

가상 인플루언서의 외적 및 내적 특성에 따른 호감도 분석
- 비네트 연구 방법을 중심으로 -

요약

I. 서론

가상 인플루언서(Virtual Influencer)는 실제 인물과 유사한 가상 캐릭터를 통해 마케팅 효과를 극대화하는 디지털 마케팅 전략이다. (Freberg et al., 2011; Khamis et al., 2017). (Influencer) (Ke et al., 2024), 가상 인플루언서의 사용이 증가하고 있다. (Park et al., 2022). (Audrezet et al., 2020). (Ke et al., 2024; Park & Ha, 2023; Won, 2023). 가상 인플루언서의 사용이 증가하고 있다. (Kim et al., 2023; Sohn & Jung, 2022). 가상 인플루언서의 사용이 증가하고 있다. (Experimental Vignette Method), 가상 인플루언서의 사용이 증가하고 있다. (Lee, 2023). 가상 인플루언서의 사용이 증가하고 있다. (celebrity), 가상 인플루언서의 사용이 증가하고 있다. 가상 인플루언서의 사용이 증가하고 있다.

(Lil Miquela), (Rozy), (Imma)
(ambassador)

II. 이론적 배경

1. 가상 인플루언서의 특성

가상 인플루언서는 실제 인물과 유사한 가상 캐릭터를 통해 마케팅 효과를 극대화하는 디지털 마케팅 전략이다. (Won, 2023). 가상 인플루언서의 사용이 증가하고 있다. (KAMI)가 (Park, 2022) 가상 인플루언서의 사용이 증가하고 있다.

가상 인플루언서의 외적 특성에 따른 호감도 분석 (Kim, 2022). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Dondapati & Dehury, 2024). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Mori, 1970). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Drenten & Brooks, 2020). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Gerlich, 2023). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Burleigh et al., 2013; Kim et al., 2016; Macdorman et al., 2009)가 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Kuo & Le, 2025; Lee & Kim, 2022) 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Jeong et al., 2023; Kim et al., 2023; Park et al., 2022; Won, 2023) 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Morrow, 1990; Patzer, 2012) 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Jun & Kim, 2016). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Youm, 2023). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Moon & Hwang, 2024; Shin & Yum, 2024), 가상 인플루언서의 외적 특성에 따른 호감도 분석 (An & Koo, 2024), 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Won, 2023). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Park & Ha, 2023). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Deng & Jiang, 2023). 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Barari et al., 2025; Jiang et al., 2024) 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Mouritzen et al., 2023), 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Barari et al., 2025; Jeong et al., 2023; Kim et al., 2023)가 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Pradhan et al., 2016), 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Uncanny Valley) 가상 인플루언서의 외적 특성에 따른 호감도 분석 (Lee &

Kim, 2022; Lee & Watkins, 2016) , Lee and Kim(2022) . Shin and Yum(2024) , Moon and Hwang(2024) (Sohn & Jung, 2022). 가 2) 가상 인플루언서의 내적 특성 , 가 가 가 (Sajan et al., 2024). 가 , 가 (Kim et al, 2023; Lee, 2023), , (Park et al., 2022). 가 (Psychological Reactance Theory) 가 (Moulard et al., 2015) , 가 (Dyer, 2004). (Brehm, 1966). 가 가 가 (Kim et al., 2016). (Rungruangjit et al., 2024), (Dondapati & Dehury, 2024). 가 (Reverse Psychology) (Farrelly et al., 2002). (Counter-signaling) (Ohanian, 1990) . 가 가 , 가 가 (Feltovich et al., 2002). 가 (Park et al., 2022) . Lee(2023) 가 ,

2022; Kim et al., 2023; Park & Ha, 2023; Shin & Yum, 2024; Sohn & Jung 2022).

, 가

3. 비네트 방법론

1. 비네트 방법론의 적용 및 설계 논리

– 58 –

(Agostini et al., 2024).

가 . 1)

, , 가 , 2) , 3) , 4)

, , 5) , 6) 가

.

3가

. 가 (Self-correction)

.

, , (Resonance

Reading) 가

가 10가

가 14

가 . 가

.

, , 1

가 가 6

, 7

5 가 10

2. 자극물 제작

Aguinis and Bradley(2014)가

10가 , Agostini et

al.(2024)가

7

<Table 2> . 가

. 가

(Raw Vignette) 가

(Lee & Kim, 2022; Sohn & Jung, 2022)

가

가 가

가

1,000 가 , 240 , 2,111 , 가
3 가 , , 가
6 가 , (가 ,
, () 가 , ,
가 , ,
가 3 ,
가 (, () ,
가 , 가
가 ,
(가) , (가
SNS
가 , 가

가		
		가 ,
		가 .
		가 .
		가 , ,
		가 .
		가 .

가 4 4
8
, , 가 6
3. 자료수집 및 측정방법
가 가 scale) 7 (Likert
18 ~34 SPSS 27.0
가 가 , ,
(IRB No. 2509/004-019) ,
(Micro Embrain) (One-Way Anova) Bonferroni
7 ,
가 , 가
2
가
가

IV. 연구 결과

1. 측정 도구의 신뢰도 및 타당도 분석 결과

30 210
189 (Varimax)
<Table 4> 1
(Reysen, 2005, Sohn & 0.65
Jung, 2022) 8
가 Chronbach's

Table 4. 연구 참여자의 인구통계학적 특성.

		()	(%)
		100	52.9
		89	47.1
	18-24	41	21.7
	25-29	65	34.4
	30-34	83	43.9

a .944

가 KMO
.808 Bartlett
0.001

0.65 , 0.30

6

가

2. 비네트별 호감도 수준 차이 결과

(Table 5).

(F=6.208, $p<.001$)

t
(t=.416, $p=.068$), (t=2.464, $p=.021$),
(t=1.412, $p=.062$), (t=1.709, $p=.091$),
(t=.46, $p=0.065$), (t=.251, $p=.081$)
 $p<0.1$

Bonferroni

1 가

가

(t=.416, $p=.068$)가 가 가

가

($p<.01$).

가

Table 5. 비네트에 따른 호감도 평균 차이.

		N	M	SD	F	p	Bonferroni
	(a)	27	4.153	.91	6.208	<.001	f < q,b,c,d,e,g
	(b)	27	4.079	1.10			
	(c)	27	4.028	1.15			
	(d)	27	4.153	1.34			
	(e)	27	4.29	1.11			
	(f)	27	2.75	.99			
	(g)	27	4.10	1.12			

* $p<.05$, ** $p<.01$, *** $p<.001$.

(F=5.119, $p<.001$)

(F=6.283, $p<.001$)

가

가

($p<.001$),

가

(Dondapati & Dehury, 2024 & Rungruangjit et al., 2024)

가

가

가

가

(Lee, 2023; Lee & Kim, 2022)

(Won, 2023)

3. 가상 인플루언서의 특성별 호감도 수준 차이 결과

5가

ANOVA

가

(Table 7).

(Table 6).

가

6가

Table 6. 비네트에 따른 세부적 호감도 차이.

		N	M	SD	F	p	Bonferroni
	(a)	27	3.935	1.11	5.119	<.001	f < q,b,d,e,g
	(b)	27	3.917	1.26			
	(c)	27	3.519	1.43			
	(d)	27	3.833	1.55			
	(e)	27	4.074	1.19			
	(f)	27	2.45	1.06			
	(g)	27	3.82	1.26			
	(a)	27	4.370	.86	6.283	<.001	f < q,b,c,d,e,g
	(b)	27	4.241	1.03			
	(c)	27	4.537	1.15			
	(d)	27	4.472	1.24			
	(e)	27	4.500	1.14			
	(f)	27	6.037	1.13			
	(g)	27	4.380	1.12			

* $p<.05$, ** $p<.01$, *** $p<.001$.

Table 7. 가상 인플루언서의 특성이 호감도 평균에 미치는 영향.

		B	SE	B	t	p	VIF
	()	.823	.258		3.184*	.002	
		-.024	.066	-.024	-.368	.713	1.898
		.151	.061	.164	2.454*	.015	2.030
		.091	.062	.107	1.468	.144	2.417
		.201	.060	.252	3.336**	.001	2.606
		.302	.061	.361	4.919***	<.001	2.450
		.075	.052	.085	1.427	.155	1.614

F=45.508, R²=.600, adj R²=.587, D-W=1.844

*p<.05, **p<.01, ***p<.001.

(F=45.508, (Dondapati
p<0.001), 60%(R & Dehury, 2024; Rungruangjit et al., 2024)
58.7%) (R²=.600, adj R²= .587).
Durbin-Watson 1.844 2 가
가 , (VIF) 10 (Table 8).
(F=42.291, p<0.001),
58%(R 56.3%)
, (B=.164, (R²=.576, adj R²= .563). Durbin-Watson
p<.05), (B=.252, p<.01), (B=.361, p<0.001) 1.961 2
(VIF) 10
 , (B=.157, p<.05),
가 (B=.268, p<.001), (B=.336, p<.001)
가 ,
(B=.361), (B=.252), (B=.164)
(B=.336), (B=.268), (B=.157)
 ,
가
가 ,
(Table 9).
(Lee, 2023; Lee & Kim, (F=29.598, p<0.001),
2022) , 58%(R 56.3%)
(R²=.494, adj R²= .477), Durbin-Watson
1.771 (VIF)
, 10

Table 8. 가상 인플루언서의 특성이 전반적 호감에 미치는 영향.

		B	SE	B	t	p	VIF
	()	.307	.031		1.020	.309	
		.028	.077	.024	.632	.717	1.898
		.105	.072	.100	1.459	.146	2.030
		.152	.072	.157	2.098*	.037	2.417
		.242	.070	.268	3.446***	<.001	2.606
		.319	.072	.336	4.452***	<.001	2.450
		.028	.061	.028	.455	.650	1.614

F=42.291, $R^2=.576$, adj $R^2=.563$, D-W=1.961* $p<.05$, ** $p<.01$, *** $p<.001$.

Table 9. 가상 인플루언서의 특성이 전반적 호감에 미치는 영향.

		B	SE	B	t	p	VIF
	()	1.338	.289		4.627	<.001	
		-.076	.074	-.075	-1.035	.302	1.898
		.197	.069	.215	2.866*	.005	2.030
		.030	.069	.036	.438	.662	2.417
		.160	.067	.202	2.372*	.019	2.606
		.285	.069	.343	4.153***	<.001	2.450
		.121	.058	.139	2.076*	.039	1.614

F=29.598, $R^2=.494$, adj $R^2=.477$, D-W=1.771* $p<.05$, ** $p<.01$, *** $p<.001$.

, (B=.215, ,
 $p<.05$), (B=.202, $p<.05$), (B=.343, $p<.001$)
 .
 , , ,
 가 가 (Lee & Kim, 2022)
 (B=.343), (Park et al., 2022;
 (B=.215), (B=.202) Sohn & Jung, 2022)가
 , 가
 ,
 (Shin & Yum, 2024; Won, 2023; Youm, 2023)
 , (Jeong et al., 2023)
 (Deng & Jiang, 2023)

가, 가 (Brehm, 1966). 가
가, 가
가 가
가 . (Feltovich et al.,
2002).
가
가 .
가 가
($t=.416$, $p=.068$) 가

V. 논 의

(Dondapati & Dehury, 2024;
Rungruangjit et al., 2024)
가
(Lee, 2023; Lee & Kim, 2022)
가
(Shin & Yum, 2024; Won, 2023; Youm,
2023)
(Deng & Jiang, 2023)
가 가
(Lee & Kim, 2022)
(Park et al., 2022; Sohn & Jung, 2022)가
가 가
(Jeong et al., 2023)
(Kim,
2022)

VI. 결 론

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Analyzing the Impact of Extrinsic and Intrinsic Characteristics on Virtual Influencer Likability

- A Text-Based Vignette Approach -

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Abstract

With recent advances in artificial intelligence, the virtual influencer market has expanded rapidly, making academic discussions on how their diverse characteristics influence the formation of user likability increasingly important. However, most prior studies have suffered from methodological limitations by utilizing stimuli that include visual images, which can introduce personal preferences or subjective biases regarding appearance into the evaluation. To address this issue, this study adopts a text-based experimental vignette methodology to fundamentally eliminate visual bias and verify the net effect of virtual influencer attributes on likability. Specifically, the characteristics of virtual influencers were categorized into external factors (anthropomorphism, physical attractiveness, and homophily) and internal factors (intimacy, authenticity, and trustworthiness), and a randomized experiment was conducted with a total of 189 participants. The analysis revealed a dual effect regarding authenticity: in the “manipulated authenticity” condition—where authenticity was explicitly emphasized within the vignette—likability was significantly lower compared to that of the other groups, suggesting that when a virtual entity overtly claims authenticity, its artificiality is highlighted, thereby triggering psychological reactance. Conversely, “perceived authenticity”—which participants subjectively formed after reading the overall vignette—was identified via multiple regression analysis as a key factor that increases likability alongside trustworthiness, demonstrating that the external injection of authenticity and its internal perception operate in opposite directions. While physical attractiveness and homophily also positively influenced likability, the level of anthropomorphism was not a significant predictor. This study holds academic significance by employing a novel text-vignette approach to distinguish and elucidate the differing effects of authenticity based on how it is operationalized, and from a practical standpoint, it suggests that rather than directly appealing to authenticity through text, a sophisticated strategy is required to build continuous trust, allowing consumers to naturally perceive authenticity on their own.

Key words : virtual influencer, likability, external characteristic, internal characteristic, experimental vignette method