



Went ng Feng^a Tao Wang^b Wenlong Mu^b

^a. China University of Geosciences(Wuhan), Wuhan, China;

^b. Wuhan University, Wuhan, China

[AQ1]

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

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

M

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

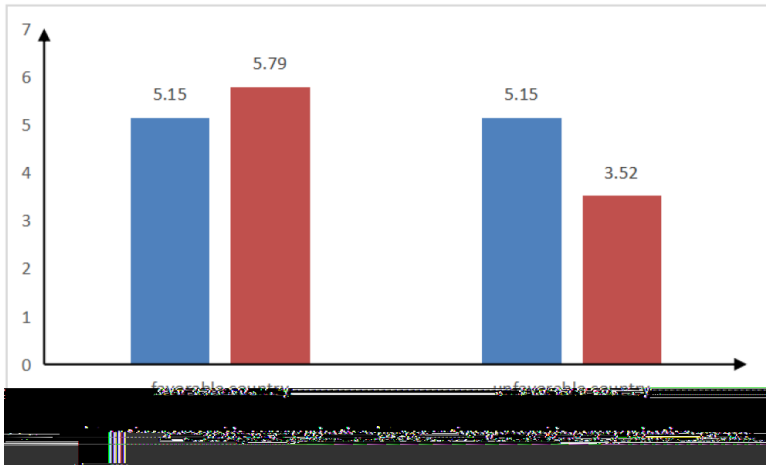
M_{NAC}

N

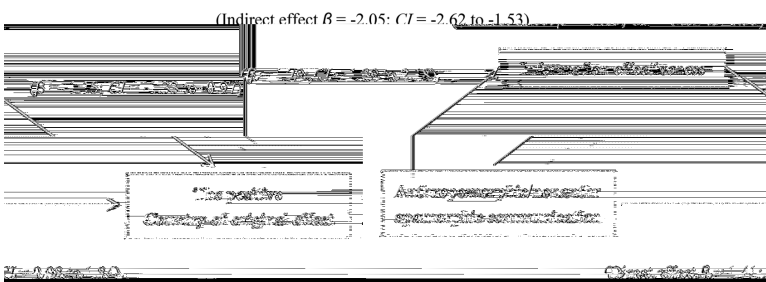
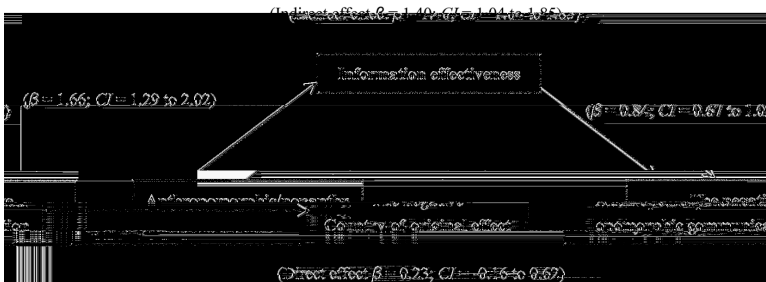
M

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

Journal

of Consumer Research

Journal of Marketing Re-

search

Organization Science

International Marketing Review

Proceedings of the National Academy of Sciences

tional Journal of Retail & Distribution Management

Interna-

Retail & Distribution Management

International Journal of

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

nal of Marketing Management

Jour-

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

tive Neuroscience

Journal of Cogni-

Journal of Marketing Research

Journal of International Consumer Marketing

International Journal of Advertising

nal of Autism and Developmental Disorders

Jour-

Advances in Consumer Research

national Journal of Advertising

Inter-

Journal of Product & Brand Management

Journal of Advertising

Perception

Psychological Science

Journal of Personality and Social Psychology

Journal

of Economic Psychology

Industrial Marketing Management

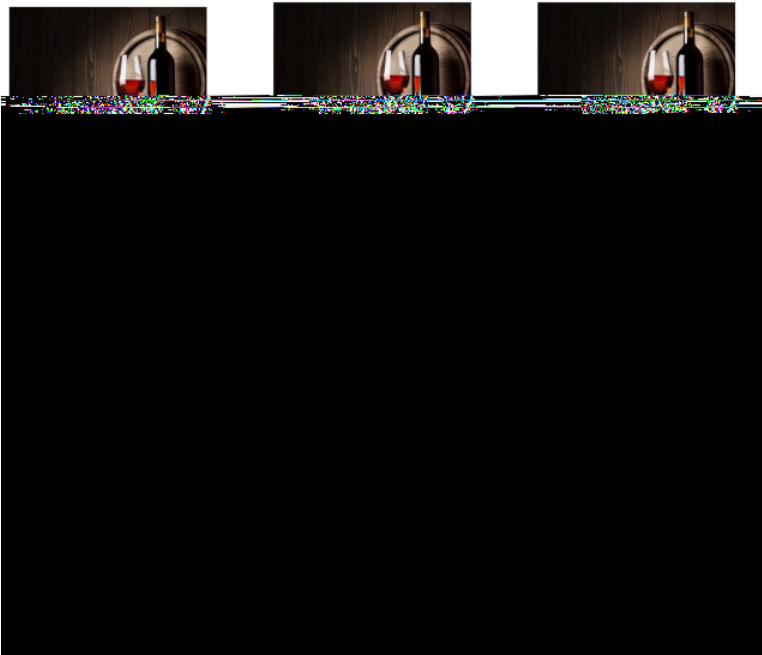
Journal of Marketing

Cognition

Journal of Service Management

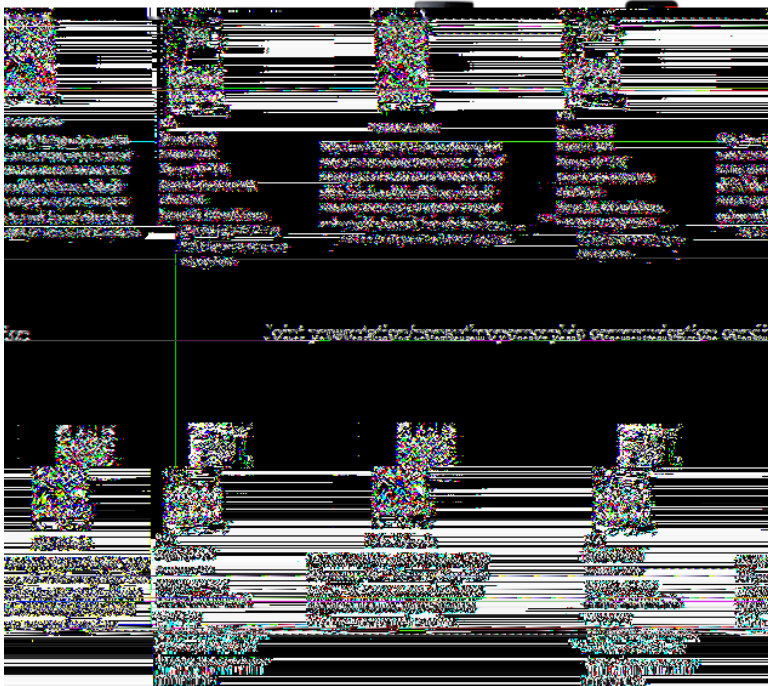
Cities

Anthropomorphic communication condition





Joint presentation/anthropomorphic communication condition



Author Queries

Query:

Author Response:

Query:

Author Response:

Query:

Author Response:

Query:

Author Response:

Query:

Author Response:
