentation

H3:

Study 1

Method

H1

M

SD

N_{UAC, CG}

N_{AC, FC}

N_{AC, UFC}

N_{AC, CG}

N_{NAC, FC}

N_{NAC, NFC}

N

M

SD

M

SD

M_{NAC}

SD

t

df

p

d

N

M

SD

M_{AC}

SD

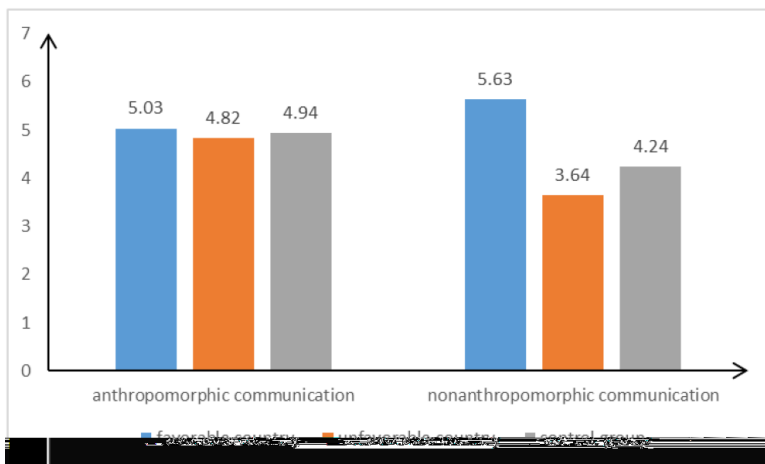
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V U D'

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Results and discussion

	M_{AC}	SD	M_{NAC}	SD	t	df	p	d			
SD	t	df	p	d	M_{AC}	SD	M_{NAC}	SD			
t	df	p	d		SD	M_{AC}	M_{NAC}	SD			
SD	t	df	p	d		SD	M_{NAC}	SD			
M_{NAC}	SD	t	df	p	d		M_{NAC}	SD			
					F	df	p				
	F	df	p								
CG	SD	t	df	p	d		$M_{NAC, FC}$	SD	$M_{NAC, CG}$		
	SD	t	df	p	d		$M_{NAC, UFC}$	SD	$M_{NAC, CG}$		
SD	$M_{AC, CG}$	SD	t	df	p	d	F	df	p	$M_{AC, FC}$	SD
	t	df	p	d			$M_{AC, UFC}$	SD	$M_{AC, CG}$		



Study 2

Method

H2

M

SD

N_{AC, FC}

N_{NAC, UFC}

N_{AC, FC}

N_{NAC, UFC}

N

M

SD

M

SD

SD

t

df

p

d

M_{AC}

SD

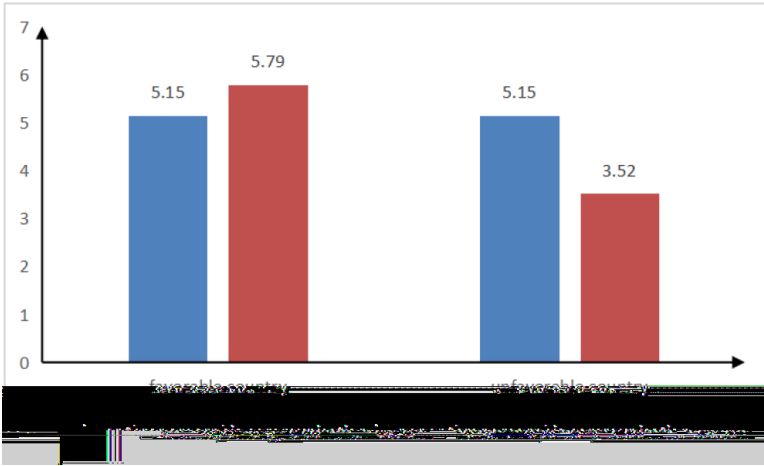
M_{NAC}

N

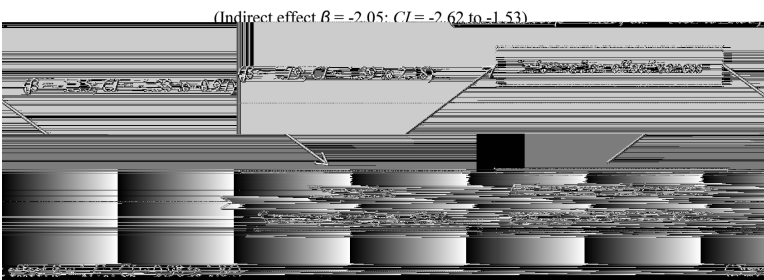
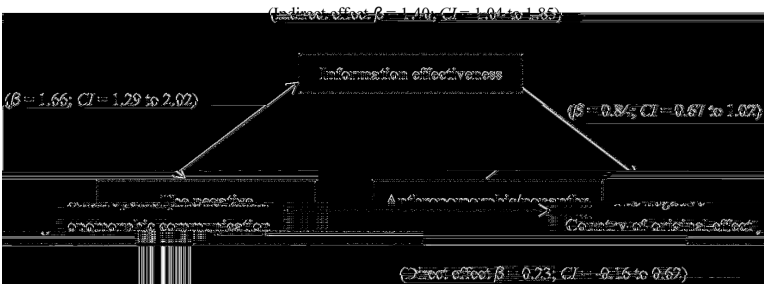
M

SD

M ,



β CI β CI



H2

Study 3

Method

H3

M

SD

Journal of Food Products Marketing

Journal of Marketing

European Journal of Marketing

International Business Studies

Journal of

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

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Experiments on country-of-origin effects: Review and meta-analysis of effect size Product country images: Impact and role in international marketing

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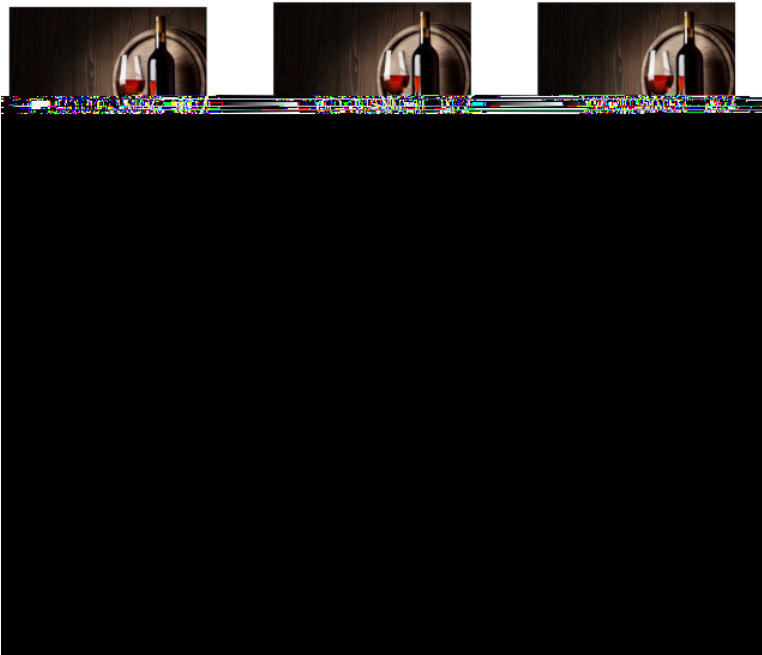
Journal of Marketing

Cognition

Journal of Service Management

Cities

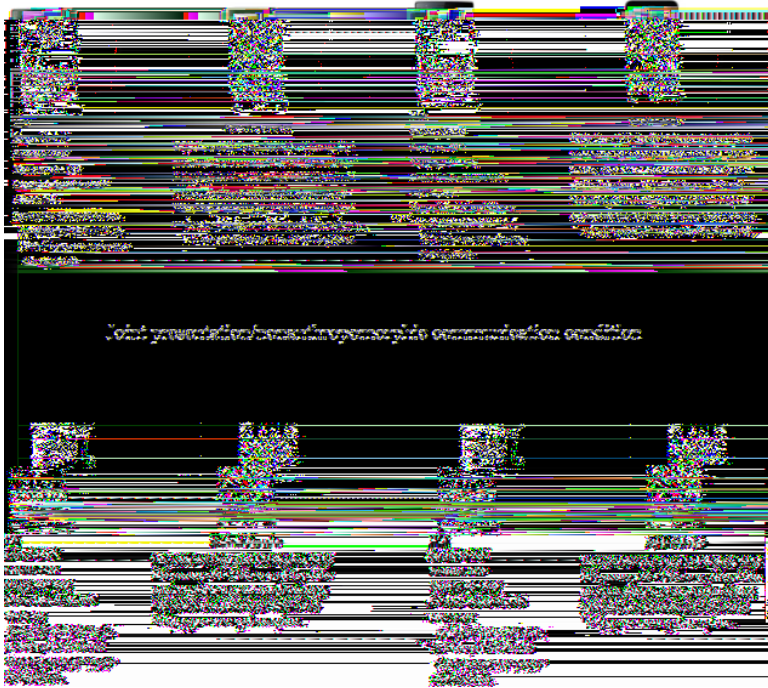
Anthropomorphic communication condition



Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



Author Queries

Query:

Author Response:

Query:

Author Response:

Query:

Author Response:

Query:

Author Response:

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Author Response:
