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H1:

H2:

H3:

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

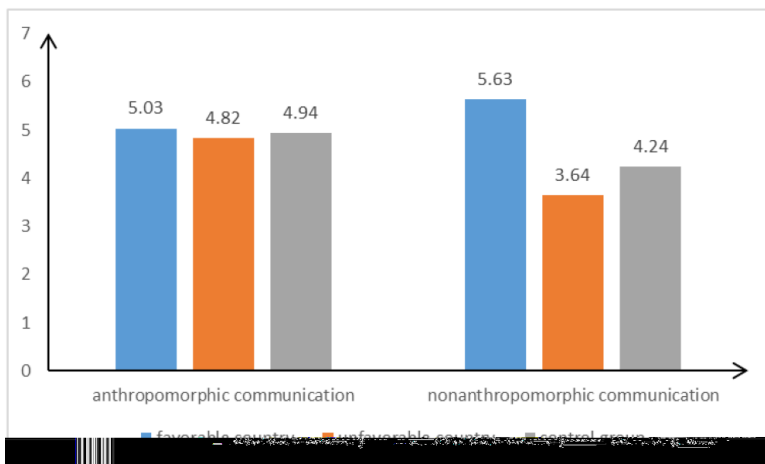
SD

M_{AC}

SD

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

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



H2

M

SD

N_{AC, FC}

N_{NAC, UFC}

N_{AC, FC}

N_{NAC, UFC}

SD

N

M

M

SD

SD

t

df

p

d

M_{AC}

SD

M_{NAC}

N

M

SD

2™'D @SD

t

MAC SD M_{NAC} SD

t df p d t df p d

SD M_{NAC} SD t df p d

MAC M_{NAC} SD t df p d

MAC SD M_{NAC} SD t df p d

F df p

M_{NAC, FC} SD M_{AC, FC} SD t df p d

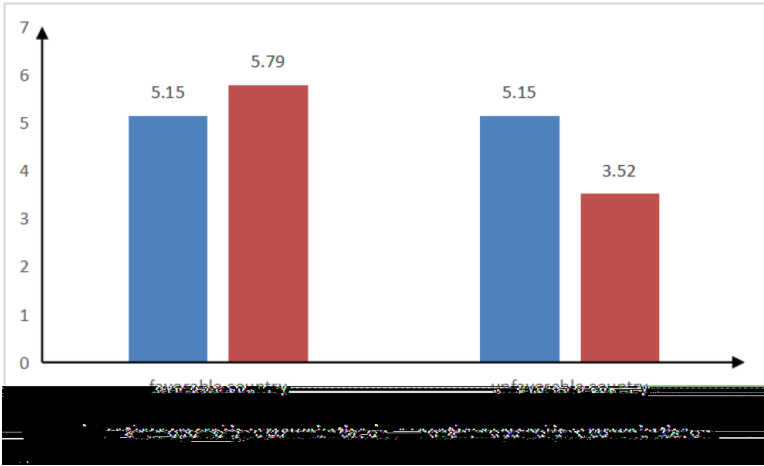
FC SD M_{AC, FC} SD t df p d

M_{NAC, FC} M_{AC, FC}

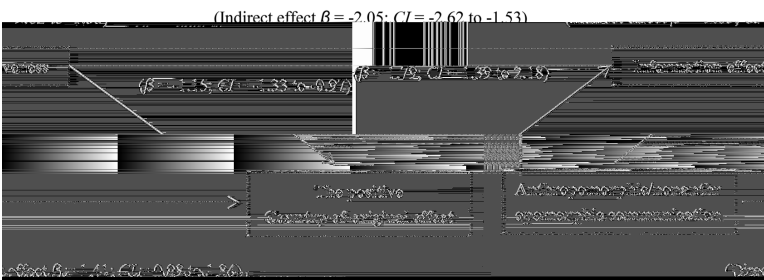
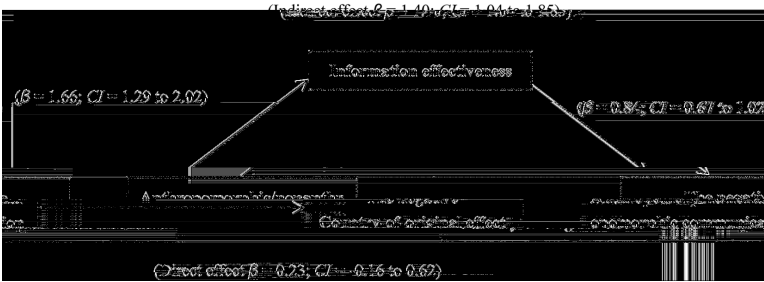
UFC SD M_{NAC, UFC} SD t df p d

UFC SD t df p d

MAC, UFC SD M_{NAC,}



β CI β CI



H2

H3

M

SD

t

M_{AC}

SD *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df* *p* *d*

d

F *df* *p*

M_{AC}

SD *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df*

p *d*

F *df*

M_{NAC}

SD *M_{AC}* *SD* *t* *df* *p* *d*

M_{NAC} *SD* *M_{AC}* *SD* *t* *df* *p* *d*

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-

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Organization Science

International Marketing Review

Proceedings of the National Academy of Sciences

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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*

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Journal of Advertising

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International Journal of Advertising

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tive Neuroscience

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Journal of International Consumer Marketing

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Inter-

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Journal of Product & Brand Management

Journal of Advertising

Perception

Psychological Science

Journal of Personality and Social Psychology

Journal

of Economic Psychology

Industrial Marketing Management

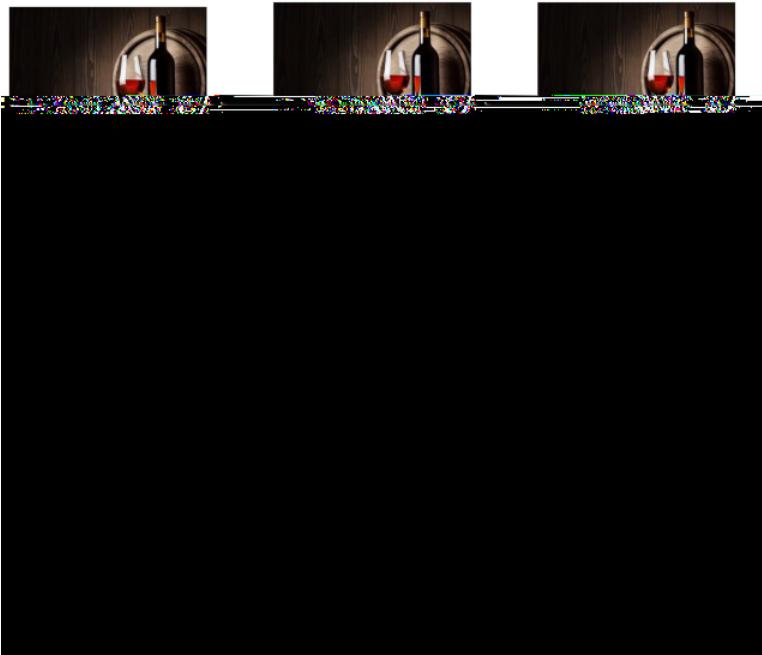
Journal of Marketing

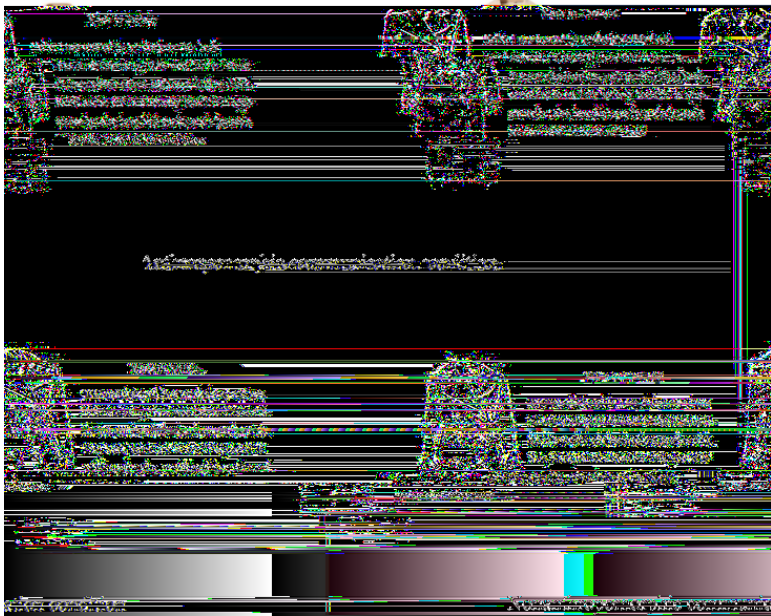
Cognition

Journal of Service Management

Cities

Anthropomorphic communication condition





Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition

