

The effects of the characteristics of brand webtoon on advertising attitude and purchase intention: Comparison among groups regarding character fictionality

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Abstract

Background/Objectives: The purposes of this study are to identify the characteristics of the brand webtoon and to verify how these elements influence advertising effects.

Methods/Statistical analysis: This study carried out survey for data collection. Research subjects were asked to watch experimental stimulus (one Brand Webtoon) freely for 10 minutes, and the stimulus was exposed to everyone in the two experiment groups. Lastly, survey questionnaire was completed by survey participants. Survey questionnaire was comprised with questions regarding Brand Webtoon characteristics, attitude towards product, purchase intention, and demographic questions.

Findings: First, entertainment factor and immersion exerted high positive effect on the advertising attitude in

the highly fictional character group in the order mentioned. In case of the lowly fictional character group, usefulness, entertainment factor, immersion exerted high positive effect in the order mentioned. In other words, it is judged that there is a difference in the effect on the advertising attitude when it comes to the Brand Webtoon characteristics among the groups following character fictionality. Third, positive effect on the relationship between two groups' advertising attitude and purchase Intention was exerted. Moreover, in case of highly fictional character group, it was shown that the effect was relatively high when it comes to the correlation of advertising attitude and purchase Intention compared to the lowly fictional character group.

Improvements/Applications: This research showed effective tactics along with academic meaning for making advertisements. The results of the research provide useful guidelines in Webtoon advertising, including further studies and practical applications for advertising studies.

Key Words : Webtoon, Advertising Attitude, Purchase Intentions, Character Fictionality, Advertising Effects

1 Introduction

As digital smart devices are becoming increasingly popular, users' media consumption is changing from channel centeredness to contents centeredness. Moreover, new technological capability and adoption of interesting contents are affecting the advertising market significantly as well as the IT industry amidst the multi medium, multi-channel environment[1]. Among them, platform that grafted together animation contents called 'Webtoon with the smart mobile technology is loved by the people worldwide[2]. This is because the culture of 'watching mobile Webtoon' increased, centered on the consumers in their 20s and 30s along with the increase in the number of Webtoon web users who watch using their smart phone[3]. In fact, KT Economy Management Research Center analyzed that the world Webtoon market grew from 150 Billion Won in 2013 to 584 Billion Won in 2016, which is 3.9 times growth, and it also forecasted that the market will become a 1 Trillion Won market by 2020[4]. Moreover, web comic platform, 'Webtoon' is the marketing content that is emerging in the area of OSMU(one source multi

use).

Webtoon is the combined word consisting of 'web' and 'cartoon', and refers to the Internet cartoon that is produced by mobilizing the diverse multimedia effects instead of merely scanning comic book. Webtoon's foremost potential is that anyone can enjoy Webtoon easily due to diverse stories and characters. Furthermore, it is possible to create the secondary value add based on the stories and characters in the Webtoon. Thus, a segment of the advertising industry that utilizes Webtoon is growing fast as the Brand Webtoon and PPL Webtoon that the companies produced directly for the marketing profit, are emerging.

'Imperial' Brand Webtoon is cited as the Brand Webtoon's marketing success case. For the first time in the whisky industry, Brand Webtoon was posted up using 'Imperial', generating immense consumer reaction; a total of 6 million views were recorded during 10 weeks. By recording 1480 'Like it', it is judged that the advertising effect was high[5]. Success case of this Brand Webtoon is taking place actively in diverse industries as well such as the food, communication service and electronics industries. Unlike the existing PPL Webtoon, Brand Webtoon considered Webtoon's presentation method and advertisements' attributes in a comprehensive manner. Thus, it is expected that greater effect will be produced when it comes to the consumers' purchase decision making process [6].

However, until now, most of the Brand Webtoons' attention rate is lower compared to the regular Webtoon. Most of the cases fail to bring out consumers' positive reaction because the standard for the Brand Webtoon's advertisement effect is vague. Thus, trust by the advertising clients and ad agencies is low. Accordingly, priority for many Brand Webtoons is on publicizing the products, and the companies are selecting the low-quality production method at low cost[7]. Accordingly, empirical research for the identification of the Brand Webtoon attributes and for the verification of the advertising effect are needed.

Purposes of this study are to identify the characteristics of the Brand Webtoon and to verify how these elements affect advertising effect. To be specific, first and foremost, Brand Webtoon types were classified into the group with high and low character fictionality, and the aim is to identify difference in the advertising effect by the groups, if any. For the Brand Webtoon production, it is nec-

essary to identify character, plot, story characteristics and so forth because unlike the advertising method that includes only the product message within a short period of time, Webtoon encompasses product in three dimensional manners through story and character[8]. To increase the advertisement effect of the advertisements such as Webtoon, sense of community and sense of unity between character and consumers are important[9]. In general, character in ads was as a medium for catalyzing marketing [10]. In marketing, character can be defined as speaking on behalf of human being and objects' characteristics, personalities, or companies or product reputation[11]. As the information source that speaks on behalf of brand and product, character serves as an important factor for convincing consumers in the Brand Webtoon as well[12]. Moreover, just as the definition of the character used in Brand Webtoon is vast, there are many diverse roles and forms of the character as well, and there may be a difference in marketing effect depending on the classification by each function[13].

The representative standard for dividing up the character type is to judge whether a character is real figure that exists in the reality or one that exists in the virtual world. Previous research classified into highly fictional character and lowly fictional character depending on the degree of character fictionality [14]. Moreover, another study claimed that the consumers react differently from the advertisement message that character claims during the process in which consumers accept figure character and non-figure character [15]. Based on this type of research, this study assumed that there is a difference in the effect of Brand Webtoon on the advertising effect depending on the character types. As such, prior to verifying advertising effect following Brand Webtoon characteristics, this study classified character types in Webtoon into highly fictional character and lowly fictional character group.

Secondly, Brand Webtoon characteristics are to be classified into entertainment factor, usefulness and immersion to verify the effect on the advertising attitude and purchase Intention. Brand Webtoon needs to factor in the Webtoon's entertainment characteristics, advertisements' information characteristics and receivers' psychological characteristics in order to effectively deliver message regarding company product or brand. According to a research conducted by the reference of [16], it was claimed that the consumers

decide to purchase or not according to the comprehensive information processing process through advertising such as media environment, level of product intervention and others. Accordingly, this study classified Brand Webtoon characteristics into entertainment factor, usefulness and immersion to identify the effect on the advertising effect (advertising attitude, purchase Intention). This study is expected to provide strategy that is resourceful for advertising production along with the academic significance of verifying advertising effect of Brand Webtoon empirically.

This study sets the following Hypothesis through the preceding research and literature review as the purposes of this study.

Hypothesis 1: Brand Webtoon's characteristics will manifest difference in advertising attitude according to the highly fictional character and lowly fictional character group.

Hypothesis 2: Brand Webtoon's characteristics will manifest difference in the purchase Intention depending to the highly fictional character and lowly fictional character group.

Hypothesis 3: Brand Webtoon's advertising attitude will manifest difference in the purchase Intention according to the highly fictional character and lowly fictional character group.

2 Materials and Methods

2.1 Pre-study: Character selection

To increase experiment's reliability and viability, this study made highly fictional character and lowly fictional character. As for the created character, character of the real image and character of the virtual image were produced through consultation with Webtoon cartoonist and researcher. Prior to this study, produced character was subjected to the evaluation by 40 university students in the form of survey to identify difference in the highly fictional character and lowly fictional character. As for the questions that ask about character fictionality, two were used for the evaluation; 'this character is fake' and 'this character is fictional'[13].

As a result, it was manifested that there is a difference between the two groups ($p < .001$) when it comes to the highly fictional character ($M=5.83$, $SD=0.863$) and lowly fictional character ($M=2.15$,

SD=1.040) according to the character fictionality. Meanwhile, to identify design completeness of the two selected characters, it was measured using Likert 7-point scale according to the research's evaluation category [17]. As shown in [Figure 1], human character (M=5.74, SD=1.046) was verified as homogeneous level in the two characters' design completeness aspect into highly fictional character and virtual character (M=5.65, SD=1.040) and lowly fictional character.

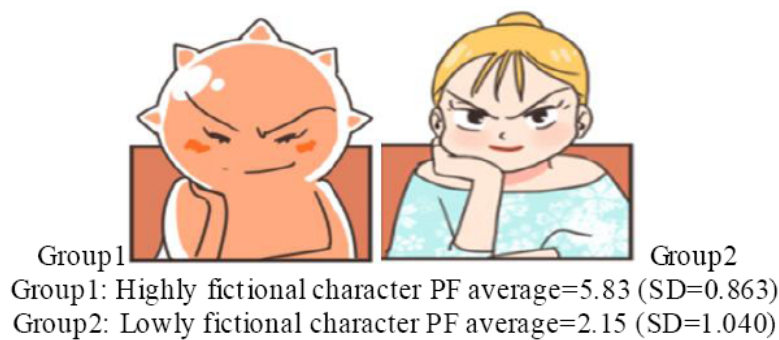


Figure 1: Experiment Character Selection due to Character Fictionality (high/low)

2.2 Experiment object production

To verify hypotheses, this study produced virtual Brand Webtoon based on the created character selected in the preliminary study because creative level and product brand recognition level of the Brand Webtoon carried out in actuality can affect research results. Accordingly, two experiment objects with completeness levels that are similar to those of the regular Brand Webtoon were produced by getting Brand Webtoon cartoonist's help and through consultation with the researcher.

Specifically, given that most of the Webtoon users are in their 20s and 30s, electronic product (laptop) that the young people are familiar with and that holds high relevance was selected. Moreover, 'gram' was selected for the product brand name. The message that the notebook is light and long lasting was told using interesting

story with the characters in the Brand Webtoon. To increase immersion, 50 cuts were selected when it comes to the Brand Webtoon volume. To produce Webtoon with high level of completion, verification by two Webtoon cartoonists was received in the end. Lastly, it was produced in the form of mobile Webtoon by factoring in the media environment of the Brand Webtoon users. As shown in [Figure 2], virtual portal site was opened so that the receivers can access Webtoon site easily and won't face inconvenience when watching Webtoon.



Figure 2: Webtoon Experiment Object

2.3 Data collection

This study carried out survey for data collection. Research subjects were asked to watch experimental stimulus (one Brand Webtoon) freely for 10 minutes, and the stimulus was exposed to everyone in the two experiment groups. Lastly, survey questionnaire was completed by survey participants. Survey questionnaire was comprised with questions regarding Brand Webtoon characteristics, attitude towards product, purchase intention, and demographic questions.

This study selected undergraduate students at the University H and University N in Korea as the research subjects to carry out experiment. This experiment divided 360 research subjects into two groups, and the experiment was carried out by assigning 180 students to each group. Two experiment groups were classified into character fictionality (highly fictional character/lowly fictional

character). As a result, highly fictional Webtoon's the sex distribution of the subjects was that 48.9% (88 persons) was male and 51.1% (92persons) was female. The average age of the subjects was 20.6 years old and lowly fictional Webtoon's the sex distribution of the subjects was that 42.7% (85 persons) was male and 52.8% (95persons) was female. The average age of the subjects was 20.8 years old.

2.4 Operational definition and measurement tools

2.4.1 Character fictionality

This study classified character fictionality to highly fictional character and lowly fictional character based on previous research [14]. First, highly fictional character is a character that cannot be seen in the reality, and it was defined as external appearance-wise characteristics of non-human or legendary being. Secondly, lowly fictional character is defined as human being and animal that have external appearance-wise characteristics that can be seen in the reality.

2.4.2 Brand Webtoon's characteristic

This study defined Brand Webtoon's characteristics as the rational and emotional information types of the message that is supplied when viewers watch Brand Webtoon[18]. As for the Brand Webtoon characteristics, entertainment factor, usefulness and immersion were selected as components[7,15]. As for the questions, there are three entertainment factor related questions; 'this Webtoon is interesting.', 'this Webtoon is enjoyable.' and 'this Webtoon is fun.' There are three usefulness related questions; 'this Webtoon provides resourceful information.' 'This Webtoon provides diverse information.' and 'this Webtoon offers a lesson.' There are three immersion questions; 'it is easy to get immersed in this Webtoon.', 'this Webtoon is easy to concentrate on.' and 'this Webtoon catches my attention.'

2.4.3 Advertising attitude

This study defined attitude towards product as amicable or non-amicable reaction regarding the product image, trademark and logo

presented in the Brand Webtoon[19]. Four questions were set; 'I like the product in the Brand Webtoon.', 'I am interested in the product in the Brand Webtoon.', 'I am satisfied with the product in the Brand Webtoon.', and 'I hold positive attitude towards the product in the Brand Webtoon.'[20]. The results of scale reliability analysis showed Cronbach $\alpha=.9451$.

2.4.4 Purchase intention

This study defined purchase Intention as the possibility of consumers taking on the purchase behavior regarding specific product, or the will or plan to purchase product presented in the advertisement. Two questions were set; 'I want to purchase product in the brand (product) Webtoon.', and 'I have the urge to purchase the product in the brand (product) Webtoon.' [21]. All the questions were measured using Likert 5-point scale; 'not at all' and 'very much so'. The results of scale reliability analysis showed Cronbach $\alpha=.940$.

2.5 Data analysis

Data collected in this study was analyzed using statistical package SPSS/PC+ Windows 21.0 and AMOS 21.0 program. As for the analysis method, frequency analysis was carried out to verify respondents' general characteristics. Secondly, factor analysis (EFA) was carried out to analyze components regarding Brand Webtoon's characteristics. Third, Structural Equation Modeling (SEM) analysis was carried out to verify correlation between this Brand Webtoon's characteristics, brand attitude and purchase Intention.

3 Results and Discussion

3.1 Verification of validity and reliability of measurement tools

[Table 1] shows the results of verifying the reliability and validity of the measurement tools prior to the verification of the research problem.

Table 1: Validity and reliability of measured variables

Group	Highly fictional character			Lowly fictional character		
Item	Factor1	Factor2	Factor3	Factor1	Factor2	Factor3
Usefulness	.940			.949		
	.939			.947		
	.922			.916		
Entertainment		.944			.845	
		.916			.825	
		.915			.821	
Immersion			.894			.796
			.850			.775
			.796			.768
Eigen value	4.646	1.842	1.616	4.263	2.397	1.605
Explanation Amount (%)	51.621	20.465	17.955	47.366	26.631	17.828
Accumulated Explanation Amount (%)	51.621	72.086	90.040	47.366	73.998	91.826
Cronbach α	.965	.966	.951	.980	.977	.979
Group1:KMO(Kaiser-Meyer-Olkin) = .865, Bartlett test $\chi^2=2139.003(df=36, p<.001)$						
Group2:KMO(Kaiser-Meyer-Olkin) = .909, Bartlett test $\chi^2=2910.868(df=36, p<.001)$						

First, principal component analysis was used for factor extraction and VARIMAX rotation was used for factor rotation. KMO measures (Kaiser-Meyer-Olkin) and Bartlett's spherical shape verification are performed. As a result, the initial commonality value of all the items was 0.5 or more, the factor load was 0.7 or more, and 4 factors (usefulness, entertainment, immersion). They were extracted, so the validity of the measurement tool was confirmed. The reliability of each extracted factor was more than Cronbach's α of 0.7 and it was confirmed that there was no problem in reliability of all the scales used in the study because it exceeded the acceptance standard proposed by previous research[22].

3.2 Measurement model's confirmatory factor analysis

Multiple group confirmatory factor analysis was carried out to identify suitability following Brand Webtoon's highly fictional character and lowly fictional character group. As shown in [Table 2] and [Table 3], multiple group confirmatory factor analysis' measurement model suitability was $\chi^2=359.385$ ($df=160, p<.001$), $\chi^2/df= 2.246$, GFI=.886, RMR=.032, RMSEA=.059, CFI=.975, TLI=.967. In other words, it was verified that the suitability index satisfies acceptance standard level.

Moreover, homogeneity verification was carried out to verify dif-

ference by Brand Webtoon's group. Sameness verification entails verifying difference between groups through the comparison that the factor loading among the two groups are not the same. Sameness verification is considered secured when the chi-square (χ^2) is not significant at the significance level of .05. This study demonstrated that the $\chi^2=359.385$ is not significant at the $p<.001$ level as result of comparison. Moreover, when the change in CFI and RMSEA is examined as the index for the model correspondence level difference value, it is seen that the homogeneity exists when the CFI's change amount is .010 or less and RMSEA's change amount is .015 or less in case of the sample with a least 300 people[23]. This study carried out with 360 subjects verified measurement homogeneity since CFI difference value of the form homogeneity model and measurement homogeneity model was .000, and RMSEA's difference value was .001.

Table 2: Highly fictional character Brand Webtoon's confirmatory factor analysis result

Factor	Path		Estimate	S.E.	C.R.	P	AVE	CR
Entertainment	Entertainment 3	← Entertainment	1.000	-	-	-	.980	.903
	Entertainment 2	← Entertainment	.945	.032	29.636	***		
	Entertainment 1	← Entertainment	.968	.036	27.102	***		
Usefulness	Usefulness 3	← Usefulness	1.000				.992	.976
	Usefulness 2	← Usefulness	.972	.036	27.046	***		
	Usefulness 1	← Usefulness	.994	.037	26.563	***		
Immersion	Immersion 3	← Immersion	1.000				.993	.979
	Immersion 2	← Immersion	.990	.040	27.356	***		
	Immersion 1	← Immersion	.941	.050	20.727	***		
AdvertisingAttitude	Advertising Attitude 4	← Advertising Attitude	1.000	-	-	-	.998	.979
	Advertising Attitude 3	← Advertising Attitude	1.048	.051	20.645	***		
	Advertising Attitude 2	← Advertising Attitude	1.006	.050	19.958	***		
	Advertising Attitude 1	← Advertising Attitude	1.050	.055	19.134	***		
PurchaseIntention	Purchase Intention 2	← Purchase Intention	1.000	-	-	-	.974	.950
	Purchase Intention 1	← Purchase Intention	1.126	.061	18.473	***		

*** $p<.001$

Table 3: Lowly fictional character Brand Webtoon's confirmatory factor analysis result

Factor	Path		Estimate	S.E.	C.R.	P	AVE	CR
Entertainment	Entertainment 3	← Entertainment	1.000	-	-	-	.966	.936
	Entertainment 2	← Entertainment	.965	.026	36.508	***		
	Entertainment 1	← Entertainment	.962	.028	34.411	***		
Usefulness	Usefulness 3	← Usefulness	1.000				.987	.958
	Usefulness 2	← Usefulness	1.046	.028	37.314	***		
	Usefulness 1	← Usefulness	1.014	.031	32.366	***		
Immersion	Immersion 3	← Immersion	1.000				.990	.939
	Immersion 2	← Immersion	.938	.028	37.346	***		
	Immersion 1	← Immersion	.932	.032	32.700	***		
Advertising Attitude	Advertising Attitude 4	← Advertising Attitude	1.000	-	-	-	.995	.983
	Advertising Attitude 3	← Advertising Attitude	1.048	.043	24.387	***		
	Advertising Attitude 2	← Advertising Attitude	1.014	.041	24.941	***		
	Advertising Attitude 1	← Advertising Attitude	1.050	.460	21.468	***		
Purchase Intention	Purchase Intention 2	← Purchase Intention	1.000	-	-	-	.985	.971
	Purchase Intention 1	← Purchase Intention	1.126	.061	18.473	***		

 $p < .001$

3.3 Verification results for Hypothesis 1

To verify key hypotheses presented in this study's model, a total of 14 paths' statistical significance was analyzed. First, advertising attitude towards Hypothesis 1's research results, highly fictional character group's Brand Webtoon characteristics was manifested as entertainment factor (C.R.=4.663, $p < .001$), usefulness (C.R.=1.422, $p = .155$), immersion (C.R.=3.059, $p = .002$). Along with this, advertising attitude towards lowly fictional character group's Brand Webtoon characteristics was manifested as entertainment factor (C.R.=2.664, $p = .008$), and usefulness (C.R.=3.057, $p < .001$), immersion (C.R.=2.532, $p = .011$). Accordingly, entertainment factor and immersion was significant in case of the highly fictional character group, and entertainment factor, usefulness and immersion was significant in the lowly fictional character group when it comes to the advertising attitude. As shown in [Table 4], all the significant values exerted positive (+) effect on the advertising attitude.

Table 4: Result of verifying effect of advertising attitude on the Brand Webtoon's characteristics

Group	Hypothesis	path	path coefficient	S.E	t	p	confirmation
Highly Fictional character	H1-1	Entertainment → Advertising Attitude	.309	.066	4.663	***	Supported
	H 1-2	Usefulness → Advertising Attitude	.079	.056	1.422	.155	Rejected
	H 1-3	Immersion → Advertising Attitude	.210	.069	3.059	**	Supported
Lowly Fictional character	H 1-4	Entertainment → Advertising Attitude	.249	.094	2.664	**	Supported
	H 1-5	Usefulness → Advertising Attitude	.165	.047	3.507	***	Supported
	H 1-6	Immersion → Advertising Attitude	.224	.089	2.532	*	Supported

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

3.4 Verification results for Hypothesis 2

Secondly, Hypothesis 2's research results manifested entertainment factor (C.R.=.946, $p=.329$), usefulness (C.R.=2.416, $p=.016$), immersion (C.R.=2.942, $p=.003$) for the purchase Intention of the highly fictional character group towards Brand Webtoon characteristics. Along with this, purchase Intention for the lowly fictional character group's Brand Webtoon characteristics manifested as entertainment factor (C.R.=1.616, $p=.106$), usefulness (C.R.=5.705, $p<.001$) and immersion (C.R.=.872, $p=.383$). Accordingly, immersion and usefulness were significant in case of highly fictional character group, and usefulness was significant in the lowly fictional character group. As shown in [Table 5], all the significant values exerted positive (+) effect on the purchase intention.

Table 5: Result of verifying effect of Brand Webtoon's characteristics on the purchase intention

Group	Hypothesis	path	path coefficient	S.E	t	p	confirmation
Highly Fictional character	H 2-1	Entertainment → Purchase Intention	.098	.101	.976	.329	Rejected
	H2-2	Usefulness → Purchase Intention	.192	.080	2.416	*	Supported
	H 2-3	Immersion → Purchase Intention	.296	.101	2.942	**	Supported
Lowly Fictional character	H 2-4	Entertainment → Purchase Intention	.209	.129	1.616	.106	Rejected
	H 2-5	Usefulness → Purchase Intention	.378	.066	5.705	***	Supported
	H 2-6	Immersion → Purchase Intention	.107	.122	.872	.383	Rejected

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

3.5 Verification results for Hypothesis 3

Thirdly, Hypothesis 3 research results shows that the highly fictional character group's advertising attitude and purchase Intention towards Brand Webtoon characteristics was (C.R.=5.623, $p<.001$), and that the advertising attitude and purchase Intention for the lowly fictional character group's Brand Webtoon characteristics was (C.R.=4.092, $p=.000$). Likewise, they were all significant. As shown in [Table 6], all the significant values exerted positive (+) effect on the relationship among variables.

Table 6: Result of verifying the effect of the advertising attitude of the Brand Webtoon's characteristics on the purchase intention

Group	Hypothesis	path	path coefficient	S.E	t	p	confirmation
Highly Fictional character	H 3-1	Advertising Attitude $\rightarrow$ Purchase Intention	.685	.122	5.623	***	Supported
Lowly Fictional character	H 3-2	Advertising Attitude $\rightarrow$ Purchase Intention	.467	.114	4.092	***	Supported

*** $p<.001$

4 Conclusion

First and foremost, this study sought to identify the effect of the Brand Webtoon's characteristics (entertainment factor, usefulness, immersion) on the advertising attitude and purchase Intention according to the character fictionality group. Results can be summarized as follows. First, effect of Brand Webtoon characteristics on the advertising attitude following character fictionality group was examined. As a result, entertainment factor and immersion exerted high positive effect on the advertising attitude in the highly fictional character group in the order mentioned. In case of the lowly fictional character group, usefulness, entertainment factor, immersion exerted high positive effect in the order mentioned. In other words, it is judged that there is a difference in the effect on the advertising attitude when it comes to the Brand Webtoon characteristics among the groups following character fictionality. It is possible to see that the consumers do not watch Brand Webtoon merely to gain

product information. In other words, effort is required to form consumers' sense of consensus and immersion level by stimulating fun and sentiment towards Brand Webtoon. It is necessary to produce Brand Webtoon to enable natural delivery of image or product information. Moreover, it is necessary to take precaution so that the character alone won't be highlighted in case of the Brand Webtoon using highly fictional character.

Secondly, effect of Brand Webtoon characteristics following character fictionality group on the purchase Intention was examined. As a result, immersion, usefulness exerted high positive effect on the purchase Intention in case of the highly fictional character group in the order mentioned. In case of lowly fictional character group, usefulness exerted high positive effect on the purchase Intention. In other words, it is judged that there is a difference in the effect of Brand Webtoon characteristics on the purchase Intention among the groups following character fictionality. This result shows that the information quality is more important than the information amount in order to increase the purchase Intention through Brand Webtoon. The approach of encouraging consumers' purchases through the protagonist who is not Simple PPL (product placement) form or accidental product centered story or through the story that increases sense of immersion is needed. Moreover, execution of the purchase method using diverse promotion strategies or events using highly fictional character together appears to be effective.

Third, effect of the advertising attitude regarding Brand Webtoon characteristics in case of character fictionality group on the purchase Intention was examined. As a result, positive effect on the relationship between two groups' advertising attitude and purchase Intention was exerted. Moreover, in case of highly fictional character group, it was shown that the effect was relatively high when it comes to the correlation of advertising attitude and purchase Intention compared to the lowly fictional character group.

When this study's implications are examined, they are as follows. First, Brand Webtoon will become an important advertising form for the growth of the advertising industry. Accordingly, this study provided resourceful implications for the companies' marketing strategy or planning process from the working level aspect. Secondly, this study analyzed Brand Webtoon's characteristics from

various angles, and advertising effect verification was carried out next. This will serve as the basis for the future empirical study on the Brand Webtoon. Thirdly, to increase the study's reliability, Brand Webtoon was produced in actuality. Most of the studies on the Brand Webtoon are still mostly about case studies and simple analyses. Accordingly, by verifying cause-and-effect relationship among the variables through experiment object, this study increased research's viability and reliability. However, this study may be limited as follows. First, this study is limited in terms of generalization from the aspect that the respondents were extracted using convenience sampling method. In the follow-up researches, it is necessary to increase the scope of research by diversifying age, nationality and occupation. Secondly, in the follow-up researches, it would be necessary to develop diverse dependent variables for the verification of Brand Webtoon's advertising effect.

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