

# The influence of anthropomorphic communication in social media on the country-of-origin effect

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This research investigates the influence of anthropomorphic communication in social media on the country-of-origin effect based on human schema theory. In study 1, the researchers examined the influence of anthropomorphic communication in social media on the country-of-origin effect. In study 2, the mediating effect of information effectiveness was assessed, which verified the internal theoretical process of the main effect. Study 3 examined the moderating role of the manner of presentation (separate or joint). The main effect was significant only when the manner of presentation was separate.

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Anthropomorphic communication ; country-of-origin effect ; information effectiveness

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**H1:**

**H2:**

**H3:**

**H1**

*M*

*SD*

*N<sub>UAC, CG</sub>*

*N<sub>AC, FC</sub>*

*N<sub>AC, UFC</sub>*

*N<sub>AC, CG</sub>*

*N<sub>NAC, FC</sub>*

*N<sub>NAC, NFC</sub>*

*N*

*M*

*SD*

*M*

*SD*

*M<sub>NAC</sub>*

*SD*

*t*

*df*

*p*

*d*

*N*

*M*

*SD*

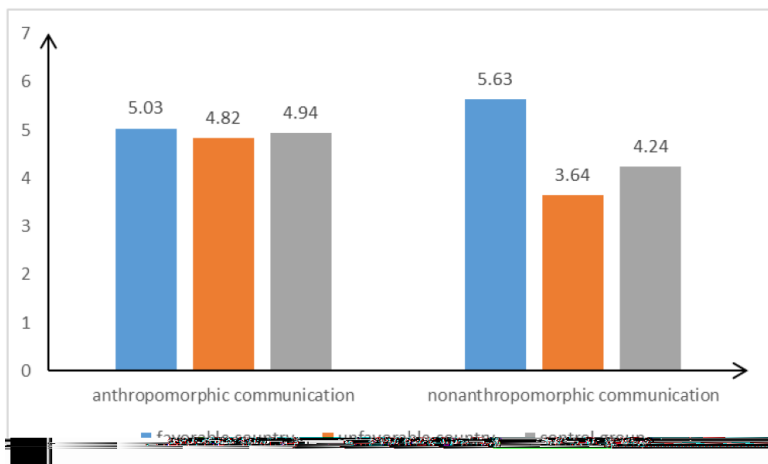
*M<sub>AC</sub>*

*SD*

*M*

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

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



**H2**

*M*

*SD*

*N<sub>AC, FC</sub>*

*N<sub>NAC, UFC</sub>*

*N<sub>AC, FC</sub>*

*N<sub>NAC, UFC</sub>*

*N*

*M*

*SD*

*M*

*SD*

*SD*

*t*

*df*

*p*

*d*

*M<sub>AC</sub>*

*SD*

*M<sub>NAC</sub>*

*N*

*M*

*SD*

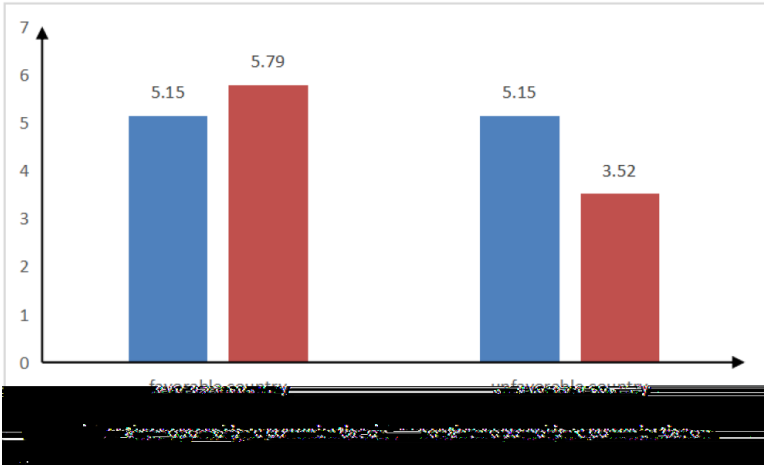
*M*

*rgr*

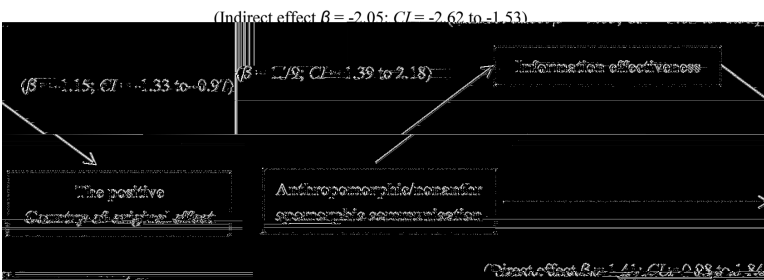
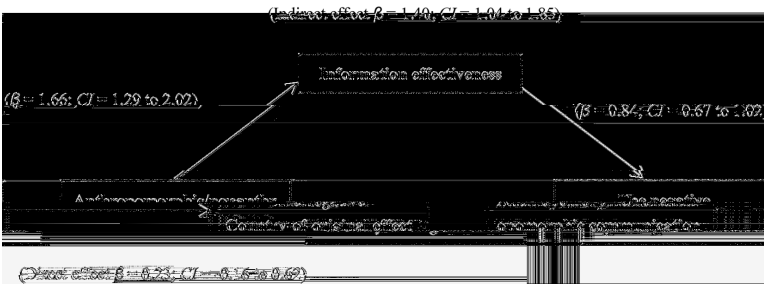
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$\beta$  CI  $\beta$  CI



H2

**H3**

*M*

*SD*

*t*

*M<sub>AC</sub>*

*SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>AC</sub>*   *SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>AC</sub>*   *SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>AC</sub>*   *SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>AC</sub>*   *SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*d*

*F*   *df*   *p*

*M<sub>AC</sub>*

*SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>AC</sub>*   *SD*   *M<sub>NAC</sub>*   *SD*   *t*   *df*

*p*   *d*

*F*   *df*

*M<sub>NAC</sub>*

*SD*   *M<sub>AC</sub>*   *SD*   *t*   *df*   *p*   *d*

*M<sub>NAC</sub>*   *SD*   *M<sub>AC</sub>*   *SD*   *t*   *df*   *p*   *d*

*p*





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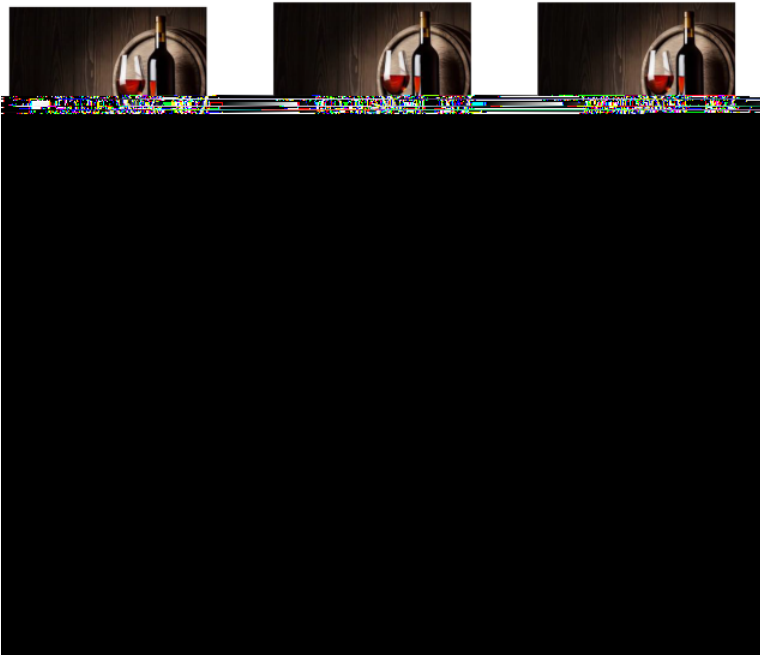
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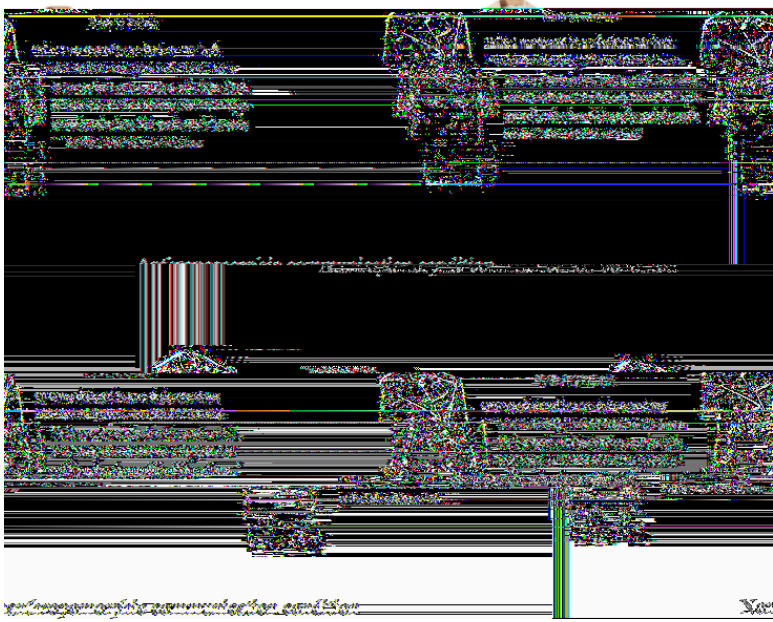
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Anthropomorphic communication condition





Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



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