

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

W. FENG ET AL

International Journal of Advertising



a. China University of Geosciences(Wuhan), Wuhan, China;

b. Wuhan University, Wuhan, China



Tao Wang wangtao@whu.edu.cn Economics and Management School, Wuhan University, 299 Bayi Road, Wuchang District, Wuhan, Hubei, P R. China.

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.

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).

H1:

H2:

H3:

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

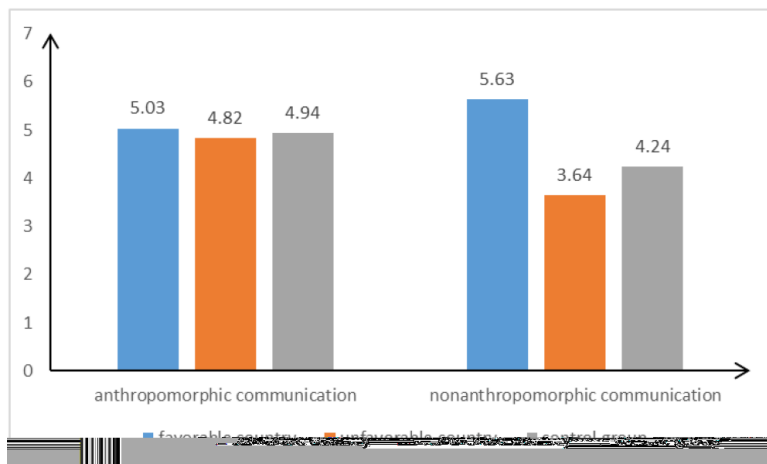
SD

M_{AC}

SD

M_{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_{AC, FC}

N_{NAC, UFC}

N_{AC, FC}

N_{NAC, UFC}

N

M

SD

M

SD

SD

t

df

p

d

M_{AC}

SD

M_{NAC}

N

M

SD

SD

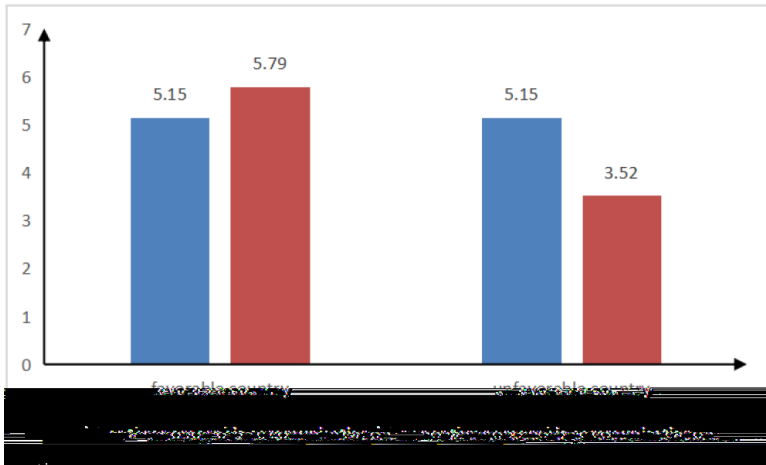
M

SD

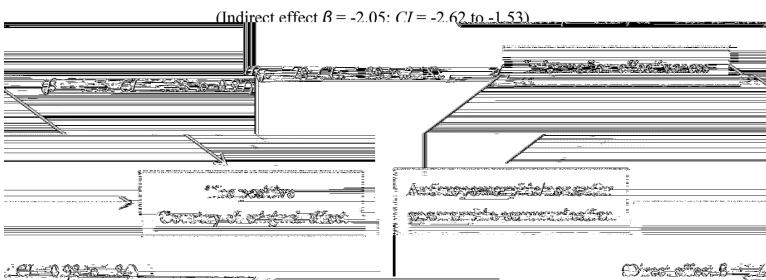
M

			<i>t</i>								<i>M</i> _{AC}	<i>SD</i>	<i>M</i> _{NAC}	<i>SD</i>
	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>									<i>M</i> _{AC}	<i>SD</i>
<i>SD</i>	<i>M</i> _{NAC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>							<i>M</i> _{AC}	<i>SD</i>
	<i>M</i> _{NAC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>								<i>M</i> _{AC}
	<i>SD</i>	<i>M</i> _{NAC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>							<i>M</i> _{AC}
	<i>M</i> _{AC}	<i>SD</i>	<i>M</i> _{NAC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>						
		<i>M</i> _{AC}	<i>SD</i>	<i>M</i> _{NAC}	<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</i> _{NAC, FC}	<i>SD</i>	<i>M</i> _{AC, FC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>					<i>d</i>
<i>FC</i>	<i>SD</i>	<i>M</i> _{AC, FC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>							<i>M</i> _{NAC,}
														<i>M</i> _{AC,}
<i>UFC</i>	<i>SD</i>	<i>M</i> _{NAC, UFC}	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>							<i>M</i> _{NAC,}
<i>UFC</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>	<i>d</i>					<i>M</i> _{AC, UFC}	<i>SD</i>			



β CI β CI



H2

H3

M

SD

t

M_{AC}

SD *M_{NAC}* *SD* *t* *df* *p* *d*

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

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

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

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

d

F *df* *p*

M_{AC}

SD *M_{NAC}* *SD* *t* *df* *p* *d*

M_{AC} *SD* *M_{NAC}* *SD* *t* *df*

p *d*

F *df*

M_{NAC}

SD *M_{AC}* *SD* *t* *df* *p* *d*

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

Journal of Food Products Marketing

Journal of Marketing

European Journal of Marketing

International Business Studies

Journal of

Journal of Current Issues and Research in Advertising

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

Journal of Marketing Research

Journal

of Consumer Research

Journal of Marketing Re-

search

Organization Science

International Marketing Review

Proceedings of the National Academy of Sciences

tional Journal of Retail & Distribution Management

Interna-

Retail & Distribution Management

International Journal of

ing

Journal of International Market-

Experiments on country-of-origin effects: Review and meta-analysis of effect size Product country images: Impact and role in international marketing

nal of Marketing Management

Jour-


Journal of Consumer Research

Journal of Clinical and Experimental Neuropsychology

Knowledge Management Lecture Notes in Artificial Intelligence

Agent-Mediated

Journal of Advertising

International Marketing Review 

Science

Nature

Understanding the representational mind

Explaining religion: Criticism and theory from bodin to freud

International Journal of Advertising

European Journal of Marketing

tive Neuroscience

Journal of Cogni-

Journal of Marketing Research

Journal of International Consumer Marketing

International Journal of Advertising

nal of Autism and Developmental Disorders

Jour-

Advances in Consumer Research

national Journal of Advertising

Inter-

Journal of Product & Brand Management

Journal of Advertising

Perception

Psychological Science

Journal of Personality and Social Psychology

Journal

of Economic Psychology

Industrial Marketing Management

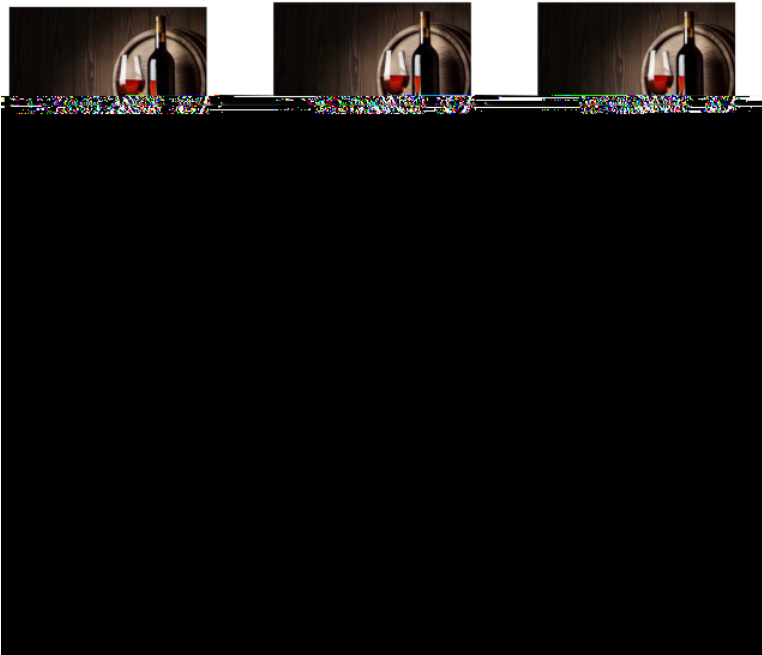
Journal of Marketing

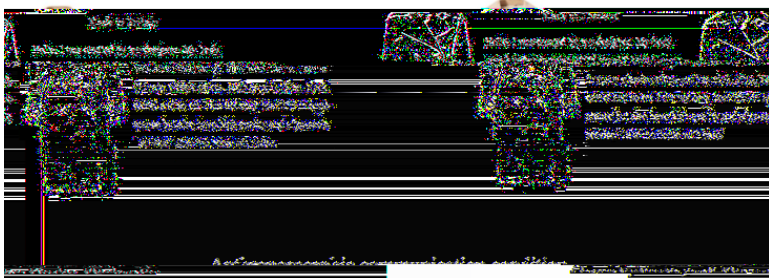
Cognition

Journal of Service Management

Cities

Anthropomorphic communication condition

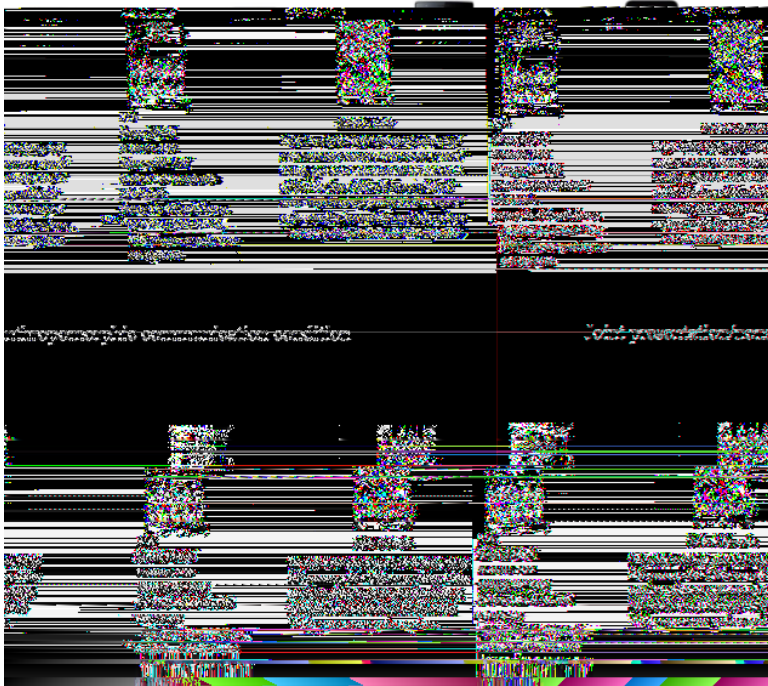




Separate presentation/anthropomorphic communication condition



Joint presentation/anthropomorphic communication condition



AQ0: Please review the table of contributors below and confirm that the first and last names are structured correctly and that the authors are listed in the correct order of contribution. This check is to ensure that your names will appear correctly online and when the article is indexed.

Sequence	Pref x	Given name(s)	Surname	Suf x
1		Went ng	Feng	
2		Tao	Wang	
3		Wenlong	Mu	

Ok

AQ1: Please provide the missing department name for the author's affiliation on [a,b].

a (Gemological Institute, China University of Geosciences(Wuhan), Wuhan, China)b (Economics and Management School, Wuhan University, Wuhan, China)

AQ2: Please provide complete details for (Mellers and Cooke, 1996) in the reference list or delete the citation from the text.

Delete it

AQ3: Please provide the volume number for the "Moreale & Wat 2004" references list entry.

Moreale, E., and S. Wat . 2003. An agent-based approach to mailing list knowledge management. In *Agent-Mediated Knowledge Management Lecture Notes in Artificial Intelligence*. Elst van, L., Dignum, V., and Abecker, A. (Eds), Berlin Heidelberg: Springer-Verlag, 118-129.

AQ4: Please provide the page range for the "Nie & Wang 2019" references list entry.

Vol. ahead-of-print No. ahead-of-print <https://doi.org/10.1108/IMR-01-2019-0035>