

Virtual Influencers' Attributes Impact on Attachment and Purchase Intentions

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Abstract

The interest in virtual influencers (VIs) has significantly increased among academics, practitioners, and consumers. Based on Human Brand Theory, this study explores the impact of VIs' attributes on social media users' attachment and purchase intentions. Data were collected from 226 social media users. Inspiration impacts on the need for ideality. Enjoyability and similarity impact on the need for relatedness, and expertise on the need for competence. The fulfillment of ideality, relatedness and competence needs does not influence social media users' attachment to VIs. Furthermore, the impact of this attachment to VIs on users' purchase intentions is significant.

Subject Areas: *Social Media; Technology, innovations, robotics*