

Chatbots and purchase intention: The power of emojis and brand coolness

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Chatbots have the potential to revolutionize the customer experience. They provide instant and round-the-clock support reducing response times and improving customer satisfaction. Addressing this power, this study utilizes the emotional contagion theory as a theoretical framework to investigate the impact of emojis used by chatbots, on consumers' purchase intentions. A 2 (brand coolness: high vs. low) \times 2 (chatbot use of emojis: with vs. without) between-subjects online quasi-experiment with 126 participants suggests that emojis influence purchase intentions. Consecutive mediating factors such as message interactivity, perceived dialogue, and attitude toward the website empower this relationship. Brand coolness moderates the relationship between message interactivity and perceived dialogue, making it more positive when the brand is cool.

Keywords: chatbots; brand coolness; message interactivity; emotional contagion

Introduction & Purpose of the study

In the past half-decade, advancements in chatbot technology have been driven by the need for automated customer interactions, enhanced user experiences, and the creation of a more streamlined online shopping environment (Rhim et al. 2022). According to PwC (2023), 44% of internet users strongly prefer to use a chatbot to search for product information, 35% prefer chatbots to speaking with human customer service representatives, and 34% like the idea of using one to receive alerts from products they are interested in. Moreover, chatbot sales have a steady incline from \$369.79 million in 2017 to \$2,266.28 million in 2024 (Zion Market Research, 2018). Amazon Lex, a technology that enables businesses to create intelligent conversational chatbots, is an example of chatbot proliferation. It enables businesses to turn their call center contact flows into natural conversations that provide tailored experiences for their callers. As

businesses begin to understand the power of chatbots, research into the influence of human-like chatbot features, such as emotional reactions, on dialogue and increased purchase intention, proliferates (Yu & Zhao, 2024).

As it is an emerging area of research, there is still limited understanding on how prominent characteristics such as emojis or brand type contribute to humanising chatbots and influence purchase intention (Beattie, Edwards & Edwards, 2020). This study investigates the influence of emojis employed by chatbots on message interactivity, perceived dialogue, attitude toward the website, and purchase intention. Additionally, it explores the moderating impact of brand coolness on the correlation between message interactivity and perceived dialogue. The emotional contagion theory serves as the theoretical foundation and aids in shaping the research hypotheses (Kane, Van Swol & Sarmiento-Lawrence 2023).

From a broader standpoint, this study addresses the following research queries: How does the use of emojis by a chatbot influence message interactivity level? Do message interactivity, perceived dialogue, and attitude toward the website mediate the relationship between the use of emojis by a chatbot and purchase intention? Does brand coolness moderate the relationship between message interactivity and perceived dialogue?

Literature Review and Research Hypotheses

Chatbots and Anthropomorphism

Anthropomorphism in chatbots refers to providing non-human technologies with human-like characteristics (Klein & Martinez, 2023). Anthropomorphic chatbots have positive effects on customers' satisfaction increasing perceived enjoyment, attitude, and trust (Klein & Martinez, 2023). The visual identity also increases chatbot appeal to users since it has a positive effect on the chatbot user experience (Go & Sundar, 2019; Westerman, Cross & Lindmark, 2019). Nevertheless, Schanke, Burtch, & Ray (2021) pointed out that

attributing human-like qualities to customer service chatbots presents both benefits and drawbacks. Anthropomorphism improves transaction outcomes, but also leads to significant rises in offer sensitivity.

Emojis and Message Interactivity

Emojis, the small digital graphics used to express emotion, can certainly add value to the anthropomorphic features of a chatbot (Beattie, Edwards & Edwards, 2020). Emojis employed by chatbots contribute to heightened social attractiveness, facilitate computer-mediated communication, and enhance credibility, thereby narrowing the distinction between chatbots and humans. Liu & Huang (2023) have shown that humor emojis can be tactically used to improve user experience when addressing service failures. Emojis heighten chatbot's perceived warmth leading to increased service satisfaction. Emojis enhance online communication by adding emotional depth and replacing plain text with expressive designs (Yu & Zhao, 2024).

Smith & Rose (2020) applied the emotional contagion theory to explore how emojis can mimic human facial expressions, influencing perceptions and customers' moods. Emotional contagion transpires when emotions and corresponding behaviors from one individual prompt similar sentiments and actions in others. (Smith & Rose, 2020). Emojis function as non-verbal cues capable of shifting the emotional tone of a message, profoundly impacting the recipient's reactions (Erle et al., 2022). Emotional mirroring has the potential to enhance the quality of interactions, particularly when the conversational partner, in the form of a chatbot, exhibits friendliness (Mauersberger & Hess, 2019). Hence, hypothesis 1 is suggested:

H1: The use of emojis positively affects message interactivity.

The Moderating Role of Brand Coolness on the Message Interactivity - Perceived Dialogue relationship

Increased message interactivity within a chat setting enhances the perception of the other's presence (Sundar et al., 2015): This implies that individuals are more inclined to view interactions with a chatbot as resembling human dialogue when message interactivity is high. Go & Sundar (2019) found a positive correlation between chatbot message interactivity and perceived dialogue; however, they did not delineate the circumstances under which this relationship may intensify. The present study investigates brand coolness as a potential moderator on the aforementioned relationship.

“Cool brands are perceived to be extraordinary, aesthetically appealing, energetic, high status, rebellious, original, authentic, subcultural, iconic, and popular” (Warren et al., 2019, p.36). Brand coolness enhances consumers’ attitudes toward, satisfaction with, and willingness to pay for the brand. Consumers are more inclined to discuss cool brands with others, both online and offline, compared to uncool brands. Cool brands provide a sense of communal identity (Jimenez-Barreto et al., 2022): Consumers see shared experiences with other brand buyers as chances to demonstrate coolness and to be seen as cool individuals. Therefore, it seems that within cool brands, effective interaction plays a crucial role in fostering better dialogue with other cool individuals. Similarly, we anticipate that the correlation between the chatbot’s message interactivity and perceived dialogue will be more favorable in a cool brand compared to an uncool one. The following hypothesis is advanced:

H2: The interaction between message interactivity and brand coolness affects the perceived dialogue.

The Effect of Perceived Dialogue on Website Attitude and Purchase Intention

Go & Sundar (2019) suggest that perceived dialogue has a beneficial impact on both the attitude towards a website and the intention to make a purchase. Similarly, Huang et al. (2021) provided additional support for this idea by demonstrating that the quality of

dialogue between users and a system positively influences the attitude towards the website. These findings collectively underscore the importance of perceived dialogue in shaping users' attitudes towards websites and lead to the following hypothesis:

H3: The perceived dialogue positively affects the attitude toward the website.

The present study proposes the development of a comprehensive conceptual model (Figure 1), wherein the utilization of emojis by a chatbot serves as the independent variable. Message interactivity, perceived dialogue, and attitude toward the website are suggested as mediators, while brand coolness is proposed as a moderator. Purchase intention is identified as the dependent variable within this framework. Hence, the following hypothesis is advanced:

H4: The message interactivity, perceived dialogue, and website attitude mediate the relationship between the use of emojis and purchase intention.

INSERT FIGURE 1 ABOUT HERE

Research Methodology

Study Design & Procedure

Analysis is based on a 2 (brand coolness: high vs. low) × 2 (chatbot use of emojis: with vs. without) between-subjects online quasi-experiment. Two distinct landing pages for smartphone cases, differing in brand coolness (high vs. low), were created in two variations—one incorporating emojis by the chatbot and the other without (Appendix I). Participants (N=126; 36% males; aged between 18 and 30 – Mdn=20.5, SD=6) were undergraduate students who accessed the study website via email. Upon access, they were randomly assigned to one of the four experimental conditions and were instructed to explore the website for a smartphone case and engage with the chatbot regarding the purchase process.

The purchasing procedure adopted a question-and-answer structure, addressing inquiries regarding the smartphone model, case color preference, and purchase details. Following the receipt of a question, the agent (chatbot) waited for the participant's response before presenting its own, with or without the use of emojis. Responses that deviated from the prescribed scenario or lacked focus on the chat interaction were excluded from the data analysis. Upon completion of the chat, participants were directed to a survey link provided by the system.

Stimulus Material

A custom commercial website prototype, focusing primarily on a smartphone case as the featured product was designed for the purposes of the study. A smartphone case was used, due to (a) its classification as a low-involvement product, thereby mitigating the inherent risks associated with online purchases facilitated through a chatbot interface and (b) smartphone cases have been previously used in research studies indicating the product's suitability (e.g. Winterich et al., 2019).

On the landing page, the smartphone case was prominently featured in two distinct designs: high status and iconic design for the high coolness brand, a more traditional design for the low coolness brand. Each version was accompanied by a concise product description and authentic customer reviews, meticulously curated to enhance the realism of the browsing experience.

The automatic activation of the live-chat button upon website access ensured immediate availability of the online chat agent within the chat window. Participants' responses, as well as system-generated replies, were seamlessly integrated within the chat box interface, promoting uninterrupted communication and interaction throughout the browsing session. Furthermore, the experiment exhibited a high degree of message interactivity, with participants being offered various choices, and subsequent responses

depended on their previous input. This heightened interactivity not only increased engagement but also personalized the experience to cater to individual preferences.

Measures

All measures were assessed by previously established 5-point Likert scales ranging from (1) "not at all" to (5) "very much". For the manipulation checks, perceived coolness, as outlined by Warren et al. (2019), was evaluated across various dimensions including iconic perception (2 items; $\alpha = .922$), subcultural association (4 items; $\alpha = .948$), popularity (4 items; $\alpha = .89$), high status (4 items; $\alpha = .913$), rebelliousness (4 items; $\alpha = .867$), authenticity (4 items; $\alpha = .853$), originality (3 items; $\alpha = .923$), aesthetic appeal (4 items; $\alpha = .915$), excitement (4 items; $\alpha = .936$), extraordinary (3 items; $\alpha = .949$), and useful (3 items; $\alpha = .832$). Additionally, dependent variables such as message interactivity (4 items; $\alpha = .796$), perceived dialogue (5 items; $\alpha = .798$), website attitude (10 items; $\alpha = .922$) were adopted by Go & Sundar (2019). Purchase intention (4 items; $\alpha = .957$) was also measured. Sample demographics (gender and age), and online purchasing frequency were also measured to explore potential covariates.

Results

Manipulation Checks

For the manipulation checks, an initial two-way MANOVA was used to investigate the influence of brand coolness (high vs. low) and chatbot use of emojis (with vs. without) on all dimensions of perceived coolness. The MANOVA was statistically non-significant (Wilks' $\lambda = .94$, $F(11, 112) = .67$, $p = .763$). However, a multivariate effect of brand version (with vs. without) on perceived coolness dimensions was observed (Wilks' $\lambda = .78$, $F(11, 112) = 2.9$, $p = .002$). Pairwise comparisons of the brand versions revealed that the high coolness brand was perceived as more useful ($M_{\text{lo-cool}} = 3.45$, $M_{\text{hi-cool}} = 3.8$;

$p=.015$), high status ($M_{\text{lo-cool}} = 2.8$ $M_{\text{hi-cool}} = 3.4$; $p=.001$), and more popular ($M_{\text{lo-cool}} = 3.3$, $M_{\text{hi-cool}} = 3.7$; $p=.034$) compared to the low coolness brand. Table 1 illustrates the pairwise comparisons of the interaction between brand coolness and the use of emojis on perceived coolness dimensions indicating an effective manipulation.

INSERT TABLE 1 ABOUT HERE

Hypotheses Testing

Model 91 of PROCESS macro with 10,000 bootstrap samples was used to test hypotheses H1-H4. The use of emojis (X) is the independent variable, brand coolness (W) serves as moderator, message interactivity (M1) and perceived dialogue (M2) as mediators, and website attitude (Y) is the dependent variable. The total index, with a 95% bootstrap confidence interval (CI), was statistically significant ($B = -.03$, $SE = .02$, $95\% CI = [-.078, -.001]$) (Table 2).

The use of emojis has a statistically significant positive effect on message interactivity ($B = .13$, $SE = .06$, $p = .021$) and a negative effect on perceived dialogue ($B = -.09$, $SE = .04$, $p = .042$) in support of hypothesis H1. Furthermore, brand coolness ($B = .682$, $SE = .27$, $p = .013$) and message interactivity ($B = .511$, $SE = .07$, $p < .001$) both positively affect perceived dialogue. The interaction between message interactivity and brand coolness had a statistically significant negative effect on perceived dialogue ($B = -.182$, $SE = .07$, $p = .006$) in support of hypothesis H2.

The slope analysis indicates that in both high ($B = .655$, $SE = .1$, $p < .001$) and low ($B = .284$, $SE = .09$, $p = .001$) coolness brands, message interactivity positively influences perceived dialogue (Figure 2). However, in high message interactivity, perceived dialogue was significantly greater for high-coolness brands compared to low-coolness

brands ($B = -.15, SE = .06, p = .013$). There is no statistically significant difference for low message interactivity ($B = .081, SE = .06, p = .175$).

INSERT FIGURE 2 & TABLE 2 ABOUT HERE

The direct effect of the use of emojis on website attitude was non-significant ($B = .03, SE = .05, 95\% CI = [-.061, .128]$). Only perceived dialogue had a statistically significant positive effect on website attitude ($B = .613, SE = .1, p < .001$) in support of hypothesis H3. Similarly, the indirect effect of the use of emojis on website attitude was not statistically significant for the message interactivity path ($B = .01, SE = .01, 95\% CI = [-.02, .035]$), but was statistically significant for the perceived dialogue path ($B = -.056, SE = .03, 95\% CI = [-.115, -.006]$). In addition, the serial mediation effect (use of emojis \rightarrow message interactivity \rightarrow perceived dialogue \rightarrow website attitude) was statistically significant ($B = -.06, SE = .03, 95\% CI = [-.115, -.006]$), for both low ($B = .023, SE = .01, 95\% CI = [.002, .052]$) and high ($B = .052, SE = .03, 95\% CI = [.005, .114]$) coolness brands. Finally, model 6 of the PROCESS macro, with 10,000 bootstrap samples, was used for the full serial mediation analysis. The direct effect of the use of emojis on purchase intention was statistically significant ($B = -.174, SE = .08, 95\% CI = [-.327, -.02]$), as was the serial mediation effect (use of emojis \rightarrow message interactivity \rightarrow perceived dialogue \rightarrow website attitude \rightarrow purchase intention) ($B = .034, SE = .02, 95\% CI = [.005, .074]$). Thus, the hypothesis H4 is also supported.

Discussion

The primary objective of this study was to evaluate the significance of emojis utilized by chatbots in human-machine interaction and their impact on attitude towards the website and purchase intention, with a specific focus on the perception of brand coolness. One notable finding is that the use of emojis by the chatbot did not have a

significant impact on website attitude and was found to negatively affect purchase intention. This highlights the necessity for further investigation into the underlying mechanisms driving consumer responses to emojis in marketing messages.

The most prominent finding of the study is the positive correlation between the use of emojis and message interactivity. Consistent with prior research (Sundar et al., 2015; Go & Sundar, 2019) emojis work as visual indicators that foster engagement and interaction. Our findings further underscore the significance of message interactivity in fostering perceived dialogue, particularly in the context of high-coolness brands. These results mirror prior findings suggesting a positive relationship between message interactivity and perceived dialogue (Sundar et al., 2015; Go & Sundar, 2019). However, no prior research considered the moderating role of brand coolness on this relationship.

This study confirms the pivotal role of perceived dialogue as a key determinant of website attitude. Our findings illuminate that brands adept at nurturing dialogue and fostering interaction with their audience tend to engender positive perceptions of their websites. This positive website attitude, in turn, correlates with heightened purchase intention. Thus, establishing genuine engagement and fostering meaningful dialogue emerges as a crucial strategy for enhancing both website perception and subsequent consumer behavior. These findings have practical implications for marketers seeking to optimize their digital communication strategies and enhance consumer engagement and loyalty in an increasingly competitive landscape.

On a final note, it's important to acknowledge the limitations inherent in this study. Firstly, our findings are country and product specific, given the use of a convenient sample. It is also worth noting that the low-coolness brand might stimulate a greater degree of fan bias. The use of a more neutral stimulus within the control group in future studies could enhance the validity of comparisons.

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Tables

Table 1. Manipulation checks

Dependent variable	Emojis	Brand coolness			Brand coolness	Emojis		
		high	low	sig.		without	with	sig.
useful	without	3.8	3.34	0.03	high	3.81	3.78	0.88
	with	3.78	3.55	0.23	low	3.34	3.55	0.34
extraordinary	without	3.53	3.37	0.50	high	3.53	3.44	0.65
	with	3.44	3.15	0.21	low	3.37	3.15	0.38
energetic	without	3.15	3.59	0.12	high	3.15	2.90	0.32
	with	2.90	3.11	0.43	low	3.59	3.11	0.11
aesthetical appeal	without	3.84	3.84	1.00	high	3.84	3.88	0.85
	with	3.88	3.50	0.07	low	3.84	3.50	0.14
original	without	3.16	3.30	0.64	high	3.16	3.06	0.70
	with	3.06	2.97	0.75	low	3.30	2.97	0.29
authentic	without	3.47	3.33	0.53	high	3.47	3.52	0.78
	with	3.52	3.18	0.10	low	3.33	3.18	0.51
rebellious	without	2.66	2.70	0.89	high	2.66	2.57	0.68
	with	2.57	2.51	0.81	low	2.70	2.51	0.48
high status	without	3.34	2.87	0.05	high	3.34	3.38	0.84
	with	3.38	2.73	<.01	low	2.87	2.73	0.56
popular	without	3.62	3.28	0.11	high	3.62	3.70	0.68
	with	3.70	3.41	0.16	low	3.28	3.41	0.54
subcultural	without	2.87	3.14	0.37	high	2.87	2.76	0.69
	with	2.76	2.98	0.45	low	3.14	2.98	0.60

Note. In each cell, means are reported; sig. is the p-value in the pairwise comparisons in MANOVA

Table 2. Moderated mediation analysis (model 91 Process macro)

<i>Variable</i>	B	SE	t-value	p-value
<i>DV: Message Interactivity</i>				
constant	4.087	.056	73.514	<.001
Use of emojis	.130	.056	2.331	.021
<i>DV: Perceived Dialogue</i>				
constant	1.995	.299	6.672	<.001
Use of emojis	-.091	.044	-2.058	.042
Message interactivity	.511	.072	7.076	<.001
Brand coolness	.682	.270	2.523	.013
Brand coolness X Message interactivity	-.182	.065	-2.780	.006
Perceived dialogue	1.995	.299	6.672	<.001
<i>DV: Website Attitude</i>				
constant	1.048	.380	2.759	.007
Use of emojis	.033	.048	.696	.488
Message interactivity	.048	.085	.563	.575
Perceived dialogue	.613	.097	6.308	<.001
<i>DV: Purchase Intention</i>				
constant	-1.154	.635	-1.819	.071
Use of emojis	-.174	.077	-2.244	.027
Message interactivity	.235	.139	1.693	.093
Perceived dialogue	-.119	.181	-.656	.513
Website attitude	.975	.147	6.647	<.001
<i>Note. Brand coolness: high vs. low, use of emojis: without vs. with</i>				

Figures

Figure 1. Conceptual model

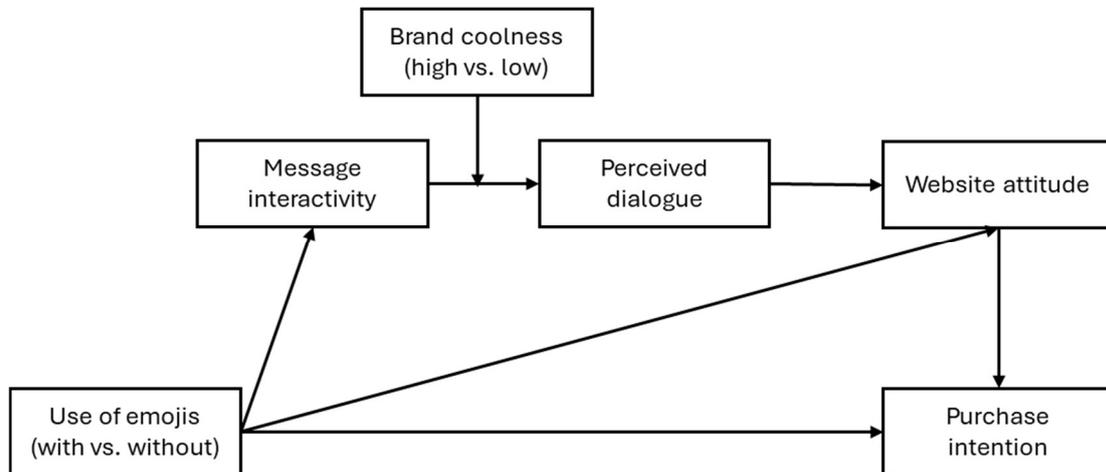
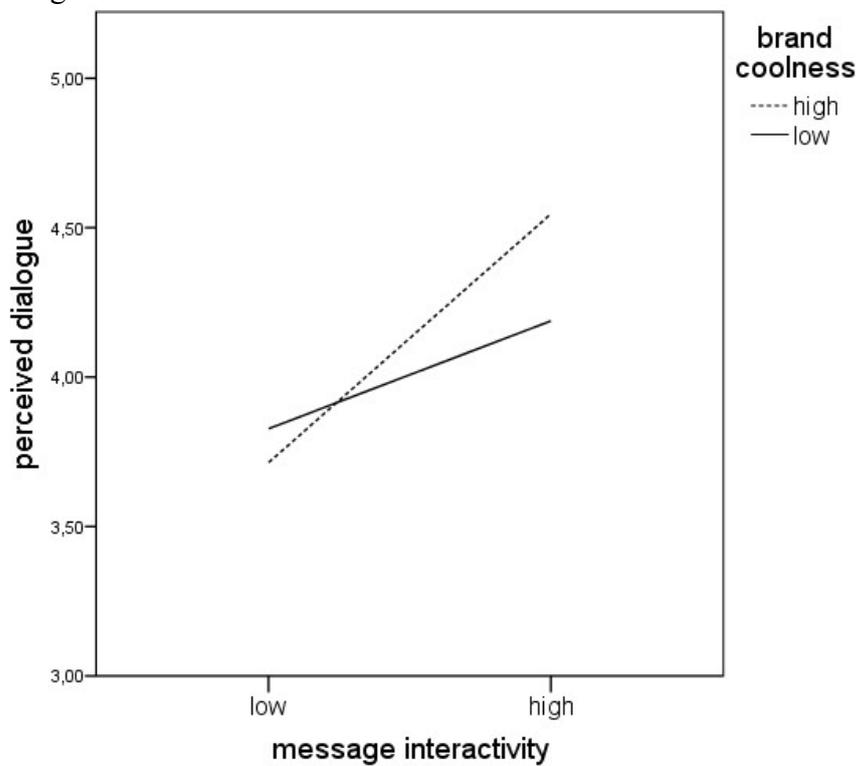


Figure 2. Interaction effect of message interactivity and brand coolness on perceived dialogue



Appendix I: Stimuli for high coolness brand.

CASETOWN



Θήκη smartphone

30€

ΑΠΟΛΥΤΗ ΠΡΟΣΤΑΣΙΑ ΓΙΑ ΤΗΝ ΕΠΕΝΔΥΣΗ ΣΑΣ: Αυτές οι θήκες διαθέτουν ελαφρώς ανυψωμένες άκρες για προστασία από πτώση και αντοχή στις γρατσουνιές. Διατηρείτε το κινητό σας τηλέφωνο πάντα προστατευμένο από χτυπήματα. Εύκολη λειτουργία snap-on με υπερυψωμένο άκρο οθόνης που προστατεύει την οθόνη και την κάμερά σας.

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