

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

W. FENG ET AL.

International Journal of Advertising

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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.

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

FUNDING

National Nature Science Foundation of China 71702177, 71532011 The authors acknowledge financial support from the National Nature Science Foundation of China (Grant#: 71702177, 71532011).

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_{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_o

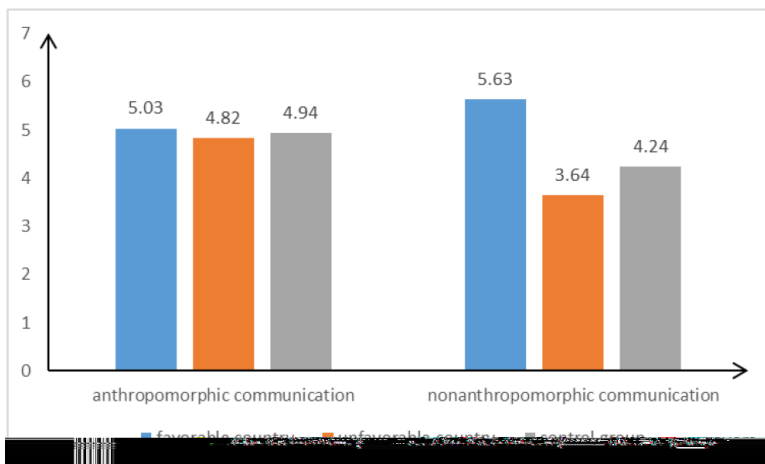
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Results and discussion

	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
SD	t	df	p
$M_{AC, CG}$	SD	t	df
SD	t	df	p

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



Study 2

Method

H2

M

SD

N_{AC, FC}

N_{NAC, UFC}

N_{AC, FC}

N_{NAC, UFC}

N

M

SD

M

SD

SD

t

df

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M_{AC}

SD

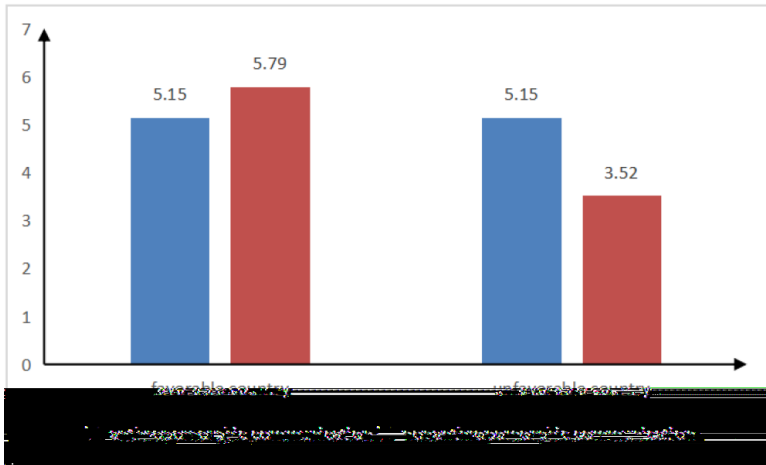
M_{NAC}

N

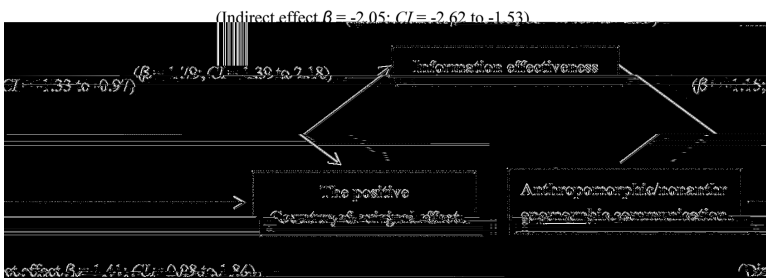
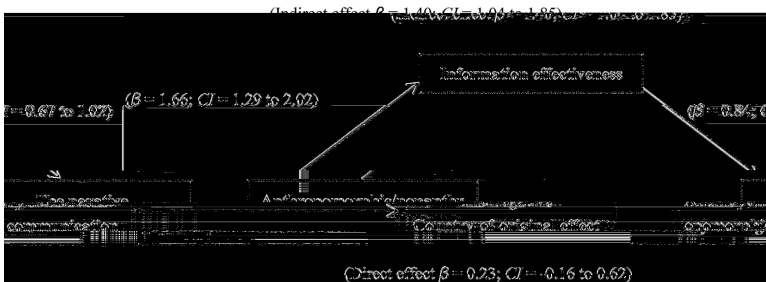
M

SD

M



β CI β CI



H2

Study 3

Method

H3

M

SD

Results and discussion

General discussion

Journal of Food Products Marketing

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Journal of Current Issues and Research in Advertising

An introduction to mediation, moderation, and conditional process analysis: A regression-based approach

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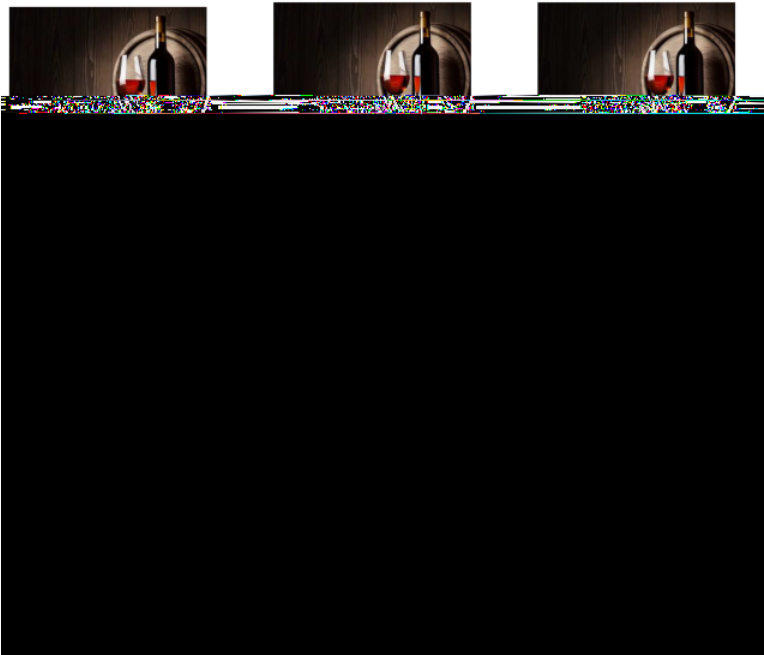
Journal of Marketing

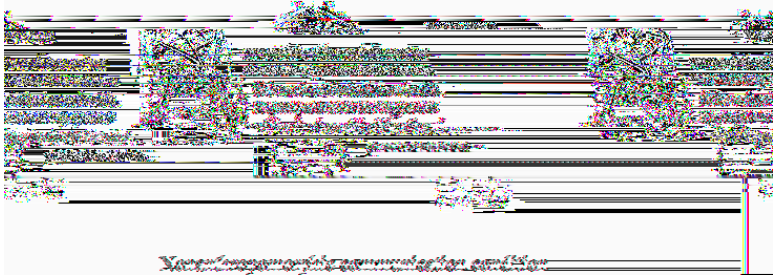
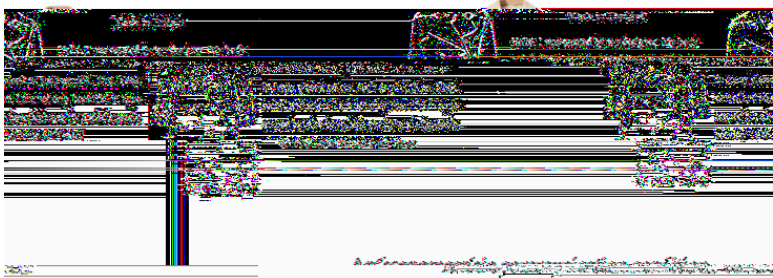
Cognition

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Cities

Anthropomorphic communication condition





Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



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