

# 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:**

**Participants**

**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>*

**Stimuli and procedure**

*N*

*M*

*SD*

*M*

*SD*

*M<sub>NAC</sub>*

*SD*

*t*

*df*

*p*

*d*

*N*

*M*

*SD*

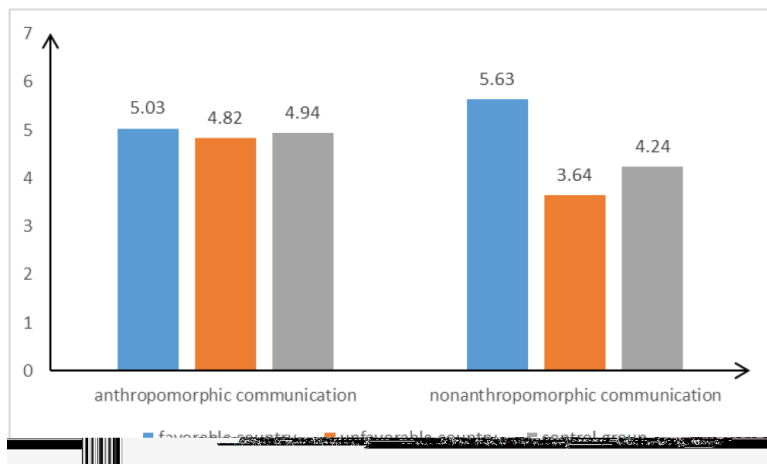
*M<sub>AC</sub>*

*SD*

*M" & SD<sup>M</sup> 8) &*

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

**H2**

*M*

*SD*

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

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

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

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

**Stimuli and procedure**

*N*

*M*

*SD*

*M*

*SD*

*SD*    *t*    *df*    *p*    *d*

*M<sub>AC</sub>*

*SD*

*M<sub>NAC</sub>*

*N*

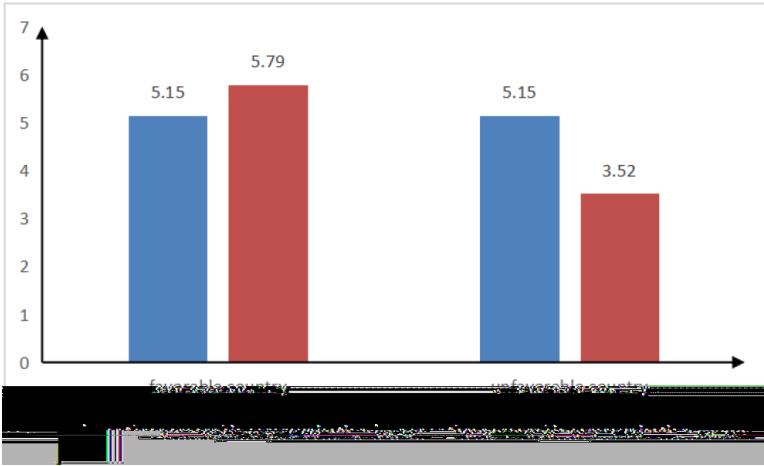
*M*

*SD*

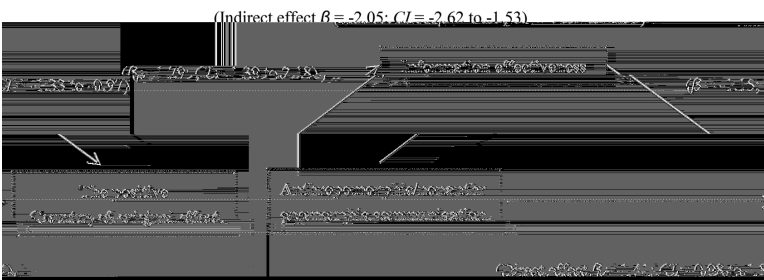
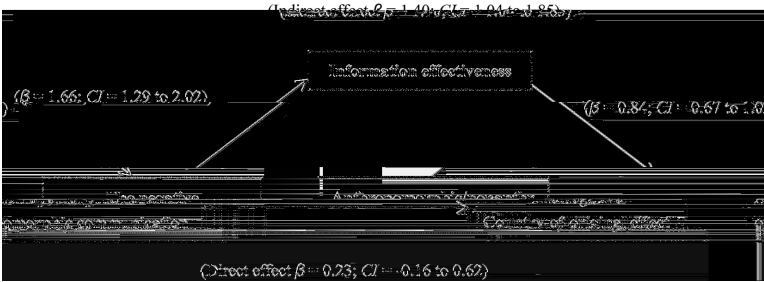
*M*    *rgr*    ,







$\beta$        $CI$        $\beta$        $CI$



H2

*Participants and producer*

**H3**

*M*

*SD*

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

$F$     $df$     $p$   
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 $SD$     $M_{NAC}$     $SD$     $t$     $df$     $p$     $d$   
 $MAC$     $SD$     $M_{NAC}$     $SD$     $t$     $df$   
 $p$     $d$

$F$     $df$   
 $MAC$   
 $p$   
 $SD$     $MAC$     $SD$     $t$     $df$     $p$     $d$   
 $MAC$     $SD$     $M_{NAC}$     $SD$     $t$     $df$     $p$     $d$





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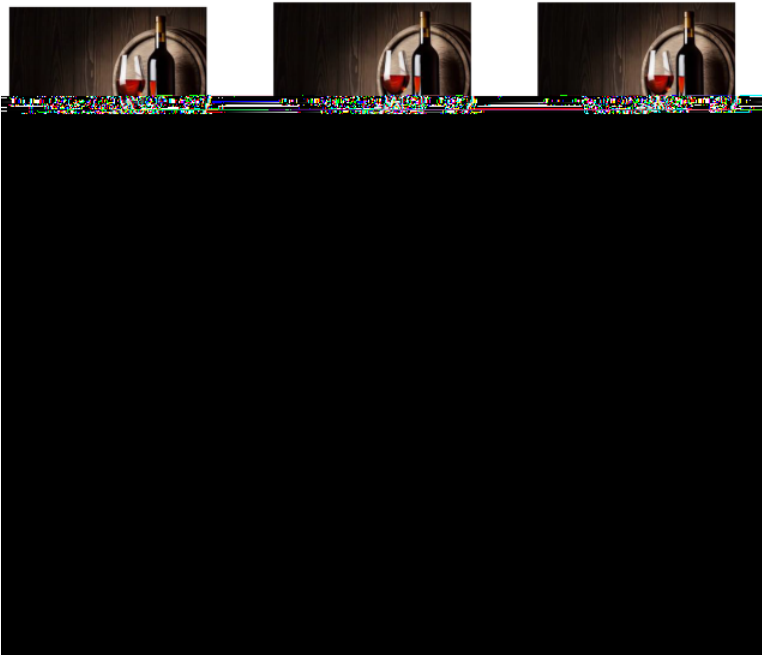
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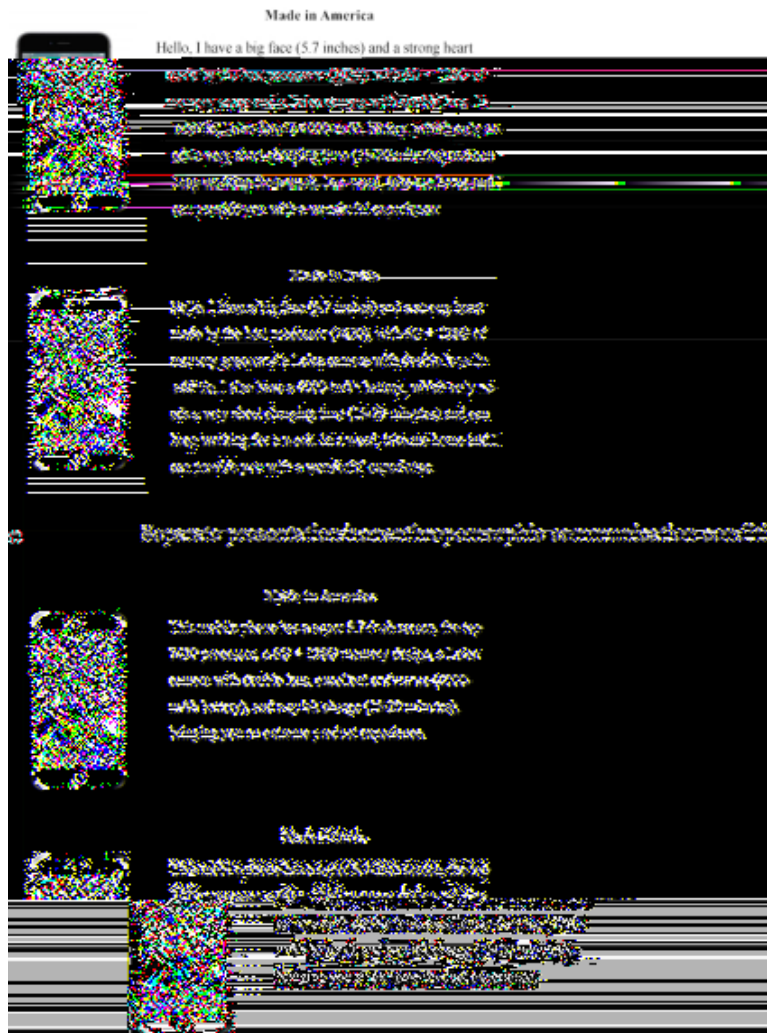
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Anthropomorphic communication condition





Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



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