

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

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## ABSTRACT

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

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## Introduction

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<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*

*f<sub>p</sub>*

*p*

*d*

*M*

*SD*

*M<sub>AC</sub>*

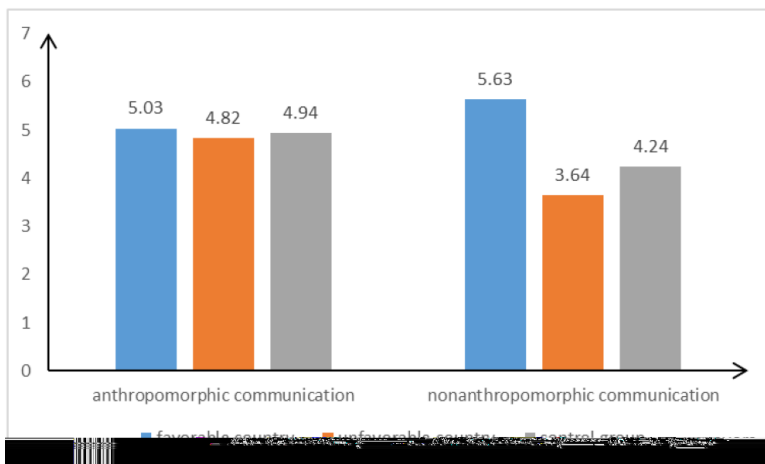
*SD*

## Results and discussion

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

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



## Study 2

### Method

**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*

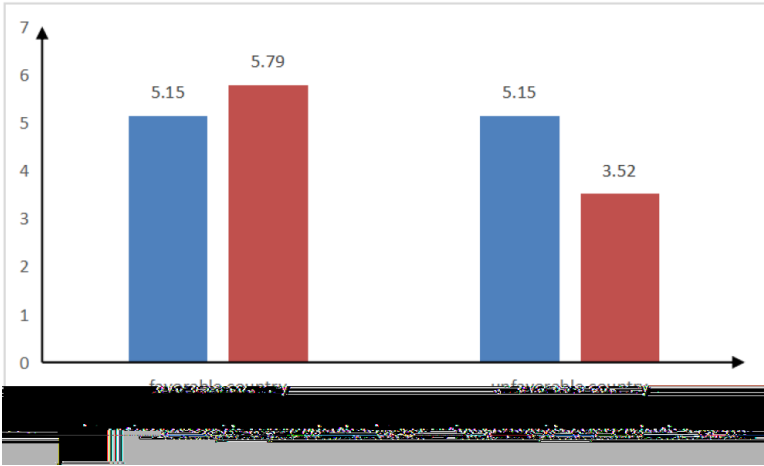
*SD*

*M* ,

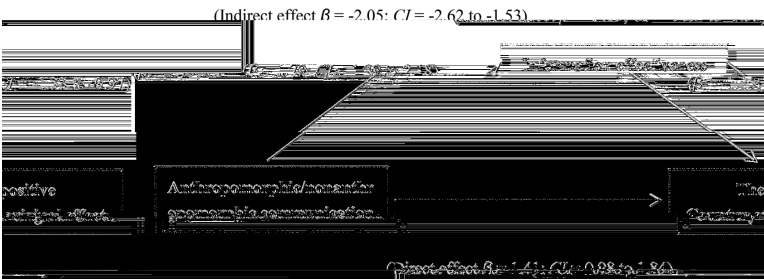
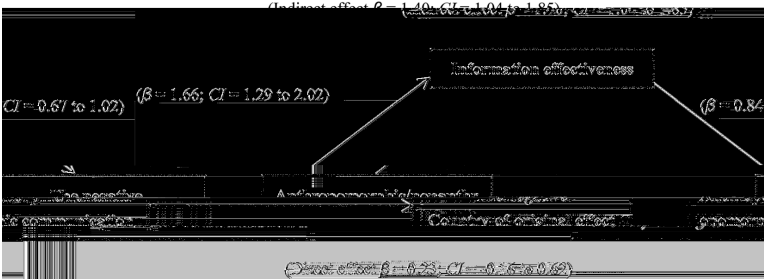


## Results and discussion

|            |                        |                             |                        |                           |           |           |           |                       |                            |                        |                         |
|------------|------------------------|-----------------------------|------------------------|---------------------------|-----------|-----------|-----------|-----------------------|----------------------------|------------------------|-------------------------|
|            |                        | <i>t</i>                    |                        |                           |           |           |           | <i>M<sub>AC</sub></i> | <i>SD</i>                  | <i>M<sub>NAC</sub></i> | <i>SD</i>               |
|            | <i>t</i>               | <i>df</i>                   | <i>p</i>               | <i>d</i>                  | <i>t</i>  | <i>df</i> | <i>p</i>  | <i>d</i>              |                            | <i>M<sub>AC</sub></i>  | <i>SD</i>               |
| <i>SD</i>  | <i>M<sub>NAC</sub></i> | <i>SD</i>                   | <i>t</i>               | <i>df</i>                 | <i>p</i>  | <i>d</i>  |           |                       |                            | <i>M<sub>AC</sub></i>  | <i>SD</i>               |
|            | <i>M<sub>NAC</sub></i> | <i>SD</i>                   | <i>t</i>               | <i>df</i>                 | <i>p</i>  | <i>d</i>  |           |                       |                            | <i>M<sub>AC</sub></i>  | <i>SD</i>               |
|            | <i>SD</i>              | <i>M<sub>NAC</sub></i>      | <i>SD</i>              | <i>t</i>                  | <i>df</i> | <i>p</i>  | <i>d</i>  |                       |                            |                        | <i>M<sub>AC</sub></i>   |
|            | <i>M<sub>AC</sub></i>  | <i>SD</i>                   | <i>M<sub>NAC</sub></i> | <i>SD</i>                 | <i>t</i>  | <i>df</i> | <i>p</i>  | <i>d</i>              |                            |                        |                         |
|            | <i>M<sub>AC</sub></i>  | <i>SD</i>                   | <i>M<sub>NAC</sub></i> | <i>SD</i>                 | <i>t</i>  | <i>df</i> | <i>p</i>  | <i>d</i>              |                            |                        |                         |
|            |                        |                             |                        |                           |           |           |           |                       | <i>F</i>                   | <i>df</i>              | <i>p</i>                |
|            |                        | <i>M<sub>NAC, FC</sub></i>  | <i>SD</i>              | <i>M<sub>AC, FC</sub></i> | <i>SD</i> | <i>t</i>  | <i>df</i> | <i>p</i>              | <i>d</i>                   |                        | <i>M<sub>NAC,</sub></i> |
| <i>FC</i>  | <i>SD</i>              | <i>M<sub>AC, FC</sub></i>   | <i>SD</i>              | <i>t</i>                  | <i>df</i> | <i>p</i>  | <i>d</i>  |                       |                            |                        | <i>M<sub>AC,</sub></i>  |
| <i>UFC</i> | <i>SD</i>              | <i>M<sub>NAC, UFC</sub></i> | <i>SD</i>              | <i>t</i>                  | <i>df</i> | <i>p</i>  | <i>d</i>  |                       |                            |                        | <i>M<sub>NAC,</sub></i> |
| <i>UFC</i> | <i>SD</i>              | <i>t</i>                    | <i>df</i>              | <i>p</i>                  | <i>d</i>  |           |           |                       | <i>M<sub>AC, UFC</sub></i> | <i>SD</i>              |                         |



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



H2

## Study 3

### Method

**H3**

*M*

*SD*







*Journal of Food Products Marketing*

*Journal of Marketing*

*European Journal of Marketing*

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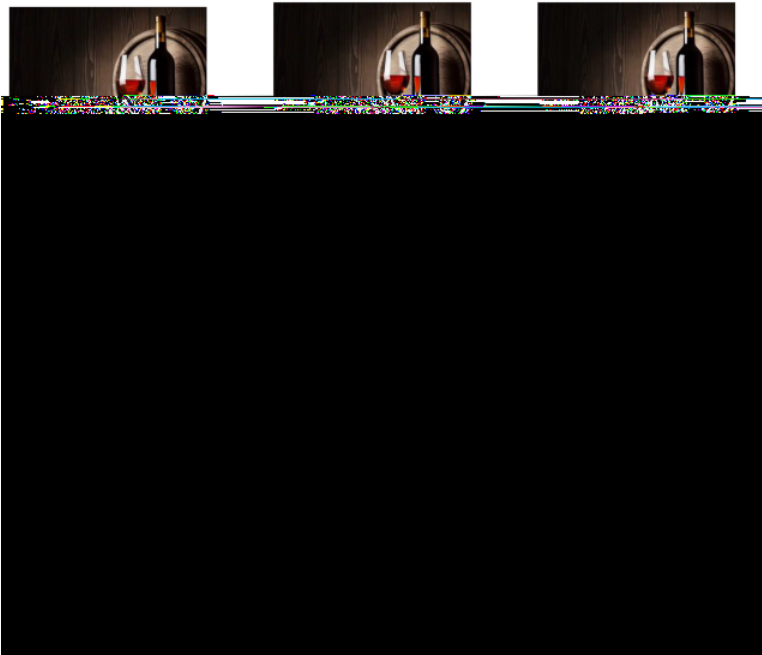
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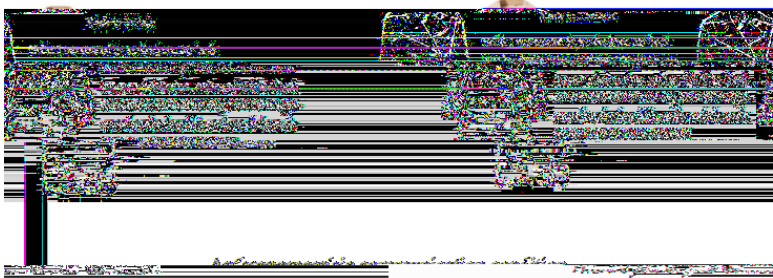
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*Journal of Service Management*

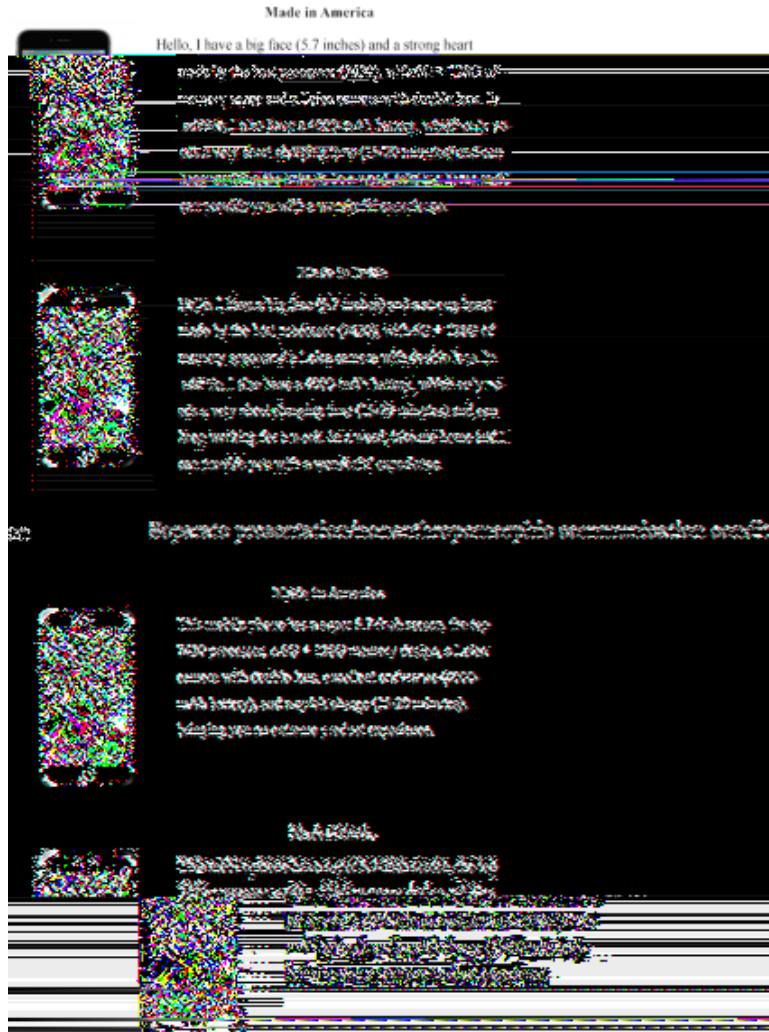
*Cities*

Anthropomorphic communication condition





Separate presentation/anthropomorphic communication condition



### Joint presentation/anthropomorphic communication condition



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