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The TikTok Equation: How Congruence Drives Influencer Marketing Success – A Mixed-Methods Study

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THE TIKTOK EQUATION: HOW CONGRUENCE DRIVES INFLUENCER MARKETING SUCCESS – A MIXED-METHODS STUDY

Completed Research Paper

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Abstract

Influencer marketing (on TikTok) has become a powerful tool for brand promotion and consumer engagement in the digital era. However, limited research explored the impact of congruence between social media influencers (SMIs) and brands on campaign effectiveness. This paper presents a mixed-methods research study that investigates the influence of congruence on influencer marketing. We conducted a comprehensive study, which involved expert interviews (n=9) and an online experiment (n=290). The results reveal that congruence significantly affects consumers’ perceptions of SMI’s authenticity, credibility, attitudes, and purchase intentions. This study advances social media practice and influencer marketing literature in three ways. First, this study utilizes a mixed-methods design, ensuring a multifaceted investigation of influencer marketing that incorporates personal experiences and motivations of TikTok SMIs alongside quantitative data. Second, this study is among the first to discuss influencer marketing on TikTok. Third, it provides brands with guidance when planning their influencer marketing campaigns.

Keywords: influencer-brand congruence, influencer-consumer congruence, brand-consumer congruence, TikTok, influencer marketing

1 Introduction

Modern society is becoming increasingly fast-paced, resulting in a preference for short videos on social networking sites (SNS) (Wang, 2020). TikTok is currently among the most popular SNS worldwide, reaching over one billion active users in 2022 (Bubani and Ostler, 2022). It primarily attracts young users between the ages of 18 and 24 years who are exceptionally responsive to modern forms of advertising, such as influencer marketing (De Veirman, Hudders, and Nelson, 2019). A social media influencer (SMI) quickly builds large, engaging follower networks on TikTok, and its rich content format offers an excellent promotion opportunity (Haenlein et al., 2020). It is hardly surprising that influencer marketing is spreading rapidly on TikTok and that many brands are taking advantage of the opportunity to target young consumers. TikTok ranks among the top five SNS brands preferred for advertising in 2022 (Bubani and Ostler, 2022). However, working with SMIs can only greatly benefit companies if a campaign is implemented successfully. For example, when Kendall Jenner, a well-known global SMI with 5.5 million followers on TikTok and 294 million followers on Instagram (status as of November 2023), promoted the skincare brand ProActiv, people were astonished and angry (Collins, 2019). Most people found it inappropriate and inauthentic for a wealthy supermodel with access to expensive beauty treatments to promote an acne product and that people affected by acne could not identify with the SMI. The lack of authenticity and congruence, i.e., alignment of SMI, consumer and...
brand in terms of values and attitudes, resulted in criticism of both the brand and the SMI. The failed campaign is one of numerous examples of how inappropriate campaigns achieve the opposite of the intention. This example shows authenticity and congruence between the brand and SMI and between consumers and SMI are essential success factors (Olson and Thjømøe, 2011).

Additionally, early research assumed that identification with a person rests on shared beliefs, values, and interests and that it leads to adapting others’ behavior (Kelman, 1961). Recent studies investigated the effects of congruence on SNS, including Instagram (Belanche et al., 2021; Breves et al., 2019), Facebook (Arora et al., 2019), YouTube (Sokolova and Kefi, 2020), and Twitter (Arora et al., 2019). While these studies provide important insights into influencer marketing, they overlook the distinctive features of the SNS TikTok. TikTok’s uniqueness lies in its dynamic and short-form video content, which creates a novel user experience that significantly influences perception and decision-making.

Research on traditional media proved that audiovisual videos are perceived differently than images (Nasco and Bruner, 2008). Due to its young target audience and the content in humorous short videos, users respond differently to SMI promotions on TikTok than on other SNS (Barta et al., 2023). Additionally, previous research neglected the interrelation of congruence between brands, SMIs, and followers. Except for Belanche et al. (2021), the authors of previous studies have focused on the separate investigation of influencer-brand congruence (Breves et al., 2019), influencer-consumer congruence (Chetoui et al., 2020), or brand-consumer congruence (Leung et al., 2022). While the existing literature on TikTok examined the impact of SMIs’ originality, quality, quantity and humor on consumers’ hedonic experience (Barta et al., 2023) or the impact of content quality on customer loyalty (Yang and Lee, 2022), so far, to the best of our knowledge, no study explored the concept of congruence on TikTok from both perspectives. Our study is the first to combine the SMI perspective with the consumer perspective through two different studies, thereby creating a holistic picture of the congruence factor and the underlying mechanisms. Hence, the following research questions are pivotal to closing the gap in existing research:

What role does congruence play for TikTok SMIs, brands, and consumers?

How does congruence affect influencer marketing effectiveness on TikTok?

We employed mixed-methods research combining semi-structured expert interviews with TikTok SMIs with a quantitative between-subject online experiment distributed to SNS users. We contribute to theory by extending and empirically testing the concept of congruence in the context of TikTok, thus enriching the literature on influencer marketing effectiveness. On the practical side, we identify the key elements around successful SMI campaigns on TikTok, such as authenticity and credibility.

2 Theoretical Background

2.1 Influencer Marketing (on TikTok)

Traditional forms of advertising, such as print or TV commercials, have waned in effectiveness, particularly among younger generations (Haenlein et al., 2020). Consequently, marketing communication is increasingly shifting towards SNS (Leung et al., 2022). Companies quickly adapt to this trend, incorporating SNS into their marketing strategies to maintain effective customer communication (titis et al., 2021). SNS have become invaluable channels for information exchange, allowing companies to engage with their customers in a timely, cost-effective, and efficient manner (Hödl and Myrach, 2023). Influencer marketing is a marketing strategy that utilizes individuals with a strong online presence on SNS to promote products or services through engaging content creation and fostering interaction with their audience (Belanche et al., 2019). In the context of influencer marketing on established SNS like Instagram and Facebook, it is important to recognize that the terrain of SNS is in a constant state of change. This study, therefore, places its particular focus on TikTok, an SNS that calls for more exploration (Haenlein et al., 2020; Vrontis et al., 2021; Saternus et al., 2022). TikTok is best known for its focus on short video content, which allows users to create profiles and connect with an online community (Kaplan and Haenlein, 2010). Short video formats, in particular, are gaining
Impact of Congruence on Influencer Marketing

popularity (Wang, 2020). TikTok diverges significantly from Instagram’s more static nature, embracing a spontaneous and unscripted format (Belanche et al., 2019). TikTok users candidly share glimpses of their daily lives, forging a more intimate rapport with their followers. The SNS’s content thrives on trends, often featuring viral phenomena like group dance routines set to a specific song, which numerous users subsequently rebuilt (Wahid, Karjaluoto and Taiminen, 2022). TikTok content, though typically less polished and aesthetically designed compared to other SNS, excels in engagement due to its humorous and entertaining nature. This facet enables SMIs to seamlessly integrate advertising into their content while maintaining an entertaining atmosphere (Barta et al., 2023).

2.2 Congruence

In the realm of influencer marketing, congruence emerged as a pivotal determinant of success (Leung et al., 2022). Examining the effects of congruence between brands, SMIs, and consumers offers valuable insights for influencer marketing decisions, especially when selecting the right SMI and target audience for successful marketing campaigns (Breves et al., 2019). Research identified three key types of congruence in influencer marketing (see Figure 1). **Influencer-brand congruence** implies that an SMI’s values and personality characteristics align with the brand’s and the product’s relevant attributes (Misra and Beatty, 1990). **Influencer-consumer congruence** emphasizes the importance of shared values and interests between the SMI and their followers (Choi and Rifon, 2012). Such alignment strengthens the connection between them, resulting in increased content relevance. Lastly, **brand-consumer congruence** evaluates the extent to which a consumer’s interests match the interest domain of the advertised brand and product (Olson and Thjømøe, 2011). These congruence factors are pivotal in determining the success of influencer marketing campaigns and wield significant influence over consumer behavior and attitudes (Schouten, Janssen, and Verspaget, 2020; Eyal and Rubin, 2003). Additionally, researchers underscored the substantial positive impacts of achieving a high congruence between a consumer’s self and the personality of a brand on both brand and product evaluations. This phenomenon, often referred to as self-congruence, signifies the alignment between a consumer’s personality and the personality associated with a specific product or brand.

![Figure 1. Overview of Congruences.](image)

Individuals want to act consistently with their core values and interests to avoid cognitive dissonance or inner conflict (Telci, Maden and Kantur, 2011). Moreover, consumers frequently use the products they purchase to self-express (Morgan and Townsend, 2022). Their purchase decisions do not solely include practical considerations but also consider their identity, lifestyle, and values. Therefore, self-congruence significantly motivates consumers’ purchasing behavior and overall attitudes toward brands and products (Sirgy et al., 2008). In other words, it is underpinned by self-concept motives, particularly those linked to self-esteem and self-consistency. Essentially, individuals naturally tend to uphold their self-esteem and maintain self-consistency (Kressmann et al., 2006; Morgan and Townsend, 2022).

2.3 S-O-R Theory

In influencer marketing, relying on the S-O-R model when investigating consumer behavior and marketing effectiveness is common (e.g., Belanche et al., 2021; Djafarova and Bowes, 2021). The SOR-model assumes that the presentation of a stimulus triggers internal perceptions and evaluations of the stimulus, which in turn evoke a certain behavior of the consumer (Donovan and Rossiter, 1982). A stimulus ($) in the S-O-R model refers to influencing consumers’ perceptions through generating cognitive and emotional states within the consumer’s organism (O). The organism (O) represents an
Impact of Congruence on Influencer Marketing

intermediate state and process that mediates the relationship between the stimulus (S) and the response (R) of an individual, in our case the consumer’s perceived congruence of the three congruence types. Finally, an individual’s response describes the execution or non-execution of a particular behavior (Donovan and Rossiter, 1982). The S-O-R model is well suited for this research purpose, as SMIs can affect consumer reactions (R) to a promotional post (S), as they are able to shape consumers’ behavior, perceptions, and attitudes (O) (Haenlein et al., 2020). Moreover, Graeff’s (1996) image congruence model suggests that perceived congruence (O) leads to a particular consumer reaction (R). The source credibility model (Ohanian, 1990) also assumes that consumers particularly react (R) to a promotion (S) by evaluating certain aspects (O). We adapt this model to influencer marketing, where SMIs can shape consumer reactions to promotional content.

3 Research Design

This study employs a mixed-methods research approach to explore the significance of congruence in influencer marketing on TikTok, specifically delving into its impact on consumers’ behavioral intentions and attitudes via two studies. In the field of information systems (IS), mixed-methods research designs are proving valuable due to the dynamic and ever-changing nature of the context (Venkatesh et al., 2023). Venkatesh et al. (2023) argued that researchers often face the challenge of deriving meaningful insights from established theories and perspectives. The utilization of mixed methods research proves advantageous in tackling IS phenomena, as relying solely on qualitative or quantitative data may inadequately capture their complexity (Venkatesh et al., 2023).

Figure 2. Research Approach.

Our qualitative research aims to understand SMI’s personal experiences by collecting data through interviews, without preconceived hypotheses. We analyzed the data to identify common patterns and deeply delve into the underlying phenomenon. We further employ quantitative research to gather numeric data and analyze it to confirm or refute our hypotheses, with the aim of generalizing these findings to a broader population. We conducted the expert interviews and online experiment concurrently. The purpose of this type of study is to validate the findings obtained by one method against the findings obtained by the other method. The data collection involves open-ended questions in the interviews and closed-ended questions in the online experiment. After the data collection, the analysis is performed separately for qualitative and quantitative data and, following Creswell and Clark (2011), both methods are integrated during the discussion of results (see Figure 2).

4 Study 1: Qualitative Research

4.1 Method

In the qualitative research part, we conducted semi-structured expert interviews, consisting of a list of topics and questions to be covered. Additionally, we included follow-up questions where needed. We selected nine experts in the form of TikTok SMIs as interview partners to gather insider knowledge. We self-developed the semi-structured interview guideline based on relevant literature (Haenlein et al., 2020; Schouten, Janssen, and Verspaget, 2020). The interview guideline addressed key topics, like the significance of congruence in SMI collaborations, factors for incongruent partnerships, the credibility of SMIs’ actions, and the level of SMI expertise. Additionally, we used follow-up questions to gain
deeper insights into the individual perspectives and opinions of the SMIs. Table 1 provides an overview of all interviewed SMIs with more detailed information such as gender, number of followers (status as of November 2023), and content category. We chose SMIs as experts based on two key criteria: First, a minimum of ten thousand followers to ensure influence despite varied effects on engagement and marketing effectiveness reported in prior studies (e.g., Wies et al., 2023). Secondly, selected SMIs had to promote at least two brands or products on their TikTok profile, showcasing their experience in brand collaborations.

<table>
<thead>
<tr>
<th>SMI</th>
<th>Gender</th>
<th>Number of Followers</th>
<th>Content Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>I1</td>
<td>Female</td>
<td>84,000</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>I2</td>
<td>Female</td>
<td>41,600</td>
<td>Beauty</td>
</tr>
<tr>
<td>I3</td>
<td>Female</td>
<td>40,200</td>
<td>Fitness</td>
</tr>
<tr>
<td>I4</td>
<td>Female</td>
<td>13,700</td>
<td>Fitness</td>
</tr>
<tr>
<td>I5</td>
<td>Female</td>
<td>29,100</td>
<td>Lifestyle/Fashion</td>
</tr>
<tr>
<td>I6</td>
<td>Female</td>
<td>36,700</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>I7</td>
<td>Female</td>
<td>35,000</td>
<td>Fashion</td>
</tr>
<tr>
<td>I8</td>
<td>Female</td>
<td>234,200</td>
<td>Fashion</td>
</tr>
<tr>
<td>I9</td>
<td>Female</td>
<td>73,900</td>
<td>Fashion</td>
</tr>
</tbody>
</table>

Note: IX=SMI X

Table 1. Qualitative Interview: Overview of Participants.

We conducted the interviews in German in 2022 and recorded, transcribed and translated all interviews. We performed a qualitative content analysis based on these transcripts for evaluation purposes (Mayring, 2015), using the software MAXQDA to develop a code system. In the first analysis step, we deductively derived four main categories based on the theoretical background. These included influencer-brand congruence from the SMIs’ perspective, influencer-consumer congruence, brand-consumer congruence and motives for incongruent collaborations. In the second step, we inductively formed frequency distribution tables based on the interview material (Kuckartz, 2014). Finally, we summarized and reduced the transcripts to their key statements (Mayring, 2015).

4.2 Results

The results rely on categories formed both deductively and inductively, following Kuckartz’s (2016) method. Direct quotes support the categories for emphasis. We demarcate the findings from the qualitative study under four broad theme categories: influencer-brand congruence, influencer-consumer congruence, brand-consumer congruence and motives for incongruent collaborations.

4.2.1 Influencer-brand Congruence

The majority of the SMIs assigns high importance to congruence with the brand. The SMIs mentioned that this was important (I4) or even very important (I2; I5; I9) to them, whereas their motives differ. I5 stated it was very important to her, as she wanted her “target group to be interested in the products” (I5). SMI I9 mentioned the following reason for congruence to be of high importance: “I only want to promote what I would use/wear in my everyday life.” (I9). Another SMI claimed that influencer-brand congruence was highly important, as she wanted “to maintain authenticity” (I6). I8 mentioned it was important for her because she posted the content on her profile, and people associated it with her as a person (I8). The fitness SMI I4 stated that the product had to fit her fitness content, especially as this was the basis for implementing an authentic promotion (I4). All SMIs agreed that they try to create authenticity in their content through genuine and transparent content which is in line with their own true opinion. Two SMIs rated the importance of influencer-brand congruence as medium (I3; I7), with SMI (I7) stating: “In recent months, this has honestly only played a moderately important role. On a scale of one to ten, the importance was about a five for me during the last months.”. Moreover, for I3, the brand appearance was a crucial factor, and for I9, the perceived reputation of the brand played an important role. Influencer-brand congruence includes statements by SMIs about shared visions and values with
the brand and the presence of congruence with the product, the brand, and the collaboration in general. I2 summarized it as follows: “Definitely, that the product matches me.” (I2).

4.2.2 Influencer-consumer Congruence

Eight out of nine SMIs rated the influencer-consumer congruence as high. According to the SMIs, this congruence rests on aspects such as shared interests, values, and attitudes, and similar age groups, style, and problems, and same gender. One SMI described high influencer-consumer congruence as a natural phenomenon: “I think that is pretty natural because people unfollow when they see that does not fit anymore. And others follow if they like what you are doing.” (I8). Fitness SMI I3 ranked the congruence as very high: “I think the fit is very high […]. Since most of my content is fitness and nutrition related, I definitely think that my followers also share these attitudes and interests.”

4.2.3 Brand-consumer Congruence

SMIs reflected their perceptions how much their followers are interested in the products and brands they promote and how they match (brand-consumer congruence). Three SMIs based their assessment of a high congruence on the fact that their followers were interested in the same products as they were and also liked them (I1; I2; I6). Two other SMIs assessed the congruence as high, as they carefully selected their collaborations and were thus able to target their followers more specifically (I5; I9). Another indication of high congruence two SMIs mentioned, was the consumption of the promoted products. SMI I8 reported that followers consumed the promoted products because the links to the promoted products had many clicks (I8). I1 made a similar statement: “I know that many people use my discount codes.” Consequently, she inferred a strong congruence between the brand and the consumer.

4.2.4 Motives for Incongruent Collaborations

Although SMIs generally ranked congruence essential, five reported they had already or would enter a collaboration where the product or brand did not match their content. The most frequently mentioned reason for accepting incongruent collaborations was personal liking of the brand. In this context, personal liking refers to the SMIs’ genuine affection or positive attitude towards a brand or product (I1; I2; I4; I8). For example, it was important for I4 that her advertised products fit in with her content. However, she did not completely deny promoting products that she endorses and authentically promotes, even if they did not match her content category. A similar attitude was observed with I2: “But if, for example, I get a request for a product that I do not know myself, but which sounds cool and I would like to try it out myself, then I would do it anyway, even if it does not completely fit my content.” I1 stated it did not matter whether the brand completely fits her profile if she likes the brand and the products. Additionally, two SMIs mentioned accepting incongruent collaborations at the beginning of their careers (I2; I7). For I3, the importance of congruence “actually depends a lot on the product” (I3). She stated that being more tolerant of incongruent products in the fashion category than in the food category (I3). I2 explained her decision stating it was exciting and remarkable for her to receive a serious collaboration request. Similarly, I7 reported that being just happy about her first request and accepted it. I7 admitted accepting incongruent collaborations not only due to content-fit but also for financial gains.

4.2.5 Summary of Qualitative Research

The qualitative phase of our research provided valuable insights into the SMI perspective and found different motives for influencer-brand collaborations. Surprisingly, our findings emphasized that SMI consider both influencer-consumer congruence and brand-consumer congruence more important than influencer-brand congruence. Table 2 depicts the results across the three types of congruence in influencer marketing. Based on these findings, we explored the consumer perspective in more depth. In the following quantitative study, we intentionally manipulated the congruence levels to better understand how consumers perceive these congruence elements.
Impact of Congruence on Influencer Marketing

<table>
<thead>
<tr>
<th>Importance</th>
<th>11</th>
<th>12</th>
<th>13</th>
<th>14</th>
<th>15</th>
<th>16</th>
<th>17</th>
<th>18</th>
<th>19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer-Brand Congruence</td>
<td>-</td>
<td>+</td>
<td>o</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>0</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Influencer-Consumer Congruence</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>0</td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Brand-Consumer Congruence</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>0</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Note: IX=Influencer X, +=High, o=Medium, -=Low

Table 2. Qualitative Interview Coding Analysis: Frequencies of Main Categories.

5 Study 2: Quantitative Research

5.1 Conceptual Framework and Hypotheses Development

In our quantitative study, we utilize the S-O-R model (Mehrabian and Russell, 1974) alongside the source credibility model (Ohanian, 1990) and the image congruence model (Graeff, 1996) to develop our hypotheses and research model (see Figure 3). In line with the S-O-R model, we posit that stimuli (S) affect the perceived influencer-brand congruence (O), leading to specific reactions (R) regarding purchase intention, attitude towards the brand and the product, credibility, and willingness to pay (WTP). Breves et al. (2019) highlighted a positive relationship between influencer-brand fit and purchase intention. Further studies found that a higher influencer-brand congruence results in higher credibility (Sokolova and Kefi, 2020; Xiao et al., 2018). Schouten, Janssen, and Verspaget (2020) claim that an existing influencer-brand congruence positively affects credibility in the form of expertise and trustworthiness. Contrarily, Seiler and Kuczka (2017) and Dahlén and Lange (2004) provide evidence that influencer-brand congruence negatively affects purchase intention and attitude towards the brand and product. They argue that in a crowded information landscape, incongruence may attract attention more effectively than congruence, suggesting that an incongruent choice in a marketing strategy may yield superior outcomes. However, we follow prior literature (Breves et al., 2019; Chernev, Hamilton, and Gal, 2011; Schouten, Janssen, and Verspaget, 2020) and assume that influencer-brand congruence fosters a sense of authenticity and alignment between the SMI’s persona and the promoted brand, which enhances marketing outcomes among consumers. Additionally, we hypothesize a positive impact of influencer-brand congruence on WTP, drawing on evidence for purchase intention (Breves et al., 2019; Kressmann et al., 2006). WTP refers to the monetary amount consumers are willing to spend for acquiring a specific good, while purchase intention reflects the perceived overall probability of a consumer buying the good. Therefore, we hypothesize:

**H1:** High (vs. low) influencer-brand congruence has a positive impact on purchase intention (**H1a**), attitude (**H1b**), credibility (**H1c**), and WTP (**H1d**).

Looking at influencer-consumer congruence, Chetioui et al. (2020) find a positive link to the attitude towards the SMI, which positively affects purchase intention and attitude towards the brand. Similarly, Hahn and Lee (2014) show that perceived similarity to a fashion blogger enhances consumers’ purchase intention of the promoted products. While Choi and Rifton (2012) confirm the previous finding for purchase intention, they find no significant relationship between congruence and attitude towards the brand. Xiao et al. (2018) found significant positive effects of homophily, which they define as influencer-consumer congruence, on credibility and, in turn, on attitude towards the brand. Analogously to Chernev, Hamilton, and Gal (2011), we assume that influencer-consumer congruence positively influences WTP. We follow the assumption that influencer-consumer congruence positively affects marketing outcomes.

**H2:** High (vs. low) influencer-consumer congruence has a positive impact on purchase intention (**H2a**), attitude (**H2b**), credibility (**H2c**), and WTP (**H2d**).

Previous research indicates that self-congruence motivates consumer’s purchase behavior and attitude positively (Sirgy et al., 2008) and brand-consumer congruence links to higher purchase intention and attitude towards the product (Belanche et al., 2021; Kressmann et al., 2006). When consumers perceive an alignment between their own values, identity, and the brand’s image, they are likely to have a more
favorable perception of the brand (Belanche et al., 2021). Nienstedt, Huber and Seelmann (2012) found that a low distance between consumer’s self-image and the brand image led to higher perceived credibility of the brand. Additionally, researchers identified a positive effect of brand-consumer congruence on WTP (Chernev, Hamilton, and Gal, 2011). Therefore, we conclude with the following hypotheses:

H3: High (vs. low) brand-consumer congruence has a positive impact on purchase intention (H3a), attitude (H3b), credibility (H3c), and WTP (H3d).

Furthermore, Belanche et al. (2021) suggest that influencer-consumer, influencer-brand, and brand-consumer congruence are interdependent. They find that high congruence in all three types enhances purchase intention and attitudes. Extending this to credibility and WTP, we hypothesize.

H4: A combination of all three types of congruence leads to a stronger positive effect on purchase intention (H4a), attitude (H4b), credibility (H4c), and WTP (H4d), compared to a situation where only one or two congruence types prevail.

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**5.2 Method**

**5.2.1 Experimental Design and Procedure**

We employ an online experiment to collect quantitative data, cooperating with a real TikTok SMI. We chose this SMI because she posts mainly about fashion and beauty and has not been a celebrity prior to her SMI activities. Using a real SMI (e.g., Belanche et al., 2021; Breves et al., 2019; Saternus et al., 2022), real promotional videos and real brands (Mishra et al., 2015) makes the experiment less artificial, increasing the authenticity of the stimuli and external validity (Lynch, 1999).

The questionnaire consisted of 46 questions. We included only participants active on SNS, ensuring that they are familiar with SNS and influencer marketing. Further, participants reported their TikTok or general SNS usage behavior, next to general interests. We randomly assigned participants to one of the four manipulated stimuli. The treatment page simultaneously showed the SMI’s TikTok profile and a promotion video with either a high- or low-congruent product. Only after watching the entire video participants could proceed to the next page. Based on the SMI profile and the TikTok video, participants reported their purchase intention, attitudes towards the brand and product, perceived credibility, and WTP for the product. To increase validity, the online experiment included attention and manipulation checks. Finally, the questionnaire concluded with demographics.

After creating the online experiment, we conducted a pre-test (n = 5) to ensure clear and understandable instructions, and to check for potential sequencing issues. Based on the pretest feedback, we made small changes to eliminate ambiguities and improve the comprehensibility of the instructions. We conducted the online experiment titled “Influencer Marketing on TikTok” in German.

**5.2.2 Stimulus Material**

We conducted a between-subject online experiment with a full factorial design using a real TikTok SMI “elenaamaya” with 149,000 followers (status as of November 2023). The category choice follows previous studies featuring fashion and beauty SMIs for their experiments (Belanche et al., 2021; Torres,
Impact of Congruence on Influencer Marketing

Augusto, and Matos, 2019), and adds further rigor to our study, as we show our results including two categories. While congruence may also refer to deeper values and attitudes, we decided to focus on more obvious congruences across various categories. For the congruence category, we modified the SMI’s profile (bio and thumbnails) to match either the fashion or the beauty category and used real advertisements videos of the SMI as experimental stimuli.

The SMI’s real profile features both fashion and beauty content. We selected real advertisement videos from her feed, promoting four products in a similar manner. We edited these videos to standardize parameters like length, sound, and overlays for uniformity. Following Schouten, Janssen, and Verspaget (2020), we assume that a product from the corresponding category represents a high influencer-brand congruence and a product from another category a low influencer-brand congruence. Figure 4 illustrates stimuli 1 and 4. All stimuli show the SMI’s profile. We varied the description in her bio to say either “fashion and outfits” or “beauty and cosmetics”. The previews of her profile’s first six videos contain sequences of either fashion hauls, fashion posts, or clothes or beauty products, face masks, or skin care.

Next to the profile, we showed one of four stimuli (see Table 3 for an overview). Stimulus 1 shows a playable video promoting a pullover of the fashion brand “NA-KD”, for which we assume high congruence (see Figure 4, left side). The video of stimulus 2 contains a promotion for protein pancakes of the brand “Shapebabe”, which does not match the fashion profile, indicating a low influencer-brand congruence. Stimulus 3 contains a video of the beauty brand “HelloBody”, in which the SMI promotes skincare products, indicating high congruence. In stimulus 4, a “Pluto Dreamlight” starry sky projector, an electronic device, is promoted, deviating from the beauty content category and therefore, exhibiting low congruence (see Figure 4, right side). All videos have the same caption (except for the brand hashtag) and release date, accompanied by the same background music, and have 17,500 likes, 73 comments, and 18 shares, as in one of the original postings.

<table>
<thead>
<tr>
<th>Congruence</th>
<th>Category</th>
<th>Fashion</th>
<th>Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td></td>
<td>Stimulus 1 (n = 76)</td>
<td>Stimulus 3 (n = 73)</td>
</tr>
<tr>
<td></td>
<td>TikTok profile: Fashion</td>
<td>TikTok profile: Beauty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product: Pullover (Fashion)</td>
<td>Product: Face mask (Beauty)</td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td></td>
<td>Stimulus 2 (n = 63)</td>
<td>Stimulus 4 (n = 78)</td>
</tr>
<tr>
<td></td>
<td>TikTok profile: Fashion</td>
<td>TikTok profile: Beauty</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Product: Protein pancakes (Nutrition)</td>
<td>Product: Starry sky projector (Electronics)</td>
<td></td>
</tr>
</tbody>
</table>

Table 3. Overview of the Experimental Study Stimuli.

Figure 4. Quantitative Online Experiment: Exemplary Treatment with High Fit (TikTok Profile and Product: Fashion; left) and Low Fit (TikTok Profile: Beauty; Product: Electronics; right).
5.2.3 Participants

Over a six-week period, 319 people completed the online experiment from December 2022 to February 2023. We excluded participants failing the attention check or knowing the SMI, and those not reporting a gender (n = 2), next to those whose completion time deviated more than three standard deviations from the mean. The final sample we used for the data analysis consists of 290 data sets (n = 290). Of the 290 participants, 76.9% were female (n = 223). The age ranges from 9 to 56 years (M = 26.4, SD = 5.927). Overall, the level of education among the participants was high. 43.1% (n = 125) reported having a bachelor’s degree, next to a master’s degree. Out of all participants, 77.2% (n = 224) indicated that lifestyle and travel are among their interests. 63.1% (n = 183) reported being interested in fashion, followed by 52.4% (n = 152) in beauty. None of the participants knew the SMI. For the purpose of this study, we included only active SNS users as participants (n = 290), with 69.7% (n = 202) actively using TikTok. At 94.5% (n = 274), most participants have a SNS profile, and 51.4% (n = 149) post pictures, videos, or stories on SNS. Overall, 64.8% (n = 188) of all respondents use SNS several times a day. 77.2 % (n = 224) reported to have made at least one purchase influenced by an SMI.

5.2.4 Measures

We used seven-point Likert scales ranging from “Strongly disagree” (1) to “Strongly agree” (7) for all items. Participants rated the influencer-brand congruence (α = 0.947, M = 4.418, SD = 2.036), including four items, such as “The product category matches the SMI’s content category” (Misra and Beatty, 1990). The influence-consumer congruence construct (α = 0.973, M = 3.279, SD = 1.99) included five items (Lee et al., 2012), such as “The influencer’s content matches my interests”. To operationalize brand-consumer congruence (α = 0.973, M = 3.447, SD = 2.018), we used eight items (Belanche et al., 2021): four items asking for the match with the product, e.g., “I am interested in the product category”, and four items regarding the match with the brand, e.g., “I regularly purchase products of the brand”. We measured consumers’ purchase intention (α = 0.963, M = 3.31, SD = 2.043) with four items (Hausman and Siekpe, 2009), including “If I were planning to buy such a product, I would choose this one”. Subsequently, participants ranked their attitudes towards the brand and the product (α = 0.979, M = 4.211, SD = 1.747), featuring a product-based scale given by Belanche et al. (2021), expanded by three items to capture brand attitude e.g. “The brand seems to be honest” (Silvera and Austad, 2004). The measurement of credibility (α = 0.984, M = 4.063, SD = 1.858) includes eleven items covering the three source credibility dimensions (Ohanian, 1990) trustworthiness, attractiveness, and expertise. Finally, we used a direct approach to measure WTP (Breidert, Hahsler and Reutterer, 2006), asking for the maximum consumers would be willing to pay. We normalized WTP (M = 0.546, SD = 0.39) to the interval [0, max(WTP)] per stimulus.

5.3 Analysis

We employed linear regressions using scale means to test our hypotheses, controlling for participants’ gender, age, education, income, interests, previous spending, and purchase behaviours. We included the respective independent variable (IV) next to knowledge of the product, the brand, SNS posting behaviour and usage intensity. Our analysis employs OLS regressions with 5,000 bootstrap samples, using bias-corrected and accelerated (BCₙ) confidence intervals (DiCiccio and Efron, 1996). We conducted causal mediation analysis exploring the mediating role of credibility between individual congruences and purchase intention, attitude and WTP.

5.3.1 Preliminary Analysis

We conducted Harman’s Single-Factor Test to mitigate common method bias, revealing that the largest factor explained less than 50% of the variance in both principal component analysis (19.9%) and principal axis factor analysis (17.98%), indicating minimal bias (Podsakoff et al., 2003). Additionally, we ensured successful stimulus manipulation via a manipulation check using a seven-point Likert scale,
confirming high congruence for Stimuli 1 and 3 (M₁ = 5.997; M₃ = 5.569) and low congruence for Stimuli 2 and 4 (M₂ = 2.964; M₄ = 2.869) (Misra and Beatty, 1990).

### 5.3.2 Results of Regression Analysis

We used the full sample for hypotheses H1 to H3 (n = 290). For H4, we used a reduced sample (n = 190). First, we performed a mean split for each of the three congruences separately, classifying observation in a high or low congruence group. Then, we discarded those observations with a low congruence classification for all three congruences (n = 100). We found full support for all hypotheses H1a to H4d. For example, when looking at the bootstrapped regression coefficient, we detect a significant positive effect (β = 0.166, p = 0.031, [0.018; 0.302]), indicating that WTP is 16.6% higher if all three types of congruence are present compared to when one or two congruence types are present.

<table>
<thead>
<tr>
<th>Sample Size</th>
<th>Hypothesis</th>
<th>IV</th>
<th>DV</th>
<th>β</th>
<th>F (Overall Model)</th>
<th>Standard Error</th>
<th>Adjusted R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>n = 290</td>
<td>H1</td>
<td>a</td>
<td>Purchase Intention</td>
<td>0.555***</td>
<td>11.309***</td>
<td>1.253</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Attitude</td>
<td>0.649***</td>
<td>18.708***</td>
<td>0.935</td>
<td>0.632</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Credibility</td>
<td>0.809***</td>
<td>31.649***</td>
<td>0.853</td>
<td>0.748</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>WTP</td>
<td>0.083***</td>
<td>9.724***</td>
<td>0.281</td>
<td>0.458</td>
</tr>
<tr>
<td>n = 190</td>
<td>H2</td>
<td>a</td>
<td>Purchase Intention</td>
<td>0.753***</td>
<td>17.733***</td>
<td>1.094</td>
<td>0.618</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Attitude</td>
<td>0.747***</td>
<td>23.183***</td>
<td>0.868</td>
<td>0.682</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Credibility</td>
<td>0.807***</td>
<td>22.797***</td>
<td>0.964</td>
<td>0.679</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>WTP</td>
<td>0.114***</td>
<td>12.164***</td>
<td>0.264</td>
<td>0.52</td>
</tr>
<tr>
<td>n = 190</td>
<td>H3</td>
<td>a</td>
<td>Purchase Intention</td>
<td>0.895***</td>
<td>30.107***</td>
<td>0.906</td>
<td>0.738</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Attitude</td>
<td>0.688***</td>
<td>16.986***</td>
<td>0.965</td>
<td>0.608</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Credibility</td>
<td>0.692***</td>
<td>14.348***</td>
<td>1.122</td>
<td>0.564</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>WTP</td>
<td>0.112***</td>
<td>11.659***</td>
<td>0.267</td>
<td>0.508</td>
</tr>
<tr>
<td>n = 190</td>
<td>H4</td>
<td>a</td>
<td>Purchase Intention</td>
<td>2.3***</td>
<td>11.234***</td>
<td>1.144</td>
<td>0.603</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b</td>
<td>Attitude</td>
<td>0.84***</td>
<td>6.988***</td>
<td>0.470</td>
<td>0.470</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c</td>
<td>Credibility</td>
<td>1.298***</td>
<td>8.998***</td>
<td>0.542</td>
<td>0.542</td>
</tr>
<tr>
<td></td>
<td></td>
<td>d</td>
<td>WTP</td>
<td>0.166*</td>
<td>5.945***</td>
<td>0.414</td>
<td>0.414</td>
</tr>
</tbody>
</table>

Note: IV=Independent Variable; DV=Dependent Variable; WTP=Willingness to Pay; *p<0.05; **p<0.01; ***p<0.001

Table 4. Summarized Results of Regression Analysis.

### 5.3.3 Post-hoc Analysis

Recent studies (Breves et al., 2019; Sokolova and Kefi, 2020) found credibility to mediate the relationship between congruence and marketing effectiveness. Additional previous studies assume that high credible sources positively affect consumer behavior and attitude (De Veirman and Hudders, 2020; Sokolova and Kefi, 2020). There is evidence that a high influencer-brand congruence leads to higher believability (Kamins and Gupta, 1994), which is a component of trustworthiness (Ohanian, 1990), and believability in turn positively affects marketing effectiveness and purchase intention (Kamins and Gupta, 1994). Belanche et al. (2021) conclude that credibility positively impacts followers’ behavioral intentions. Hence, we assume that credibility is a mediating factor. Table 5 highlights the results of our mediation analysis, using the congruences as IVs, credibility as a mediator and purchase intention, attitude, and WTP as dependent variables (DVs). We find support for full mediation for influencer-brand congruence as IV and purchase intention and WTP as DV, and support for partial mediation for all other remaining relationships.

Credences might be more or less effective in certain categories. Therefore, aligning with recent research (Belanche et al. 2021; Kressmann et al. 2006) and to eliminate alternative explanations, we additionally conducted moderation analyses to explore whether the interaction between category and each of the three congruences predicts the specified DVs. Except for H2a (ΔR² = 0.0067%, F(1, 261) = 5.1815, p = 0.0236, 95% CI[-0.3143, -0.0227]), our analyses showed no significant moderation effect of category on the relationship between the IVs and the DVs. Thus, we show that the category does not
interfere with our study design, simultaneously adding rigor to our research as we show the identified relationships including two categories. However, when we included the variable category as an IV in the models specified in Table 4, we retrieved significant coefficients for all three individual congruences with WTP as DV (H1d: -0.100; H2d: -0.092; H3d: -0.109 with p<0.01) and additionally for the combination of influencer-consumer congruence as IV and attitude as DV (H2b: 0.242 with p<0.05). While we consider the latter an outlier, category seems to significantly affect WTP as for the category beauty participants express a roughly 10% lower WTP.

<table>
<thead>
<tr>
<th>IV</th>
<th>M</th>
<th>DV</th>
<th>β</th>
<th>Mediation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Influencer-Brand Congruence</strong></td>
<td></td>
<td></td>
<td><strong>Indirect Effect (A × B)</strong></td>
<td>Direct Effect (C-path)</td>
</tr>
<tr>
<td>PI</td>
<td>0.535***</td>
<td>0.022</td>
<td>0.809***</td>
<td>0.659***</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.534***</td>
<td>0.115**</td>
<td></td>
<td>0.660***</td>
</tr>
<tr>
<td>WTP</td>
<td>0.083***</td>
<td>0.000</td>
<td></td>
<td>0.103***</td>
</tr>
<tr>
<td><strong>Influencer-Consumer Congruence</strong></td>
<td></td>
<td></td>
<td><strong>Indirect Effect (A × B)</strong></td>
<td>Direct Effect (C-path)</td>
</tr>
<tr>
<td>PI</td>
<td>0.286***</td>
<td>0.468***</td>
<td>0.807***</td>
<td>0.354***</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.432***</td>
<td>0.316**</td>
<td></td>
<td>0.535***</td>
</tr>
<tr>
<td>WTP</td>
<td>0.044**</td>
<td>0.070***</td>
<td></td>
<td>0.054**</td>
</tr>
<tr>
<td><strong>Brand-Consumer Congruence</strong></td>
<td></td>
<td></td>
<td><strong>Indirect Effect (A × B)</strong></td>
<td>Direct Effect (C-path)</td>
</tr>
<tr>
<td>PI</td>
<td>0.187***</td>
<td>0.708***</td>
<td>0.692***</td>
<td>0.270***</td>
</tr>
<tr>
<td>Attitude</td>
<td>0.411***</td>
<td>0.277***</td>
<td></td>
<td>0.594***</td>
</tr>
<tr>
<td>WTP</td>
<td>0.045***</td>
<td>0.067***</td>
<td></td>
<td>0.064***</td>
</tr>
</tbody>
</table>

Note: IV=Independent Variable; M=Mediator; DV=Dependent Variable; PI=Purchase Intention; WTP=Willingness to Pay; *p<0.05; **p<0.01; ***p<0.001; A-path (IV>M); B-path (M>DV); C-path (IV>DV); ∗significances via Sobel test

Table 5. Summarized Results of Post-hoc Mediation Analysis (n = 290).

### 6 Synthesis and Discussion

#### 6.1 Synthesis of Results

The receptivity of TikTok users to modern advertising such as influencer marketing (De Veirman, Hudders and Nelson, 2019) and the novelty of the SNS motivated this study to focus on the impact of congruence on influencer marketing. By employing two studies, we extend previous research on the role and impact of congruence in the context of influencer marketing, as we include not only the consumer perspective but also the SMI perspective (Schouten, Janssen and Verspaget, 2020; Wahid, Karjaluoto and Taiminen, 2022; Wang, 2020). Analogously to prior literature (Haenlein et al., 2020; Leung et al., 2022), the qualitative interview findings indicate that influencer-brand congruence plays a crucial role in collaboration, with over half of SMIs mentioning incongruence as a reason for rejecting collaboration requests. Quantitative regression results demonstrate a significant positive impact of influencer-brand congruence, influencer-consumer congruence, and brand-consumer congruence on purchase intention, attitude, credibility, and WTP, aligning with prior research (Choi and Rifon, 2012; Hahn and Lee, 2014; Schouten, Janssen, and Verspaget, 2020; Torres, Augusto, and Matos, 2019). However, comparing the regression results reveals different effects of various congruence types on key variables: Notably, influencer-consumer congruence (vs. the other congruences) exhibits the most significant impact on attitude, with the highest effect size. Conversely, influencer-brand congruence is the most influential factor for credibility, while brand-consumer congruence exerts the greatest influence on purchase intention and WTP. Put differently, when products resonate with consumers’ tastes and personal preferences, they tend to have a more favorable impact on their buying decisions. Additionally, when SMIs are authentic, their audience tends to see them as more credible (De Veirman and Hudders, 2020). While the SMIs particularly emphasized the importance of brand-consumer congruence in the interviews, with our experiment we revealed that the presence of all three types of congruence most positively effects consumer attitude towards the brand and product. Credibility, in turn, amplifies the effectiveness of their recommendations and endorsements. The mediation analysis’ results underline the importance of credibility, as it partly or fully mediates the effects of the congruences on purchase intention, attitude, and WTP. These findings highlight the interview results showing the great importance of influencer-consumer and brand-consumer congruence in influencer marketing.
Interviews and statistical analyses reveal that SMIs and followers consider congruence crucial, with credibility mediating the relationships between congruence and marketing effectiveness, confirming previous research (Schouten, Janssen, and Verspaget, 2020). However, our findings contradict the influence of expertise and trustworthiness on purchase intention as Lou and Yuan (2019) suggested. Our findings emphasize the varying impacts of congruence types, revealing that influencer-brand congruence significantly influences credibility. In contrast, brand-consumer congruence is pivotal in influencing consumer behavior, e.g., purchase intention and WTP. The SMIs explained their assumption by pointing out that a balance between the congruences prevails. Since consumers have similar attitudes and interests as SMIs, products and brands congruent with the SMI are also congruent with the followers. This follows Belanche et al. (2021), who indicate that all three types of congruence are interrelated. In conclusion, all congruence forms are vital for successful influencer marketing on TikTok, with personal connections significantly influencing consumer brand evaluations and purchase behavior.

6.2 Theoretical and Managerial Implications

This study provides a unique examination of the role of congruence in influencer marketing on TikTok, making it the first of its kind as, to the best of the authors’ knowledge, there is no comprehensive investigation of the topic yet. Using real TikTok SMI videos as experimental stimuli in the quantitative segment differentiates this study from others and adds to its novelty. The study extends research on the concept of congruence (Belanche et al., 2021; Breves et al., 2019; Leung et al., 2022) by examining influencer-brand, influencer-consumer, and brand-consumer congruence together. It provides the first comparative analysis of their distinct effects on critical marketing effectiveness variables on TikTok by using real video content. In particular, we are the first study to include WTP in our research model. This way, we extend the literature on applying the S-O-R model to influencer marketing. Our study explored the various ways stimuli affect perceived congruence within the recipients (organism) and how these congruences influence consumer behavior (response), including the mediator credibility, which could explain this relationship. Further, this study contributes to bridging a literature gap, which predominantly focused quantitative research in the context of influencer marketing congruence. We provide a comprehensive perspective on congruence's significance in influencer marketing by employing mixed-methods research that combines semi-structured expert interviews with TikTok SMIs and a quantitative online experiment. Notably, the interviews with TikTok SMIs shed new light on what drives SMIs to accept or reject collaborations with brands, enriching the existing qualitative research that focused on interviews with SNS users (e.g., Djafarova and Bowes, 2021). Furthermore, we view influencer marketing as information asymmetry (IA) reduction. IA is a condition in which two parties, such as SMIs and recipients of a post, have varying levels of information (Akerlof, 1970). SMIs report product characteristics, thus helping recipients to learn about the products via sending informational signals, which subsequently affect consumers’ perceptions of SMIs’ authenticity, credibility, attitudes, and purchase intentions. We find congruences to affect the strength of these signals, with the most pronounced effect for the concurrent presence of all three congruences.

We provide managerial implications of significant relevance for brands and SMIs engaged in influencer marketing on SNS like TikTok. First, brands should prioritize congruence when selecting SMIs, aligning with their specific campaign objectives. SMIs should also prioritize congruence in brand partnerships to enhance credibility. Importantly, authenticity remains a core element for both parties, closely linked to credibility, not only bolstering the SMI’s personal brand but also fostering strong relationships with the audience. Our exploration of the outcome variable WTP, an aspect prior research often neglected, offers meaningful implications for pricing strategies within influencer marketing, extending the work of Chernev, Hamilton, and Gal (2011) to TikTok’s unique context. Additionally, the dedication to building product expertise and knowledge is vital, as it significantly amplifies the effectiveness of influencer marketing campaigns. Thus, a commitment to congruence, authenticity, and continuous improvement is paramount for achieving the desired outcomes in the dynamic landscape of influencer marketing.
6.3 Limitations and Future Research

While this study contributes to current influencer marketing and SNS research, it is not without limitations. In the qualitative section, the interviews solely involved female SMIs from Germany, potentially restricting the generalizability of findings to male SMIs and an international context. In the quantitative section, self-reported data in the online experiment are susceptible to biases like social desirability, which may influence the accuracy of the responses. The gender distribution in the online experiment was unbalanced, potentially influencing results related to female-oriented products. The utilization of only one female SMI in the online experiment may limit the generalizability of the results to a broader spectrum of SMIs. Moreover, the real TikTok videos used for the online experiment, while enhancing external validity (Lynch, 1999) and real-life applicability, were not identical, and variations in camera perspectives may affect consumer perceptions. Finally, we measured incongruence in an exaggerated manner, considering different physical products.

To overcome these limitations and advance research on influencer marketing, future research should explore several avenues. First, future studies may include both female and male SMIs from different cultural contexts in their scope to increase generalization and repeat qualitative interviews over time to track temporal changes. In addition, including in-depth interviews from both brand and consumer perspectives may provide further insight into underlying mechanisms. Replicating online experiments with larger, product-relevant samples will ensure the findings' relevance and help mitigate potential familiarity bias (Dahlén and Lange, 2004). Future research may also inspect congruence as a more nuanced concept, focusing on deeper values and attitudes. Hence, they could view congruence as a continuum and identify, e.g., incongruences within categories. Researching the interdependency of the congruences might be worthwhile. For future research, investigating the impact of congruence on TikTok and comparing these effects with other SNS, such as Instagram or YouTube, would also provide valuable insights into cross-SNS marketing strategies.

References

Impact of Congruence on Influencer Marketing


