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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

H1MSD

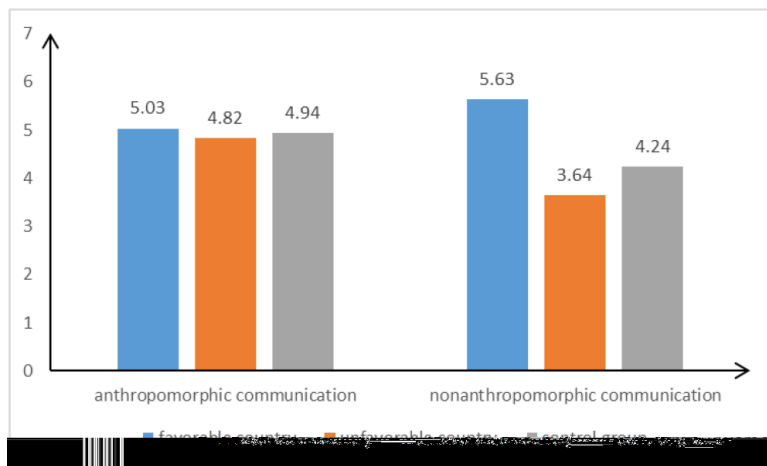
$N_{UAC,CG}$ $N_{AC,FC}$ $N_{AC,UFC}$ $N_{AC,CG}$ $N_{NAC,FC}$ $N_{NAC,NFC}$

NMSD

MSD

M_{NAC} SDtdp d M SD M_{AC} SD

M

[illegible]

Study 2

Method

H2

$$M$$
 SD $N_{AC, FC}$ $N_{NAC, UFC}$ $N_{AC, FC}$ $N_{NAC, UFC}$
$$N$$
$$M$$
 SD
$$M$$
 SD M_{AC} SD M_{NAC} SD t df

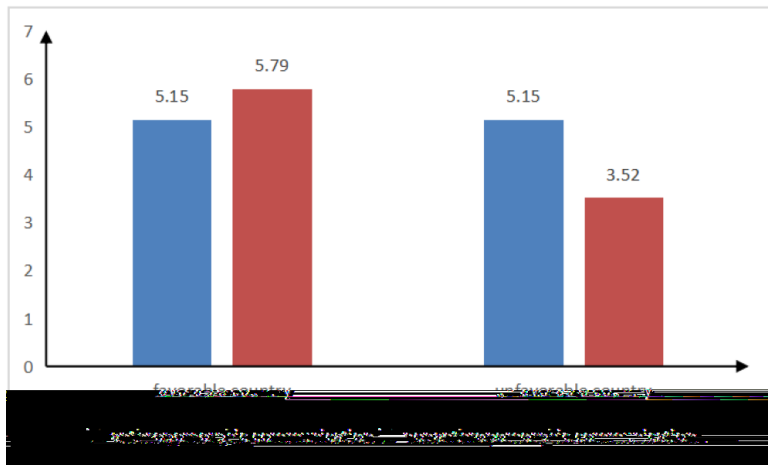
p

 d
$$N$$
$$M$$
 SD

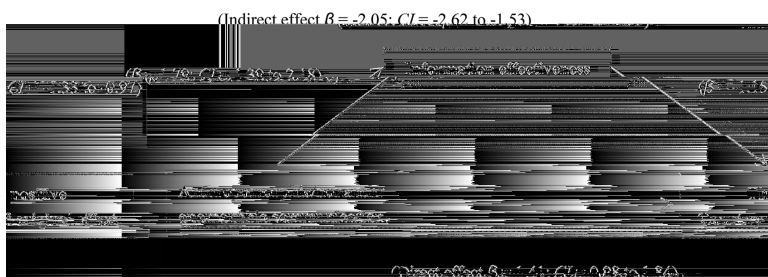
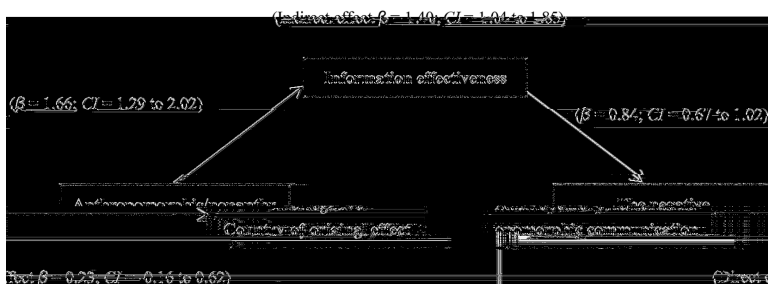
NAC

 SD
$$\square \quad \mathbb{S}D_M^d, \quad M \leq M_p$$

[illegible]



β CI β CI



H2

Study 3

Method

H3

M

SD

Results and discussion

Diagram illustrating the relationships between various statistical tests and their corresponding parameters (SD, M_{NAC}, M_{AC}, t, df, p, d, F) across different scenarios.

The diagram shows the following relationships:

- SD** is related to **M_{NAC}**, **M_{AC}**, **t**, **df**, **p**, **d**, and **F**.
- M_{NAC}** is related to **M_{AC}**, **t**, **df**, **p**, **d**, and **F**.
- M_{AC}** is related to **t**, **df**, **p**, **d**, and **F**.
- t** is related to **df**, **p**, **d**, and **F**.
- df** is related to **p**, **d**, and **F**.
- p** is related to **d** and **F**.
- d** is related to **F**.
- F** is related to **df**.

The diagram also includes labels **SD**, **M_{NAC}**, **M_{AC}**, **t**, **df**, **p**, **d**, and **F** at various points, indicating the specific parameters being compared or tested.

General discussion

Journal of Food Products Marketing

Journal of Marketing

European Journal of Marketing

Journal of International Business Studies

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

Journal of Consumer Research

search

Journal of Marketing 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

Journal of International Market-

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

Knowledge Management Lecture Notes in Artificial Intelligence

Agent-Mediated

Journal of Advertising

International Marketing Review 

Science

Nature

Understanding the representational mind

Explaining religion: Criticism and theory from bodin to freud

International Journal of Advertising

European Journal of Marketing

Journal of Cogni-

tive Neuroscience

Journal of Marketing Research

Journal of International Consumer Marketing

International Journal of Advertising

Jour-

nal of Autism and Developmental Disorders

Advances in Consumer Research

Inter-

national Journal of Advertising

Journal of Product & Brand Management

Journal of Advertising

Perception

Psychological Science

Journal of Personality and Social Psychology

Journal

of Economic Psychology

Industrial Marketing Management

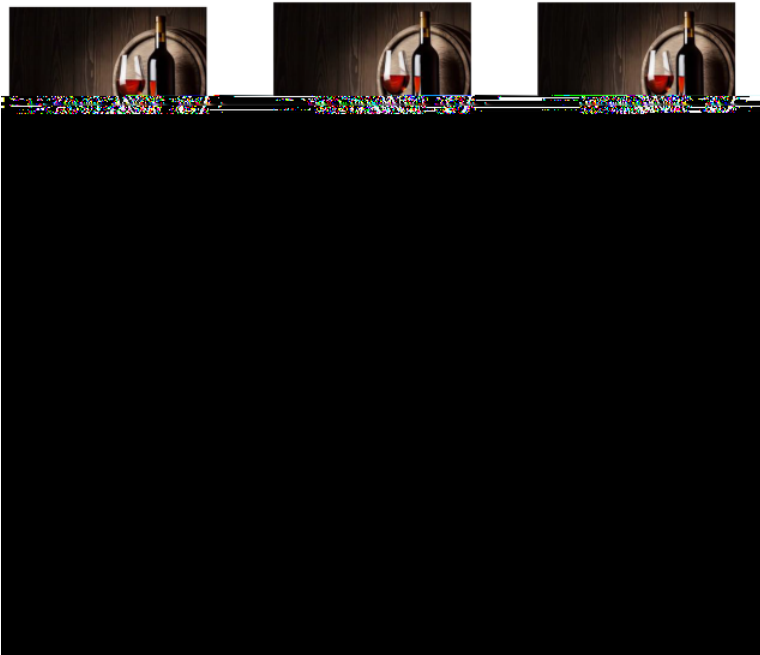
Journal of Marketing

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:

Query:

Author Response:
