

INFLUENCER MARKETING ON TIKTOK;
THE EFFECTIVENESS OF THE HUMOR AND FOLLOWERS' HEDONIC EXPERIENCE

By

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ABSTRACT

This research investigates the impact of influencer account characteristics on followers' intention to follow and take advice, with a specific focus on the mediating role of hedonic experience. The study examines data from followers of Mr. Charitha N. Silva's Wildcook Book Account, analyzing demographics, such as age and gender, and exploring key influencer attributes—originality, quality, quantity, and humor.

The findings indicate a significant positive relationship between originality, quality, and humor with hedonic experience, while quantity showed no significant effect. Further, hedonic experience positively influenced followers' intentions to follow the account and heed advice. The study also confirms that hedonic experience mediates the relationship between account characteristics and followers' behavioral intentions.

This research contributes to understanding the nuanced ways in which influencer attributes shape follower behavior on social media platforms like TikTok, highlighting the critical role of hedonic experience in this dynamic. The results suggest that influencers can enhance follower engagement by focusing on originality, quality, and humor in their content.

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