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Article

AIGC Content Style, Posting Source, and Prosumption Intentions-The Mediating Roles of Perceived Ease of Use and Perceived Usefulness

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Abstract: As generative artificial intelligence enters social media marketing, content presentation and posting source have become key cues in users' evaluations of product recommendations. Drawing on the technology acceptance model, this study examines AI-generated content (AIGC) in text-and-image product recommendation posts on Xiaohongshu. It investigates the relationships of perceived anthropomorphic style, perceived informational style, and posting source with prosumption intentions, testing the specific and serial mediating roles of perceived ease of use and perceived usefulness. Three scenario-based studies were analyzed using regression and bootstrapping techniques to ensure robust statistical validation. The results indicate that both style perceptions were positively associated with prosumption intentions, and the official-source materials group reported significantly higher overall intentions than the individual-source group. Furthermore, models estimated separately for each style perception and posting source supported the specific indirect paths through perceived ease of use and perceived usefulness, as well as the serial path through ease of use followed by usefulness. For the product terms between each style perception and posting source, only the indirect path through perceived usefulness was supported. These findings explain users' acceptance of AI-generated product recommendation posts in terms of content comprehension and decision-related evaluations, offering practical guidance for content design and the assessment of marketing effectiveness in the digital era.

Keywords: artificial intelligence; content style; social media marketing; technology acceptance; prosumption intentions

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1. Introduction

Artificial Intelligence Generated Content (AIGC) has transformed how commodity-related information is produced on social media platforms. Brands and individual creators increasingly use generative artificial intelligence to produce copywriting and images, tailoring expressions to product features and usage contexts [1]. Technical characteristics and evolutionary trends of AIGC have been systematically examined; cross-modal generated content has also been assessed along dimensions of objective quality and subjective perception. As generation efficiency improves, user reception has become a central research concern: can users accurately comprehend such content, and are they inclined to adopt or share it? Product-recommendation posts on Xiaohongshu integrate product introduction, contextual illustration, and experiential narratives. Their marketing effectiveness is reflected not only in purchase readiness but also in user commenting, questioning, saving, and forwarding.

Existing literature has explored how contextual factors influence the marketing impact of AIGC. Studies have shown that disclosing the AI origin of content in public-service messaging may influence empathic responses and behavioral intentions. Comparative analyses between AI-generated and human-created visual content have

investigated how disclosure of generation method shapes audience attitudes toward advertising. From the perspective of persuasion knowledge, the effect of AI disclosure in cause-related initiatives has been interpreted, while advertising credibility has been incorporated into models linking disclosure to evaluative outcomes [2]. User preferences for AI-generated content have also been found to differ according to underlying consumption motivations. Collectively, these works primarily address reactions triggered by generation methods and their explicit disclosure. However, further investigation is needed to understand why AIGC content produced via identical technical means elicits varying levels of user participation intention when expression styles or posting agents differ. Grounded in consumption experience, theoretical frameworks have integrated functional advantages of AI with socio-psychological dimensions of engagement, supporting a shift in focus from technical attributes toward concrete content exposure and interaction.

Prosumption refers to a behavioral role in which individuals simultaneously derive value from and contribute to information, content, or services—highlighting the co-occurrence of production and consumption functions within a single activity. Comparative studies of AIGC and human-generated advertisements have examined differences in content generation, as well as the mediating roles of emotional response and user competence. Analyses of platform quality, digital competence, perceived ease of use, and perceived usefulness have drawn upon technology adoption and usage frameworks [3]. After engaging with commodity-related information, users often extend their involvement by contributing through comments, questions, and forwarding. Prosumption behaviors in interactive online environments have been documented, and value creation by digital users has been conceptualized through the integration of productive and consumptive acts.

Drawing on the Technology Acceptance Model, this study examines how content style and posting source influence prosumption intentions via perceived ease of use and perceived usefulness, considering dimensions of information interaction and exchange, self-directed information management, and purchase tendency. Supplementary analyses of interaction effects between content style and posting source are presented to clarify how content cues inform users' comprehension processes and value assessments [3].

2. Theoretical Background and Research Hypotheses

2.1. Content Style and Prosumption Intentions

Content style is manifested in diction, information organization, emotional expression, and communication patterns. Artificial intelligence–generated content can adjust tone and structure according to input prompts, making style a directly evaluable feature for users [4]. In this paper, perceived anthropomorphic style is defined as the degree to which content conveys emotional warmth, conversational tone, individuality, concrete expressive agents, and real-life scenarios. Perceived informational style refers to the extent to which information is comprehensive, focused, demand-relevant, logically coherent, and fact-sufficient.

Anthropomorphic expression provides users with familiar communication contexts. Human-knowledge activation, object-interpretation needs, and social-connection needs drive individuals to attribute human characteristics to non-human objects. Computer-mediated communication has also been found to elicit self-disclosure responses comparable to interpersonal interactions. In product-recommendation posts, real-life scenarios concretize product applications, reader-oriented tones facilitate comprehension of recommendation intentions, and personalized wording presents standpoints [5]. Hence, users can understand products by drawing on daily experience and raise questions or share opinions around specific scenarios. When users perceive content as being articulated by a concrete individual, they are more likely to identify recommendation stances and accordingly express agreement, skepticism, or supplementary experience. Brand anthropomorphism has been shown to reshape consumers' interpretations of brand

behaviors, indicating that conversational tones and real-life scenarios offer entry points for user engagement in discussions.

Informational style supplies judgmental evidence for interaction and decision-making [6]. Argument quality and source credibility are linked to information adoption via perceived usefulness. Social-media information quality, source credibility, and reputation have been associated with information task-fit. If product-recommendation posts clearly specify product features, applicable conditions, and rationales for recommendations, users obtain materials for comparison, collection, and further inquiry. The elaboration likelihood model highlights the roles of argument quality and information-processing conditions in persuasion. Information completeness and relevance constitute critical predictors of online-opinion adoption. These findings suggest that the value of informational expression lies in providing demand-relevant, well-organized, and usable product information.

Anthropomorphic style delivers communication contexts while informational style furnishes decision-making evidence, both motivating user engagement. Brand experience and knowledge have been connected to user contributions. Associations between informational and social value and value co-creation have been observed in brand communities. Since prosumption intentions encompass both information feedback and consumption judgments, the following hypotheses are proposed:

H1a: Perceived anthropomorphic style is positively associated with users' prosumption intentions [7, 8].

H1b: Perceived informational style is positively associated with users' prosumption intentions.

2.2. Posting Source and Prosumption Intentions

Posting source denotes the content-publishing agent displayed on platforms; this study distinguishes official brand accounts from personal accounts. Official identity is associated with product expertise, informational accountability, and brand commitments, whereas personal identity provides usage experience and community-interaction cues. Posting source and generation mode represent distinct attributes: both types of accounts can deploy AIGC. Prior research indicates that marketer-generated content and user-generated content both relate to consumption behaviors, though they differ in underlying mechanisms and effect strength. Other studies have also found that informational value and source credibility jointly shape trust in branded content. Therefore, user evaluations of product-recommendation posts involve both the content itself and informational cues embedded in publishing agents.

Source identity helps users identify information providers and supports further verification [8, 9]. Official brand accounts maintain explicit ties with product suppliers and offer traceable interpretations of product parameters, categories, and brand activities; personal-account narratives supplement usage experience, though their applicability and commercial affiliations require content-based judgment. Research has shown that information quality, task contexts, and user cognition jointly shape AIGC-information verification behaviors. In product-information-acquisition tasks, unambiguous publishing identity may influence users' willingness to verify, save, and adopt information. Moreover, materials from official sources may correspond to higher overall prosumption intentions, theoretically because clear product accountability and agent identity underpin consultation, sharing, and purchase judgments. Social cues and trust have been linked to electronic-service acceptance, suggesting that agent identification contributes to acceptance judgments. Given the product-information task in this research, the following hypothesis is put forward:

H1c: Participants exposed to materials from official sources exhibit higher prosumption intentions than those exposed to materials from individual sources [2, 10].

2.3. Mediating Roles of Perceived Ease of Use and Perceived Usefulness

The Technology Acceptance Model explains acceptance intentions through perceived ease of use and perceived usefulness. These two constructs refer to the effort required for

usage and the contribution of usage to task performance, respectively. Translated into the context of content exposure in this study, perceived ease of use refers to users' assessments of energy expended in reading, comprehending, and extracting information; perceived usefulness denotes perceived content contributions to product understanding, feature comparison, and purchase-decision making. The former reflects processing costs and the latter reflects task-related benefits [11]. Technology acceptance has also been explained via effort expectancy and performance expectancy, and prior work has further integrated antecedents of these two perceptions, supporting the differentiation of these two evaluative dimensions.

Perceived ease of use influences users' willingness to sustain attention. In information-stream reading, users must grasp themes, key points, and image-text relationships within limited time. Anthropomorphic expression facilitates comprehension via familiar contexts, informational expression streamlines information extraction through hierarchies and highlighted points, and publishing identity shapes effort expended in agent recognition and information verification. These cues may relate to subsequent interaction and sharing intentions through perceived reading effort [1]. Comprehension also clarifies engagement objectives: once users acquire product information, they can identify collection purposes, raise concrete questions, or compose comments; explicit key points facilitate memorization and retransmission. Accordingly, perceived ease of use bridges content features and cognitive effort required for further engagement. Hence:

H2: Perceived ease of use separately mediates the relationships between perceived anthropomorphic style, perceived informational style, posting source, and users' prosumption intentions [12, 13].

Perceived usefulness reflects whether content informs practical user decisions. Product-recommendation posts motivate users to save, consult, and share information only when they help users understand products and satisfy consumption needs. Usefulness is shaped by argument quality, source credibility, and information adoption. Task relevance and output quality also shape usefulness formation. In this study's setting, scenario narratives help users recognize links between products and daily demands, factual information supports attribute comparison, and publishing identity supplies foundations for follow-up verification; all these cues contribute to usefulness evaluations [14, 15].

Content that addresses personal concerns merits preservation, and content benefiting others warrants sharing; users may also supplement personal experience through comments. Informational and social value have been linked to subsequent co-creation behaviors. Content relevance and authentic dialogue play important roles in brand engagement. Technology-acceptance research has been extended to consumer contexts, highlighting that acceptance evaluations should align with concrete usage goals [16]. This study accordingly treats decision-making support as a cognitive evaluative dimension linking product-recommendation content to comprehensive behavioral intentions, and hypothesizes:

H3: Perceived usefulness separately mediates the relationships between perceived anthropomorphic style, perceived informational style, posting source, and users' prosumption intentions [17].

2.4. Serial Mediating Effect: From Comprehension Convenience to Decision-Making Value

Perceived ease of use may further predict prosumption intentions through perceived usefulness. It has been argued that low usage effort enhances users' capacity to identify task-related benefits of technology. In product-recommendation reading, product information must first be located and comprehended before it can be applied to comparison and demand assessment. Clear titles, natural tones, and coherent structures reduce retrieval and interpretative burdens, allowing users to allocate more attention to product evaluation [2]. Fluency in information processing functions as a metacognitive

cue in judgment formation, complementing explanations of how reading ease informs value assessment.

Anthropomorphic expression facilitates user understanding of product utility embedded in real-life contexts; informational expression streamlines extraction of key facts; posting source potentially alleviates burdens of agent recognition and verification. Users then judge whether content supports decision-making. Information diagnosticity of online reviews correlates with information adoption, illustrating that product-evaluative capacity constitutes a pivotal stage in information acceptance [18]. This study estimates three indirect paths in serial-mediation models: via perceived ease of use alone, via perceived usefulness alone, and sequentially via perceived ease of use followed by perceived usefulness. The hypothesis is stated as follows:

H4: Perceived ease of use and perceived usefulness sequentially mediate the relationships between perceived anthropomorphic style, perceived informational style, posting source and users' prosumption intentions [3].

3. Research Design

3.1. Scenario Setting and Sample Collection

Participants were ordinary users with prior experience browsing Xiaohongshu, a foundational understanding of AI-generated content, and potential interest in acquiring product-related information through the platform. Xiaohongshu posts and comments serve multiple functions—including information acquisition, inquiry, opinion supplementation, and sharing—making the platform well-suited for examining user engagement intentions following content exposure [2]. The outcome variable, prosumption, was operationalized in terms of information interaction, personal feedback, and purchase readiness.

Three scenario-based online questionnaire studies were conducted. After reading standardized instructions describing a shopping need, participants were randomly assigned stimulus materials from either official brand accounts or personal accounts via the Credamo platform. They subsequently rated content style, two cognitive perceptions, and prosumption intentions, followed by demographic questions. All participants were explicitly informed that the visual materials were AI-generated or AI-assisted. A pre-study with 60 responses assessed item clarity and internal consistency. The three formal studies yielded 152, 158, and 149 valid questionnaires respectively, totaling 459 usable responses. Questionnaires were screened for completeness, response duration, logical consistency, and patterned answering. Each formal sample was analyzed separately.

Study 1 employed a down-jacket scenario: official-source materials emphasized winter apparel and landmark scenes, while individual-source materials conveyed product experience through evocative descriptions of icebergs, wind, snow, and temperature. Study 2 used a dairy-product scenario, contrasting branded campaign content with imaginative consumption scenes. Study 3 adopted a smartphone scenario, presenting concise image-and-text stimuli for a specific-model purchase task [15]. Stimulus materials are displayed in Figure 1 to Figure 3, with official-source materials on the left and individual-source materials on the right. Style perceptions were assessed using post-reading scale scores. Copywriting, imagery, and identity cues varied coherently across source groups; thus, inter-group comparisons reflect differences in integrated, real-world content configurations (As shown in Figure 2).



Figure 1. Down Jacket Situational Stimulus Materials (Left: Official Source; Right: Personal Source)



Figure 2. Dairy Product Scenario Stimuli (Left: Official Source; Right: Personal Source)



Figure 3. Mobile Phone Situational Stimulus Materials (Left: Official Source; Right: Personal Source)

Participants across the three samples were predominantly young and highly educated [13]. Female representation was 54.6%, 60.8%, and 57.0% respectively. The largest age group was 31–40 years in Study 1 and Study 2, and 19–25 years in Study 3. Sample characteristics are summarized in Table 2; gender, age, education level, occupation, and income were included as control variables in subsequent regression analyses.

3.2. Variable Measurement

Core variables were developed based on established literature and adapted for the Xiaohongshu context. Rating scales were applied, with higher scores indicating stronger corresponding perceptions or intentions. Items for perceived anthropomorphic style—covering emotional warmth, conversational tone, individuality, concrete agent representation, and real-life scenarios—were informed by brand-personality research frameworks. Items for perceived informational style—assessing comprehensiveness, clarity of focus, relevance to user needs, logical coherence, and sufficiency of factual details—were adapted from prior work on information evaluation. Scores for the two style constructs were computed as item-level mean values, representing continuous perceptual variables measured after reading.

Perceived ease of use and perceived usefulness were adapted from foundational technology acceptance models for content-exposure evaluation. Perceived ease of use included four items measuring comprehension, key-information retrieval, structural grasp, and reading-effort expenditure [19, 20]. Perceived usefulness contained five items reflecting product understanding, feature comparison, need assessment, information-acquisition efficiency, and decision-support capability, capturing processing costs and

task-related benefits respectively. Posting source served as a grouping variable, coded 0 for individual sources and 1 for official sources.

Prosumption intentions were conceptualized across three dimensions with nine total items. The social-level interaction dimension measured willingness to comment, share, and ask questions. The self-level interaction dimension measured willingness to like, save, and follow relevant accounts or topics. The purchase-intention dimension measured consideration of purchase, conditional willingness to select the product, and likelihood of purchase. The overall prosumption-intention score was calculated as the mean of the nine items. Details are shown in Table 1 (As shown in Table 2).

Table 1. Core Variables and Measurement Items

Variable / Dimension	Item Code	Item Content
Perceived Anthropomorphic Style	PE1	This content conveys emotional warmth and intimacy in its expression.
	PE2	The tone of this content resembles a conversation with readers.
	PE3	This content exhibits distinct individuality.
	PE4	This content reads as if articulated by a concrete individual sharing viewpoints.
	PE5	This content incorporates concrete usage or real-life scenarios.
Perceived Informational Style	IN1	This content provides relatively comprehensive product information.
	IN2	This content has clear focal points.
	IN3	The information in this content is relevant to my demands.
	IN4	This content exhibits internal logical coherence.
	IN5	This content offers sufficient concrete facts and product details.
Perceived Ease of Use	EU1	I can easily understand this content.
	EU2	I can easily locate key information within this content.
	EU3	I can smoothly grasp the organizational structure of this content.
	EU4	Reading and understanding this content does not demand excessive mental effort from me.
Perceived Usefulness	PU1	This content helps me learn about the target product.
	PU2	This content facilitates my comparison of product features.
	PU3	This content assists me in judging whether the product satisfies my demands.
	PU4	This content improves my efficiency in acquiring product-related information.
	PU5	This content supplies valuable evidence for my purchase decisions.
Social-level Interaction & Dissemination	SO1	I am willing to post comments on this content.
	SO2	I am willing to share this content with others.
	SO3	I am willing to raise questions about product information presented in this content.
Self-level Interaction & Dissemination	SE1	I am willing to give likes to this content.
	SE2	I am willing to collect this content.
	SE3	I am willing to follow relevant accounts or topics for continued information access.

Commodity Purchase Intention	BU1	I will consider purchasing the product introduced in this content.
	BU2	If relevant needs arise, I would choose the product introduced in this content.
	BU3	My likelihood of purchasing the product introduced in this content is high.

Note: Scale-development references are presented in Section 3.2. Mean values of respective items were computed for the two style-perception variables. Prosumption intentions encompass nine items across three dimensions. Posting source represents a grouping variable coded 0 for individual sources and 1 for official sources.

Table 2. Key Sample Characteristics of the Three Studies

Category	Study 1 (n=152)	Study 2 (n=158)	Study 3 (n=149)
Female	83(54.6%)	96(60.8%)	85(57%)
Male	69(45.4%)	62(39.2%)	64(43%)
19-25years old	40(26.3%)	38(24.1%)	69(46.3%)
26-30years old	37(24.3%)	45(28.5%)	25(16.8%)
31-40years old	52(34.2%)	48(30.4%)	33(22.1%)
41years old and above	22(14.5%)	27(17.1%)	21(14.1%)
Bachelor's degree	111(73.0%)	112(70.9%)	108(72.5%)
Master's degree and above	24(15.8%)	28(17.7%)	16(10.7%)
Enterprise employees	104(68.4%)	109(69%)	87(58.4%)

Note: Cells contain counts (proportions). Only primary categories are listed; unlisted categories are excluded from table totals. The three formal studies yield 459 valid responses in aggregate.

3.3. Analytical Strategy

Scale internal consistency was first assessed, followed by Kaiser–Meyer–Olkin (KMO) and Bartlett's tests of sphericity. Subsequently, correlation and regression analyses were conducted. In Study 1, both style perceptions were included simultaneously while controlling for demographic variables; Study 2 extended this model by incorporating the posting-source variable alongside demographic controls. Mediation analyses treated perceived anthropomorphic style, perceived informational style, and posting source as independent variables in separate models. PROCESS Model 6 was employed, with perceived ease of use specified as the first mediator and perceived usefulness as the second mediator. All models controlled for gender, age, education level, occupation, and income. Bootstrap resampling with 2000 iterations was used, and 95% confidence intervals excluding zero indicated statistically significant indirect effects.

Mediation models reported total effects, direct effects, and three distinct indirect paths. Resampling methods were applied to examine the distribution of indirect effects, with confidence intervals used to determine path significance. Hierarchical regression in Study 1 entered both style perceptions concurrently, whereas mediation models estimated each antecedent independently. Study 3 extended the analysis by introducing interaction terms between each style perception and posting source. Control variable specifications are detailed in the corresponding tables.

4. Results

4.1. Reliability Test and Correlation Analysis

In the pre-study, Cronbach's α coefficients for perceived anthropomorphic style, perceived informational style, perceived ease of use, perceived usefulness, and the overall prosumption-intention scale were 0.787, 0.757, 0.717, 0.788, and 0.855, respectively. Across the three formal studies, Cronbach's α values for all scales exceeded 0.70, indicating acceptable internal consistency (see Table 3).

Table 3. Internal Consistency and KMO Test for the Three Core Scales of the Studies

Variable / Dimension	Item Count	Study 1 α / KMO	Study 2 α / KMO	Study 3 α / KMO
Perceived Anthropomorphic Style (PE)	5	0.839 / 0.808	-	0.760 / 0.802
Perceived Informational Style (IN)	5	0.782 / 0.782	-	0.826 / 0.809
Perceived Ease of Use (EU)	4	0.727 / 0.651	0.768 / 0.651	0.735 / 0.667
Perceived Usefulness (PU)	5	0.810 / 0.816	0.777 / 0.816	0.891 / 0.879
Prosumption Intentions (Overall)	9	0.889 / 0.903	0.874 / 0.903	0.927 / 0.914
Social-level Interaction & Dissemination (SO)	3	0.806 / 0.710	0.811 / 0.710	0.814 / 0.679
Self-level Interaction & Dissemination (SE)	3	0.722 / 0.667	0.738 / 0.667	0.792 / 0.689
Commodity Purchase Intention (BU)	3	0.792 / 0.623	0.763 / 0.623	0.832 / 0.716

Note: α refers to Cronbach's α. All reported KMO values correspond to Bartlett's test with $p < 0.001$. "-" denotes that this indicator was not separately reported in the corresponding study.

KMO values ranged from 0.623 to 0.914, and all Bartlett's tests yielded $p < 0.001$, confirming suitable correlational structures for further analysis. In Study 1, the correlation between the two style perceptions was 0.474; their respective correlations with overall prosumption intentions were 0.624 and 0.625 ($p < 0.01$). Perceived ease of use and perceived usefulness correlated at 0.776, and each correlated with prosumption intentions at 0.689 and 0.714, respectively. In Study 2, posting source correlated with perceived ease of use (0.474), perceived usefulness (0.469), and prosumption intentions (0.498, $p < 0.01$). These correlation results provided preliminary support for the hypothesized relationships among variables.

4.2. Main Effects of Content Style and Posting Source

Hierarchical-regression results for Study 1 are presented in Table 4. When only demographic control variables were entered, $R^2 = 0.091$ and adjusted $R^2 = 0.060$. After adding the two style-perception variables, $R^2 = 0.545$, adjusted $R^2 = 0.523$, $F = 24.625$, $p < 0.001$. Coefficients for perceived anthropomorphic style and perceived informational style were 0.368 ($t = 6.539$, $p < 0.001$) and 0.366 ($t = 6.171$, $p < 0.001$), respectively [21]. Both style perceptions exhibited positive associations with prosumption intentions within a unified regression model.

Table 4. Main Regression Results Relating Content Style and Publication Source to Intended Producer-Consumer Behavior

Study	Predictor	Coefficient	t	R2	Adjusted R2	F
Study 1	Perceived Anthropomorphic Style	0.368	6.539***	0.545	0.523	24.625***
	Perceived Informational Style	0.366	6.171***	0.545	0.523	24.625***
Study 2	Posting Source	0.680	6.940***	0.308	0.281	11.215***

Note: All models controlled for gender, age, education, occupation and income. Both style perceptions were entered simultaneously in Study 1; only posting source was entered in Study 2. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

In Study 2, $R^2 = 0.088$ before incorporating the posting-source variable; after inclusion, $R^2 = 0.308$, adjusted $R^2 = 0.281$, $F = 11.215$, $p < 0.001$. The coefficient for posting source was 0.680 ($t = 6.940$, $p < 0.001$). Given that official sources were coded as 1, participants receiving official-source materials reported higher prosumption intentions than those receiving individual-source materials after controlling for demographic covariates [22].

Between-group comparisons in Study 3 revealed that the official-source group versus individual-source group yielded respective scores: perceived informational style (3.821 ± 0.707 vs. 3.518 ± 0.896, $F = 5.285$, $p = 0.023$); perceived usefulness (3.879 ± 0.728 vs. 3.521 ± 1.058, $F = 5.844$, $p = 0.017$); prosumption intentions (4.083 ± 0.545 vs. 3.728 ± 0.990, $F = 7.463$,

p = 0.007). Between-group differences for perceived anthropomorphic style and perceived ease of use did not reach statistical significance at the 0.05 level (p = 0.078 and p = 0.681, respectively).

4.3. Tests of Mediating Effects of Perceived Ease of Use and Perceived Usefulness

Path estimation and effect-decomposition results for three serial-mediation models are summarized in Table 5 and Table 6. In the perceived-anthropomorphic-style model: the coefficient from anthropomorphic style to perceived ease of use was B = 0.3746 (p < 0.001); the conditional coefficient from anthropomorphic style to perceived usefulness was B = 0.1865 (p < 0.001); the coefficient from perceived ease of use to perceived usefulness was B = 0.8059. After introducing both mediators into the outcome equation, their respective coefficients predicting prosumption intentions were 0.3480 and 0.3379 (both positive and significant). The total effect, direct effect and total indirect effect of perceived anthropomorphic style were 0.5195, 0.2241 and 0.2954 respectively; the 95% confidence interval for total indirect effect was [0.1610, 0.4326].

Table 5. Path Estimates for the Style and Source Model

Path	Perceived Anthropomorphic-Style Model	Perceived Informational-Style Model	Posting-Source Model
X → Perceived Ease of Use	B = 0.3746; SE = 0.0486p < 0.001	B = 0.4915; SE = 0.0453p < 0.001	B = 0.4480; SE = 0.0679p < 0.001
X → Perceived Usefulness	B = 0.1865; SE = 0.0523p < 0.001	B = 0.2204; SE = 0.0627p < 0.001	B = 0.2955; SE = 0.0908p = 0.0014
Perceived Ease of Use → Perceived Usefulness	B = 0.8059; SE = 0.0752p < 0.001	B = 0.7495; SE = 0.0854p < 0.001	B = 0.7332; SE = 0.0959p < 0.001
Perceived Ease of Use → Prosumption Intentions	B = 0.3480; SE = 0.1052p = 0.0012	B = 0.3514; SE = 0.1146p = 0.0026	B = 0.5997; SE = 0.1008p < 0.001
Perceived Usefulness → Prosumption Intentions	B = 0.3379; SE = 0.0870p < 0.001	B = 0.3868; SE = 0.0903p < 0.001	B = 0.3902; SE = 0.0728p < 0.001
X → Prosumption Intentions (Direct)	B = 0.2241; SE = 0.0569p < 0.001	B = 0.1359; SE = 0.0708p = 0.0568	B = 0.1681; SE = 0.0838p = 0.0468
X → Prosumption Intentions (Total Effect)	B = 0.5195; SE = 0.0567p < 0.001	B = 0.5363; SE = 0.0606p < 0.001	B = 0.6802; SE = 0.0980p < 0.001

Note: B represents unstandardized coefficient; SE represents standard error. X denotes perceived anthropomorphic style, perceived informational style and posting source in respective models. Models were estimated separately, controlling five demographic variables. The path from X to perceived usefulness controlled for perceived ease of use. Path coefficients from the two mediators to prosumption intentions were estimated within a single outcome equation.

Indirect effects of perceived anthropomorphic style via perceived ease of use, via perceived usefulness, and sequentially via perceived ease of use followed by perceived usefulness were 0.1304, 0.0630 and 0.1020, with respective 95% confidence intervals [0.0371, 0.2617], [0.0166, 0.1252] and [0.0331, 0.1655], all excluding zero. The three indirect paths were statistically supported, and significant direct effects persisted after mediator inclusion [23].

In the perceived-informational-style model: coefficients from informational style to perceived ease of use and to perceived usefulness were B = 0.4915 and B = 0.2204 (both p < 0.001); the coefficient from perceived ease of use to perceived usefulness was B = 0.7495; coefficients of the two mediators predicting prosumption intentions were 0.3514 and 0.3868 (both significant). The total effect was 0.5363 and the direct effect was 0.1359 (p =

0.0568); total indirect effect was 0.4004, 95% CI [0.2425, 0.5630]. Indirect effects via perceived ease of use, via perceived usefulness and the serial path were 0.1727, 0.0853 and 0.1425, with confidence intervals [0.0464, 0.3116], [0.0289, 0.1733] and [0.0572, 0.2374] respectively (all excluding zero).

In the posting-source model: coefficients from posting source to perceived ease of use and to perceived usefulness were B = 0.4480 and B = 0.2955; coefficient from perceived ease of use to perceived usefulness was B = 0.7332; coefficients of the two mediators predicting prosumption intentions were 0.5997 and 0.3902. The total effect of posting source was 0.6802, direct effect 0.1681 (p = 0.0468), total indirect effect 0.5122 (95% CI [0.3201, 0.7411]). Indirect effects via perceived ease of use, via perceived usefulness and the serial path were 0.2687, 0.1153 and 0.1282; corresponding confidence intervals [0.0970, 0.4485], [0.0331, 0.2517] and [0.0506, 0.2760] all excluded zero [24].

Separately estimated models for perceived anthropomorphic style, perceived informational style and posting source supported the hypothesized relationships. The two cognitive perceptions functioned as distinct mediators and formed a serial indirect pathway (perceived ease of use → perceived usefulness). Significant direct effects remained for perceived anthropomorphic style and posting source; the direct effect for perceived informational style did not reach the 0.05 significance level (As shown in Table 6).

Table 6. Total Effects, Direct Effects, and Indirect Effects of the Style and Source Models

Antecedent	Effect Type / Path	Effect Value	SE / BootSE	95% Confidence Interval
Perceived Anthropomorphic Style	Total Effect	0.5195	0.0567	[0.4075, 0.6315]
	Direct Effect	0.2241	0.0569	[0.1116, 0.3366]
	Total Indirect Effect	0.2954	0.0701	[0.1610, 0.4326]
	Via Perceived Ease of Use	0.1304	0.0569	[0.0371, 0.2617]
	Via Perceived Usefulness	0.0630	0.0280	[0.0166, 0.1252]
	Serial: Perceived Ease of Use → Perceived Usefulness	0.1020	0.0345	[0.0331, 0.1655]
Perceived Informational Style	Total Effect	0.5363	0.0606	[0.4165, 0.6561]
	Direct Effect	0.1359	0.0708	[-0.0040, 0.2758]
	Total Indirect Effect	0.4004	0.0821	[0.2425, 0.5630]
	Via Perceived Ease of Use	0.1727	0.0683	[0.0464, 0.3116]
	Via Perceived Usefulness	0.0853	0.0378	[0.0289, 0.1733]
	Serial: Perceived Ease of Use → Perceived Usefulness	0.1425	0.0468	[0.0572, 0.2374]
Posting Source	Total Effect	0.6802	0.0980	[0.4866, 0.8739]
	Direct Effect	0.1681	0.0838	[0.0024, 0.3337]
	Total Indirect Effect	0.5122	0.1079	[0.3201, 0.7411]
	Via Perceived Ease of Use	0.2687	0.0901	[0.0970, 0.4485]
	Via Perceived Usefulness	0.1153	0.0564	[0.0331, 0.2517]
	Serial: Perceived Ease of Use → Perceived Usefulness	0.1282	0.0566	[0.0506, 0.2760]

Note: Standard errors and confidence intervals for total and direct effects originate from original regression outputs; indirect-effect results report BootSE and 95% Bootstrap confidence intervals based on 2000 resamples. An interval excluding zero indicates statistical significance at the 0.05 level.

4.4. Supplementary Analysis of Style-by-Source Interaction Terms

Study 3 estimated separate mediation models for interaction terms between each style perception and posting source; results are presented in Table 7 and Table 8. For the

anthropomorphic-style-source interaction term: the coefficient predicting perceived ease of use was B = 0.0197 (p = 0.5050), and the coefficient predicting perceived usefulness was B = 0.0937 (p = 0.0027). For the informational-style-source interaction term: the coefficient predicting perceived ease of use was B = 0.0358 (p = 0.2511), and the coefficient predicting perceived usefulness was B = 0.1149 (p = 0.0005). In both models, the coefficients from perceived ease of use to perceived usefulness (0.6232 and 0.6083, respectively) and from perceived usefulness to prosumption intentions (0.5894 and 0.5888, respectively) were significant at $p < 0.001$; conditional paths from perceived ease of use to prosumption intentions did not reach the 0.05 significance threshold.

Table 7. Path Estimates for the Style&source Interaction Term Model

Path	Anthropomorphic-Style Interaction TermB (SE)	p	95% CI	Informational-Style Interaction TermB (SE)	p	95% CI
X → Perceived Ease of Use	0.0197 (0.0295)	0.505	[-0.0386, 0.0780]	0.0358 (0.0310)	0.2511	[-0.0256, 0.0971]
X → Perceived Usefulness	0.0937 (0.0307)	0.0027	[0.0330, 0.1545]	0.1149 (0.0321)	0.0005	[0.0514, 0.1784]
Perceived Ease of Use → Perceived Usefulness	0.6232 (0.0873)	< 0.001	[0.4507, 0.7957]	0.6083 (0.0865)	< 0.001	[0.4372, 0.7794]
Perceived Ease of Use → Prosumption Intentions	0.0900 (0.0716)	0.2107	[-0.0515, 0.2315]	0.0871 (0.0717)	0.2266	[-0.0547, 0.2288]
Perceived Usefulness → Prosumption Intentions	0.5894 (0.0592)	< 0.001	[0.4724, 0.7065]	0.5888 (0.0600)	< 0.001	[0.4701, 0.7075]
X → Prosumption Intentions (Direct)	0.0401 (0.0223)	0.0744	[-0.0040, 0.0842]	0.0375 (0.0239)	0.1196	[-0.0098, 0.0848]
X → Prosumption Intentions (Total Effect)	0.1044 (0.0311)	0.001	[0.0429, 0.1658]	0.1210 (0.0325)	0.0003	[0.0568, 0.1853]

Note: The anthropomorphic-style interaction term equals perceived anthropomorphic style × posting source; the informational-style interaction term equals perceived informational style × posting source. X refers to the corresponding interaction term. Posting source is coded 0 for individual sources and 1 for official sources. B denotes unstandardized coefficients. All models controlled five demographic variables.

For the anthropomorphic-style-source interaction term: total effect = 0.1044, direct effect = 0.0401 (p = 0.0744), total indirect effect = 0.0643 (95% CI [0.0187, 0.1144]). The indirect effect via perceived usefulness was 0.0552 (95% CI [0.0186, 0.0998]). Indirect effects via perceived ease of use and the serial path were 0.0018 and 0.0072, respectively, with confidence intervals containing zero [25].

For the informational-style-source interaction term: total effect = 0.1210, direct effect = 0.0375 (p = 0.1196), total indirect effect = 0.0836 (95% CI [0.0406, 0.1345]). The indirect effect via perceived usefulness was 0.0676 (95% CI [0.0304, 0.1100]). Indirect effects via perceived ease of use and the serial path were 0.0031 and 0.0128, respectively, with confidence intervals containing zero [26, 27].

For both interaction-term models, only the indirect path through perceived usefulness attained statistical support. Paths via perceived ease of use and serial-mediation paths yielded confidence intervals that included zero. Although perceived ease of use remained positively associated with perceived usefulness, the paths from interaction terms to perceived ease of use were non-significant (As shown in Table 8).

Table 8. Indirect Effects of the Style&source Interaction Term Model

Antecedent	Effect Type / Path	Effect Value	SE / BootSE	95% Confidence Interval
Anthropomorphic-Style Interaction Term	Total Effect	0.1044	0.0311	[0.0429, 0.1658]
	Direct Effect	0.0401	0.0223	[-0.0040, 0.0842]
	Total Indirect Effect	0.0643	0.0241	[0.0187, 0.1144]
	Via Perceived Ease of Use	0.0018	0.0042	[-0.0039, 0.0131]
	Via Perceived Usefulness	0.0552	0.0207	[0.0186, 0.0998]
	Serial: Perceived Ease of Use → Perceived Usefulness	0.0072	0.0114	[-0.0144, 0.0317]
Informational-Style Interaction Term	Total Effect	0.1210	0.0325	[0.0568, 0.1853]
	Direct Effect	0.0375	0.0239	[-0.0098, 0.0848]
	Total Indirect Effect	0.0836	0.0237	[0.0406, 0.1345]
	Via Perceived Ease of Use	0.0031	0.0051	[-0.0031, 0.0172]
	Via Perceived Usefulness	0.0676	0.0208	[0.0304, 0.1100]
	Serial: Perceived Ease of Use → Perceived Usefulness	0.0128	0.0121	[-0.0088, 0.0390]

Note: Standard errors and confidence intervals for total and direct effects originate from original regression outputs; indirect-effect results report BootSE and 95% Bootstrap confidence intervals based on 2000 resamples. An interval excluding zero indicates statistical significance at the 0.05 level.

5. Discussion

5.1. From Technology Adoption to Content Acceptance

When entered simultaneously into regression models, both style perceptions positively predict prosumption intentions, demonstrating that user-engagement tendencies relate to both communicational atmosphere and information organization. This study argues that the two expressive styles address distinct aspects of content acceptance: anthropomorphic expression links products to personal experience through real-life scenarios and conversational tones; informational expression furnishes factual evidence and structural clarity to support product comparison and demand assessment [28]. The former facilitates comprehension of connections between recommendations and daily life, whereas the latter underpins evaluative judgment. The co-existence of scenario narration and product description within a single piece of content can thus be explained, as both styles exert complementary effects.

Mediation results further reveal that the impacts of both style perceptions operate through comprehension convenience and perceived decision-making value. Familiar contexts embedded in anthropomorphic expression may facilitate understanding of product utility, extending its influence to cognitive-processing stages. It has been proposed that humans draw on self-referential knowledge to interpret non-human agents. Informational expression enhances content usability by organizing facts and highlighting key points. Accordingly, effort-benefit judgments are translated into concrete information-exposure evaluations. Even without direct manipulation of generative tools, users still evaluate whether content is easy to comprehend and supportive of decision-making. This research demonstrates that cognitive constructs from technology acceptance frameworks can explain acceptance of pre-generated content, with antecedents manifested as subjectively perceived expressive features.

5.2. Transmission Mechanisms of Comprehension Convenience and Decision-Making Value

Separately estimated models for content style and posting source support distinct mediating roles for the two cognitive perceptions as well as serial mediation pathways. Low cognitive effort enables users to sustain reading, raise inquiries, or save information with minimal investment; content delivering decision-making support provides practical rationales for further engagement. The path from perceived ease of use to perceived

usefulness suggests that reading experiences contribute to value recognition: information must be located and comprehended before it can serve as decision-making evidence. This aligns with established theoretical perspectives on how task relevance and output quality shape perceived usefulness. This study further contextualizes this relationship within product-recommendation reading settings, illustrating how content organization facilitates user identification of product value.

Discrepancies between main analyses and supplementary interaction-term analyses highlight functional differentiation between the two cognitive mediators [29]. Only the indirect path via perceived usefulness was supported in both interaction-term models, implying that comprehension convenience does not exert identical transmission effects across all antecedent specifications, whereas decision-making support remains robust across model configurations. A plausible interpretation is that once basic reading comprehension is achieved, the provision of new evaluative evidence better differentiates subsequent engagement intentions than processing fluency alone. This resonates with theoretical frameworks positioning information usefulness as a core predictor of information adoption. Therefore, perceived ease of use primarily explains information-processing mechanisms, while perceived usefulness more directly accounts for willingness to reuse and disseminate information.

5.3. Value Linkages between Posting Source and Prosumption Engagement

Higher prosumption intentions among participants exposed to official-source materials indicate source-divergent evaluations of AIGC product-recommendation content within this product-information-acquisition context. This outcome can be interpreted through information-verification and accountability perspectives: explicit ties between official agents and product suppliers simplify access to product specifications, consultation channels, and verification references, making official-source content more readily incorporated into consumption judgments [30]. Prior research has documented divergent effects of marketer-generated versus user-generated content. This study identifies aggregate differences in materials combining account identity, copywriting, and visuals. It highlights that even under identical AIGC generation conditions, publishing agents and accompanying expressions constitute critical evaluative cues. Generation mode and posting source should therefore be investigated independently: generation mode addresses how content is produced, whereas posting source addresses who provides and takes accountability for information.

Cognitive indirect paths within the posting-source model demonstrate that source differences are mediated through content comprehension and decision-making support, ultimately shaping composite intentions encompassing interaction, sharing, and purchase readiness [11]. Accordingly, perceived informational value derived from content may motivate sustained community participation: after resolving personal informational needs, users contribute questions, comments, or experiential supplements that serve as reference resources for other community members. Prior studies have examined relationships between community engagement and knowledge contribution. The prosumption perspective bridges personal content utility and subsequent information contribution. Nevertheless, liking, public commenting, and purchase readiness represent qualitatively distinct forms of engagement; composite intentions reflect their covariation. Future research distinguishing different engagement behaviors can clarify when decision-making value translates into knowledge contribution versus merely personal purchase readiness.

6. Conclusions and Implications

6.1. Research Conclusions

Using AIGC product-recommendation posts on Xiaohongshu as the empirical setting, this study finds that both perceived anthropomorphic style and perceived informational style positively predict prosumption intentions in joint regression models, indicating independent contributions from communicational expression and information

organization. Participants exposed to official-source materials report higher overall prosumption intentions than those exposed to individual-source materials. Models examining content style and posting source support specific mediating effects of perceived ease of use and perceived usefulness, as well as a serial-mediation pathway from perceived ease of use to perceived usefulness. These results suggest that comprehension convenience and decision-making support independently influence content acceptance while operating sequentially. For interaction terms between style perceptions and posting source, only indirect pathways via perceived usefulness attain statistical significance; paths involving perceived ease of use or serial mediation are non-significant. Perceived usefulness thus emerges as a consistently supported cognitive mechanism across main and supplementary analyses, whereas indirect effects of perceived ease of use depend on antecedents and model specifications. This study conceptualizes content evaluation in terms of reading effort and decision-making benefits, linking these perceptions to interaction, sharing, and purchase-readiness intentions.

6.2. Managerial Implications

Content creation should be structured around user-specific product-related concerns. Anthropomorphic expression can clarify product utility through real-life scenarios and natural conversational tones; informational expression should deliver concrete facts, comparative benchmarks, and applicable conditions—thereby integrating communicative warmth with evidential support in a unified framework. Material testing should separately assess comprehension difficulty and decision-making support. When comprehension is suboptimal, revisions should target titles, hierarchical structures, and image-text alignment. When decision-making support is insufficient, demand-relevant factual information should be supplemented. Information priorities must align with product-category decision-making requirements: apparel content may emphasize usage contexts; food content may specify consumption conditions; smartphone content may supply performance comparisons, ensuring factual details are matched with recommendation rationales. Content optimization metrics should assess whether users can identify key points, conduct meaningful comparisons, and evaluate personal needs.

Publishing management should clearly disclose agent identity, informational foundations, and response channels. Official accounts should specify product details and verification pathways; individual creators should articulate usage contexts and commercial affiliations. AI-generation labeling should transparently indicate content-production methods. Marketing-effect evaluation should track commenting, questioning, collection, sharing, and purchase conversion metrics independently. Combined with cognitive evaluations, such metrics help identify functional stages where content exerts influence. Timely responses to user inquiries and experiential supplements enable valuable user-generated feedback, supporting iterative content revision and sustaining user-driven improvements to commodity-related information provision.

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