

Which type of virtual influencer do I choose Animated-like vs Human-like.

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This study explores consumer perceptions of two main types of virtual influencers (VIs): human-like (HVIs) and animated-like (AVIs). It examines how the degree of anthropomorphism in VIs affects attitudes toward brands, focusing on perceived agreeableness and usefulness as mediating variables and considering product type (hedonic vs. utilitarian) as a potential moderator. Using a 2x2 factorial design, the findings reveal that higher anthropomorphism increases perceived agreeableness and usefulness, enhancing consumer attitudes toward the brand. However, product type did not significantly moderate this relationship. This research deepens the understanding of VIs, suggesting HVIs may generate more positive brand attitudes. The study offers valuable insights for managers, indicating that higher anthropomorphism fosters better consumer engagement, making HVIs a more effective investment choice.

Keywords: Virtual Influencer, Anthropomorphism, Brand attitudes

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