

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.

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_{UAC, CG}

N_{AC, FC}

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N

M

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N

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Study 2

Method

H2

M

SD

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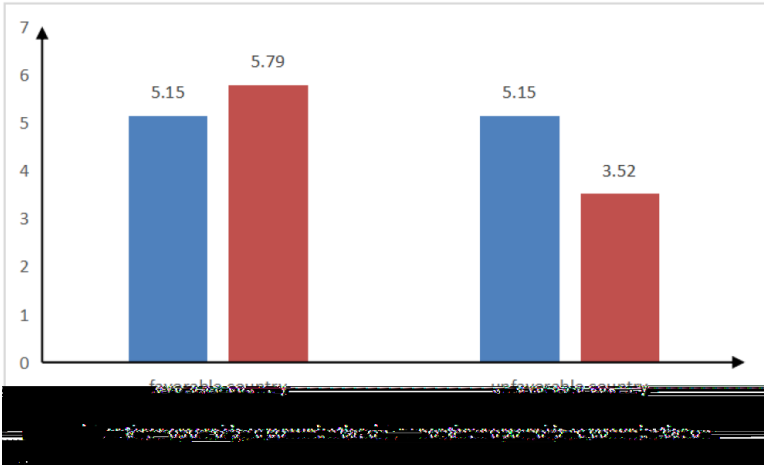
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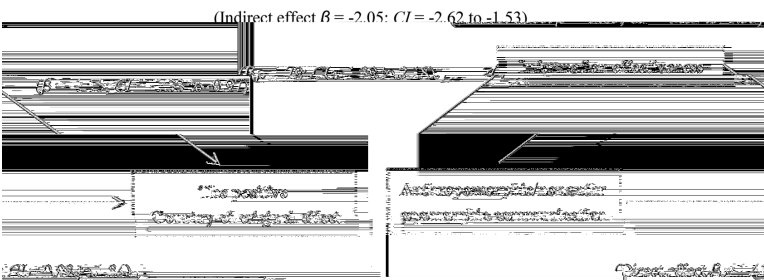
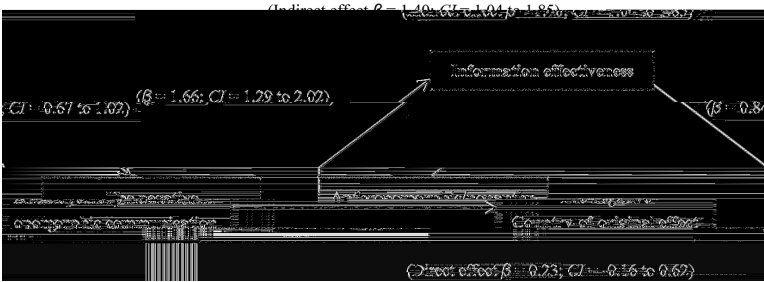
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H2

Study 3

Method

H3

M

SD

Journal of Food Products Marketing

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

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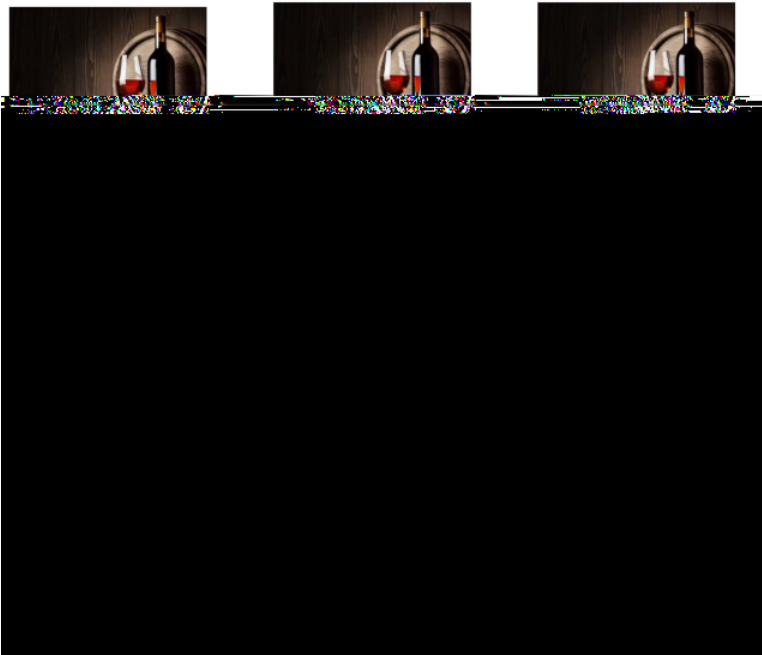
Journal of Marketing

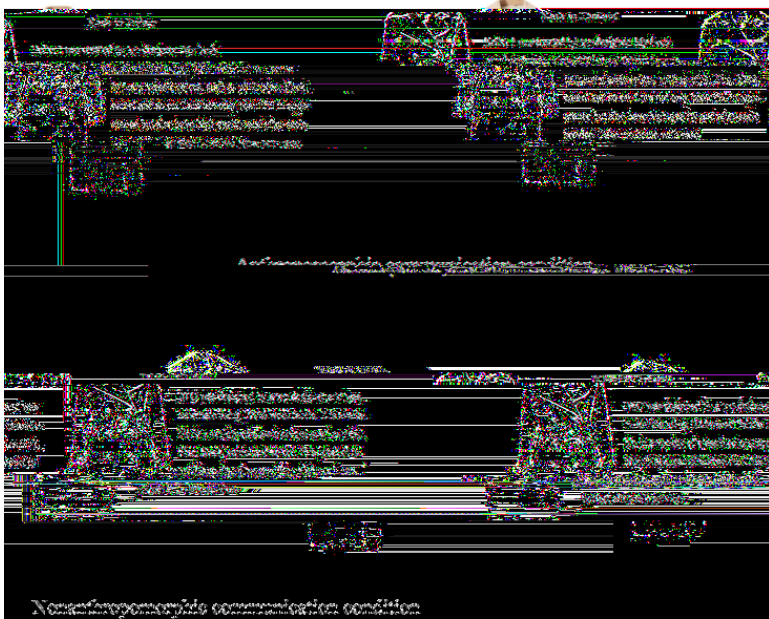
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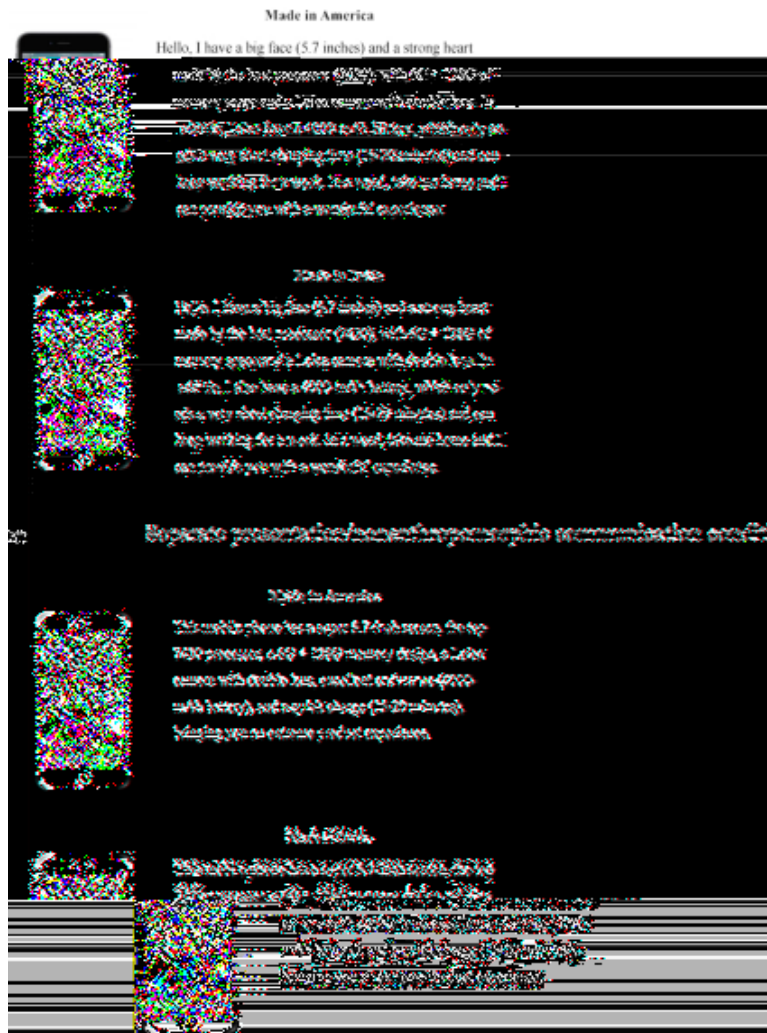
Anthropomorphic communication condition



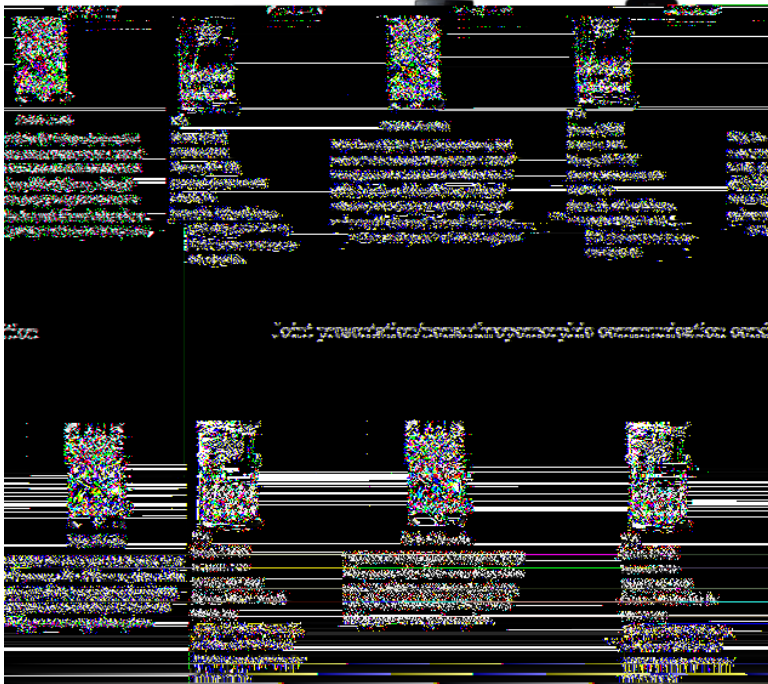


Nonuniformity in communication condition

Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



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