



SLIIT Students' Attitude and Preferences Regarding Social Media Influencers.

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Terms of Reference

This project is the outcome of the group work which was conducted on the topic “SLIIT Students’ Attitude and Preferences Regarding Social Media Influencers” as the assignment for the module of English For Academic Purpose (IT 1080) of the Faculty of Computing, Sri Lankan Institute of Information Technology.

Declaration

Authors hereby declare that this research report “SLIIT Students’ Attitude and Preferences Regarding Social Media Influencers” is a work done by the team and authors have not attempted any plagiarism.

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This research done by these students have been supervised by me for the projective motive.

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Acknowledgment

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Abstract

Social Media Influencers (SMI) holds an overwhelming place amongst both the adults and youngsters these days. Many social media influencers have affected the lives of many people who are using social media platforms, thus resulting in SMI's gaining huge fame, wealth, respect, and even being idolized among people all over the world.

The main purpose of this research is about finding and analyzing the factor that is given to us, which is SLIIT Students' Attitude and Preferences Regarding Social Media Influencers.

The scope of this research is on Students' Attitude and Preferences Regarding Social Media Influencers. The institute has many learning branches around Sri Lanka. But, the researches considered only students from Matara Branch. The selected sample size is limited. Students limited to only 100. Researchers collected secondary and primary data.

Secondary data are collected from various books, reports, previous books, reports, research articles and websites.

Objective

The objective of this assignment is to conduct a comprehensive study on students' attitudes and preferences towards social media influencers, with the aim of analyzing the impact of influencer marketing on the behavior and purchasing decisions of students, and to provide recommendations for effective influencer marketing strategies to businesses and organizations targeting the student demographic.

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CHAPTER ONE: INTRODUCTION

1.1. Introduction

1.1.1. Social Influence

Influencers are those who or things that have the ability to influence others' purchasing decisions or quantifiable actions by posting original content – often paid content – to social media platforms such as Instagram, YouTube, Snapchat, TikTok or any other online platforms. Influencer marketing is the process by which a brand hires influencers with a social media following and established reputation to talk about their brands in a post. Influencer material may be presented as endorsement marketing.

1.1.2. Influencers

The definition of an advocate is not universally agreed upon. They are described as “a variety of third parties who exercise influence over the organization and its potential customers” by one author [1].

An influencer, according to another definition, is a “third party who significantly influences the customers' purchasing decision but may never be held accountable for it” [2].

Another person claims that the influencers are “well-connected, make an impact, have sharp minds and set trends” [3].

“And just because someone has a lot of followers doesn't mean they inherently have a lot of influence over those people; it just means they have a lot of followers” [4].

1.1.3. Identifying Influencers

An influencer's scope and type of influence can be assessed using market research techniques to find influencers. People who identify as “activists” participate in groups like their communities, political campaigns, and charities. Large social networks are processed by “connected influencers”. Malcolm Gladwell asserts that “the involvement of individuals with a specific and limited set of social gifts is critically important to the success of any kind of social pandemic” [5].

1.1.4. Influencer Categories

According to how many fans they have on social media, influencers are categorized. They range from niche content producers with a devoted following on social media sites like YouTube, Instagram, Facebook and Twitter to celebrities with large followings. Their followers range from 1,000 to 100+ millions [6].

- Nano Influencers – These are influencers that have a following ranging 1K to 10K.
- Micro Influencers – These are influencers that have a following ranging 10K to 100K.
- Macro Influencers - These are influencers that have a following ranging 100K to 500K.
- Mega/Celeb Influencers - These are influencers that have more than 500K followers. [6]

CHAPTER TWO: METHODOLOGY

In this case researcher studied with SLIIT Students' Attitude and Preferences Regarding Social Media Influencers. The researchers used the quantitative method to attain research objectives. The considerable way of collected data for the research was quantitative tools. Under quantitative tools researcher used survey questionnaires. Survey questionnaires provided information about SLIIT Students' Attitude and Preferences Regarding Social Media Influencers. [7]

2.1. Population, Sample and Sampling Technique

2.1.1. Population

Population is the entire group that you want to draw conclusions about [8].

This research population was all the students of SLIIT in all 03 institutes. Its population is around 500 students.

2.1.2. Sample

A sample is the specific group that you will collect data from [8].

This research sample was from the Matara Branch out of all 03 branches.

The size of the sample was 100 students.

Sampling techniques: -

There are different sampling techniques like simple random sampling, systematic sampling, cluster sampling.

The sampling technique used in this report is random sampling.

2.2. Types of data to be collected and data sources.

2.2.1. Primary Data Collection

Data that has been collected from first – hand experience is known as primary data [9].

Primary data means fresh data. There are two methods to collected fresh data.

They are:

- Questionnaires
- Interviews

In this research primary data collected using questionnaires.

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents [9].

2.2.2. Secondary Data Collection

Data collected from a source that has already been published in any form is called as secondary data [9].

It is a type of data that has already been collected in the past.

This research was collected from various e-books, previous research articles, reports, and websites like Google scholar.

CHAPTER THREE: DATA ANALYSIS AND DISCUSSION

3.1. Data Analysis

This chapter discusses data collection and data analysis which were collected by form of the survey/questionnaire.

Every information is illustrated and described below.

3.1.1. Gender

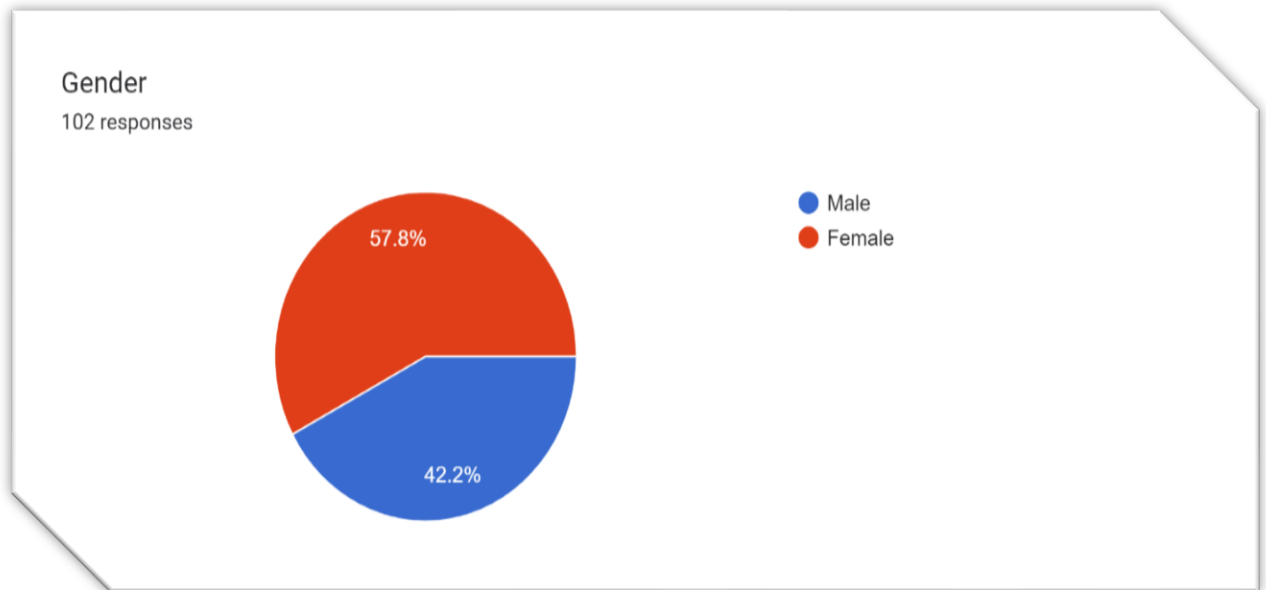


Figure 1 - Gender

A pie chart is the most useful in this case, since there is no ordering to male and female; it also brings out nicely that 42% of the respondents are males and 58% are females. Mean and average don't make sense here, because the notion of being male and female are qualitative rather than quantitative.

One sentence summary: There are 58 females and 42 males amongst those who responded.

3.1.2. Most used social media platform.

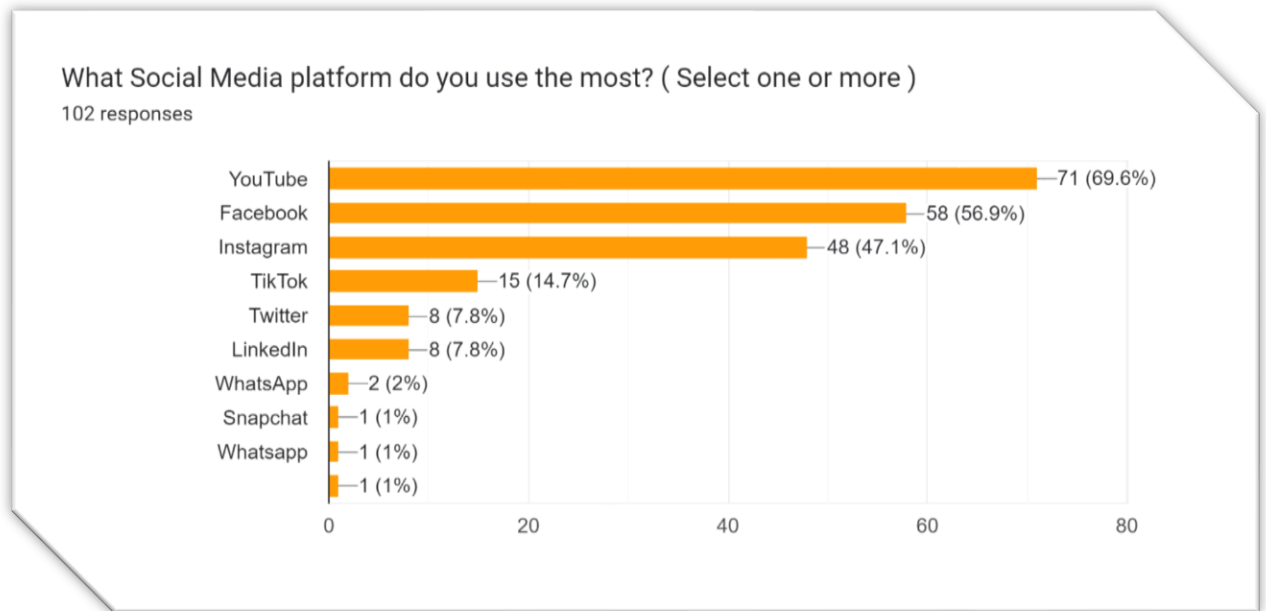


Figure 2 - Most used social media platform

All the 100 students were asked what social media platform they use most often and as you can see they are allowed to select more than one if they prefer.

The most used social media platforms among the students are YouTube which is almost 70% and Facebook which is 57%. Likewise, Instagram and TikTok are reigning beside them with 47% and 15% respectively.

3.1.3. How many social media influencers are you following?

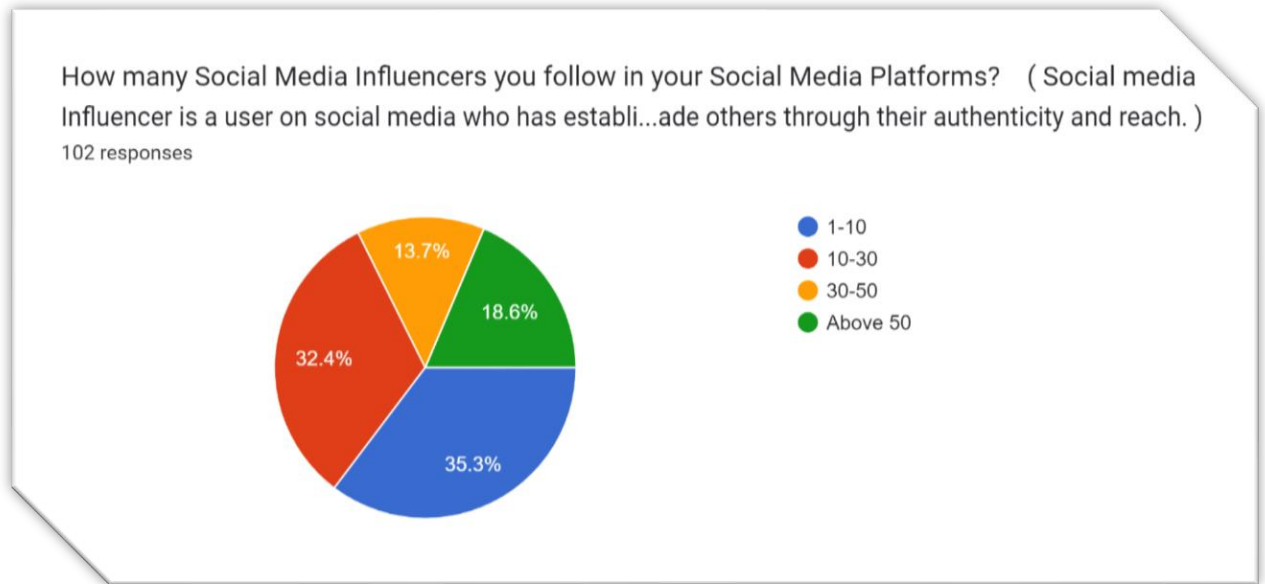


Figure 3 - Social media influencers followed

The above chart shows that how many followers each of the respondents follow.

35% of students are following social media influencers ranging from 1 – 10. Another group of students of 32% are following influencers ranging from 11 – 30. As the third category of respondents which estimating 14% follow influencers ranging from 31-50 and most importantly, there are students (19%) who are following more than 50 social media influencers.

3.1.4. Type of social media influencers you follow.

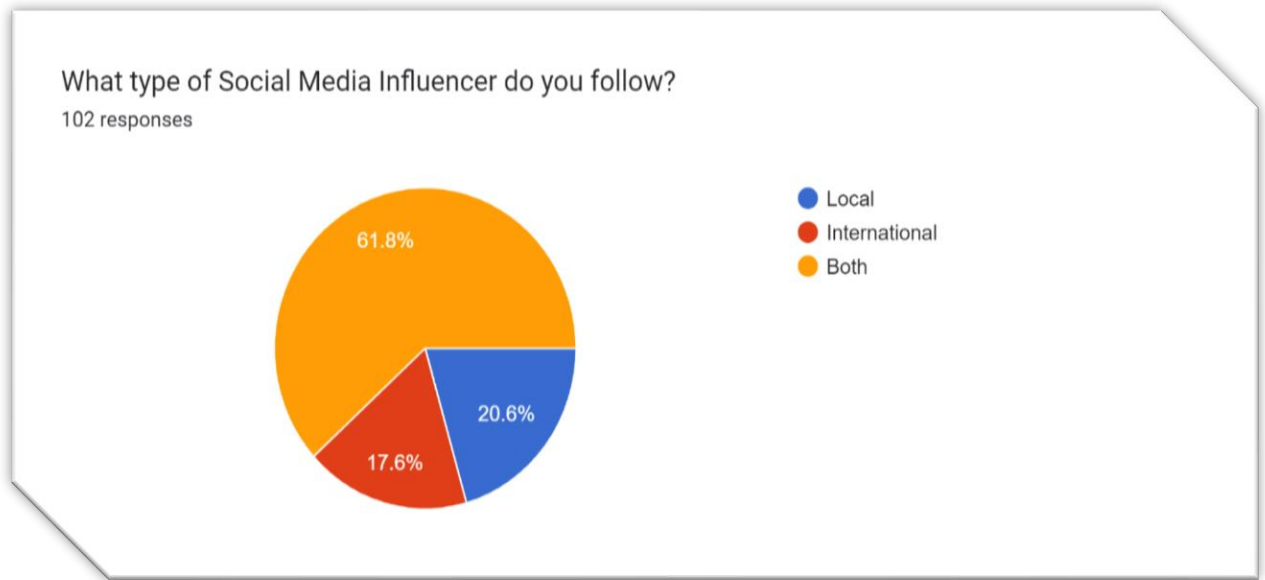


Figure 4 - Types of social media influencers followed

In this pie chart, more than half of the students which is about 62% follow both local and international social media influencers. 21% of the students which is 21 respondents have claimed that they follow only local social media influencers and on the other hand 18% of the students seem to follow only the international social media influencers.

3.1.5. What type of contents do you follow most in Social Media?

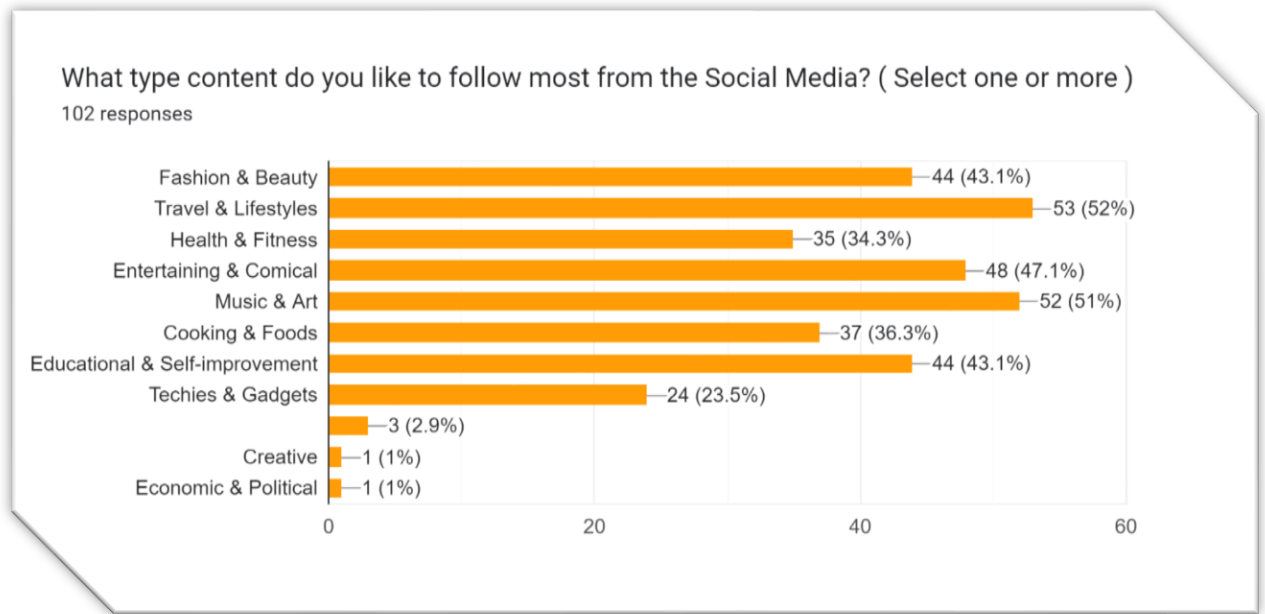


Figure 5 - contents followed in social media

As evidence by the bar chart, the majority of the students has said that they follow Travel & Lifestyle (53%) contents and a whopping of 52% of the students have mentioned that they like Music & Art.

Fashion & Beauty (44%), Entertaining & Comical (48%) and Educational & Self – Improvement (44%) related contents are also being the favorites of the students. This clearly indicates that the interest of the people differs person to person.

We can also see 43% like Techies & Gadgets related contents. Cooking and Foods are like by 36% of the students. Among the 100 students 35 (34%) students like Health & Fitness related contents.

3.1.6. The most liked social media influencer.

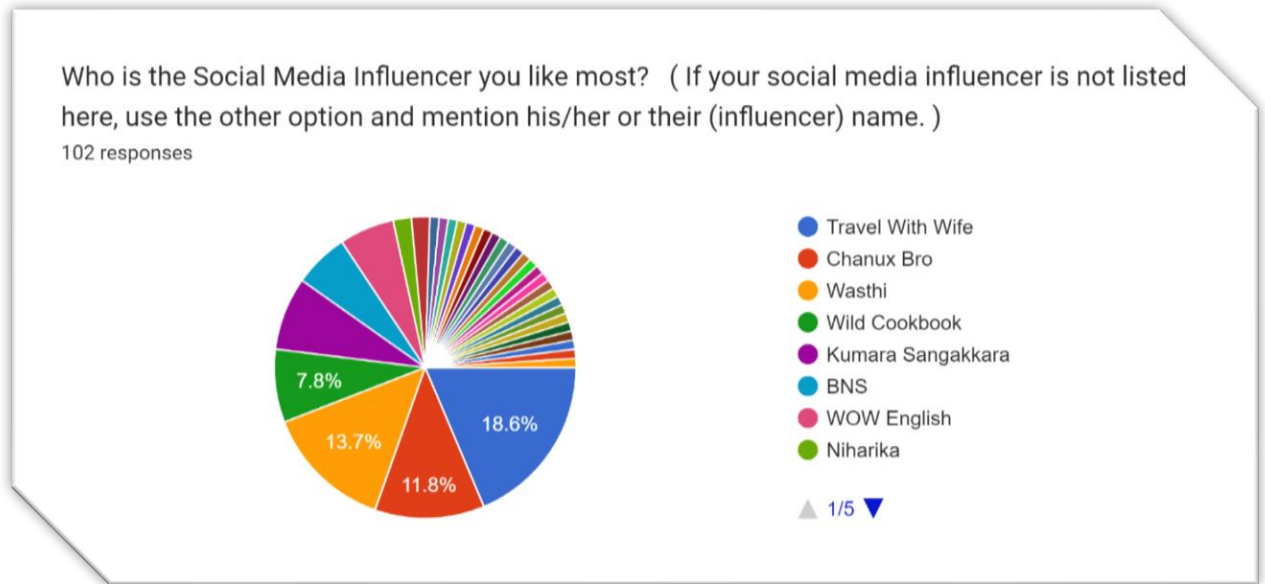


Figure 6 - Most liked social media influencer

According to the survey results it is proven that almost all the students have different tastes and different liked social media influencers. In this chart we have added only the leading most liked content creators.

Travel With Wife is one of the most browsed and viewed and liked influencer according to the students with 19%. Hailing for all the Techies, Chanux Bro social media influencer has the hearts of 12% of the students.

14% of the students also like Wasthi Channel which went viral with its desirable music.

09% of the respondents like Wild Cookbook Channel as this is beacon to those who like cooking & food related contents.

3.1.7. Type of social media influencer.

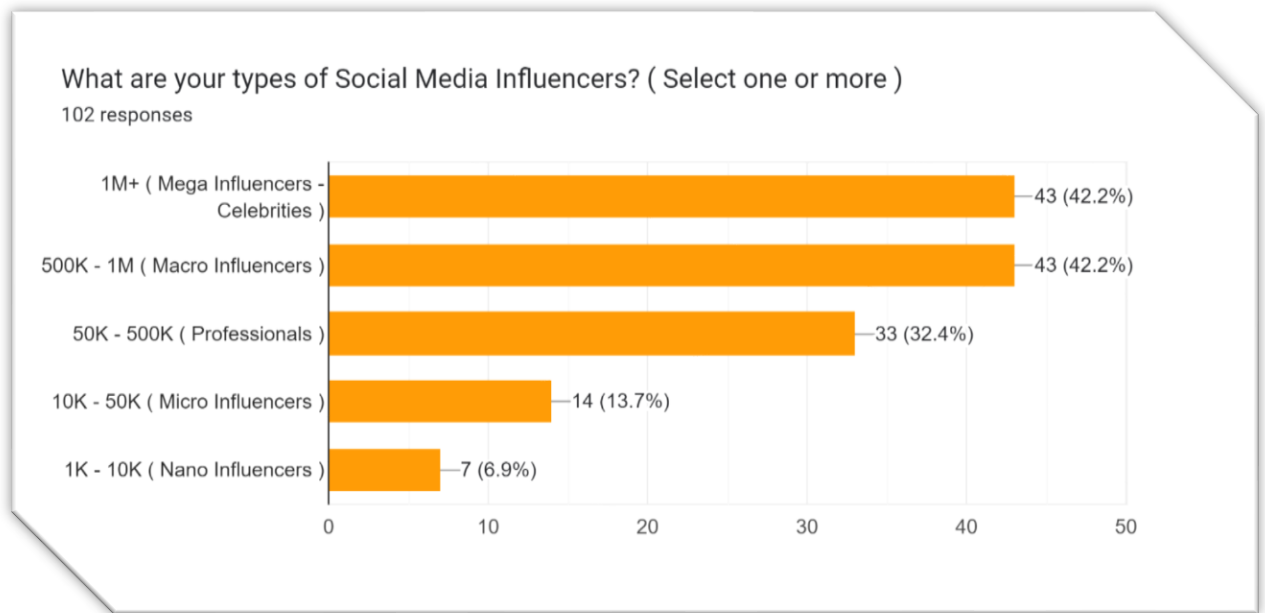


Figure 7 - Types of social media influencer

Types of Social Media Influencers are identified by how much followers they have on their social media.

Mega Influencers (1M+) – 42% of the students has chosen mega influencers as their type.

Macro Influencers (500K – 1M) – 42% of the students have preferred this type of influencers as their type.

Professionals (50K – 500K) – The chart shows that 32% of the students have chosen this type.

Micro and Nano Influencers (1K – 50K) – Combined of 20% of the students have chosen this type beginner level influencers as their type.

3.1.8. Impact on youths

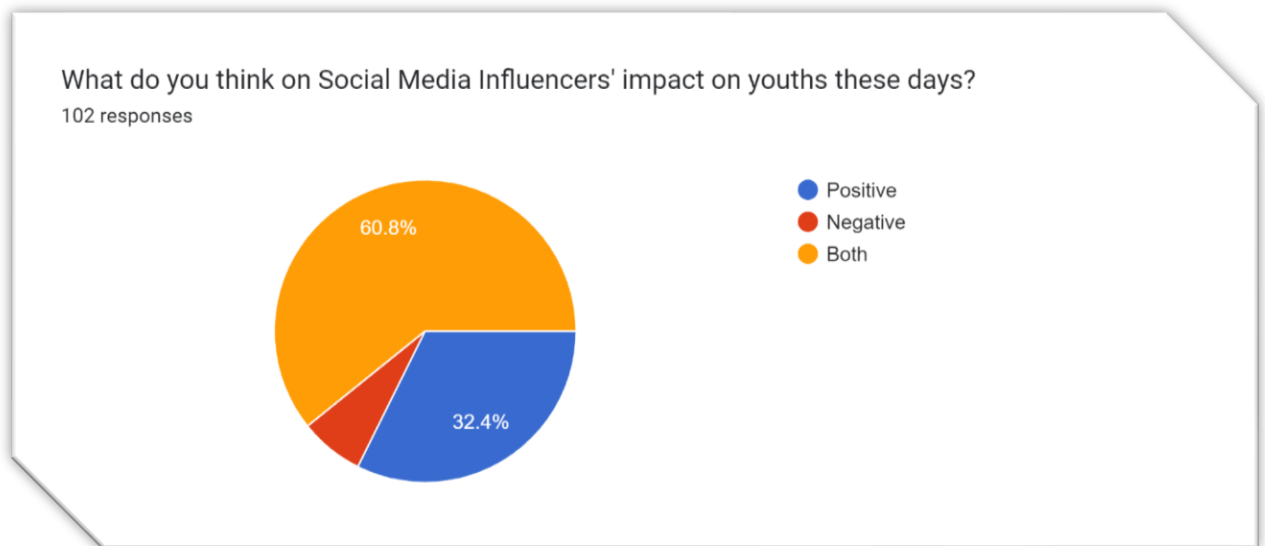


Figure 8 - Impact on youths

As evidence by the graph the majority of the respondents 61% has said that there is both positive and negative impacts on youths these days. Many of the children idolize their favorite celebrities and take up on their live imitating them and this can lead both way as it can lead one in a good way but also push someone towards their bad side.

32% of the respondents have stated that impact on youths by the social media influencers are positive.

Remaining number of respondents have gone against the other odds and have selected the social media influencers are harmful and puts a negative impact on youths these days.

3.1.9. Are social media influencers beneficial to society?

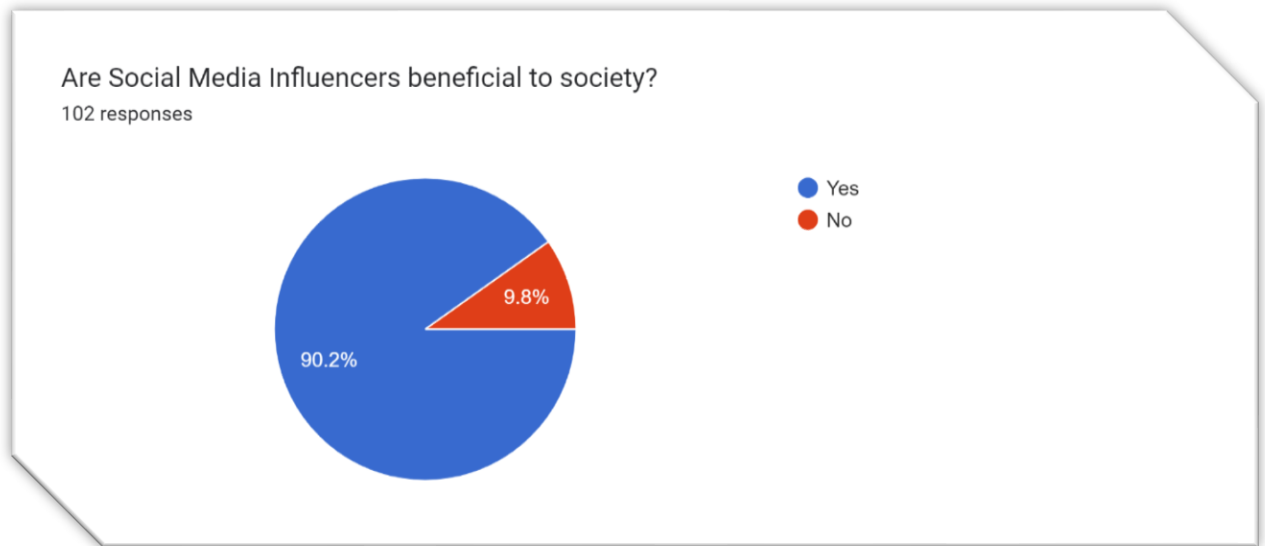


Figure 9 - Are social media influencers beneficial?

A group of 100 students has answered in a sequence under Yes or No. From the chart it is clear that majority of the participants has a clear view on that social media influencers are beneficial to society. The blue color represents those who think that the social media influencers are beneficial to society which sums up to 90% of the students.

Remaining 10% of the students have stated that social media influencers are not beneficial to society.

3.1.10. Benefits from a social media influencer.

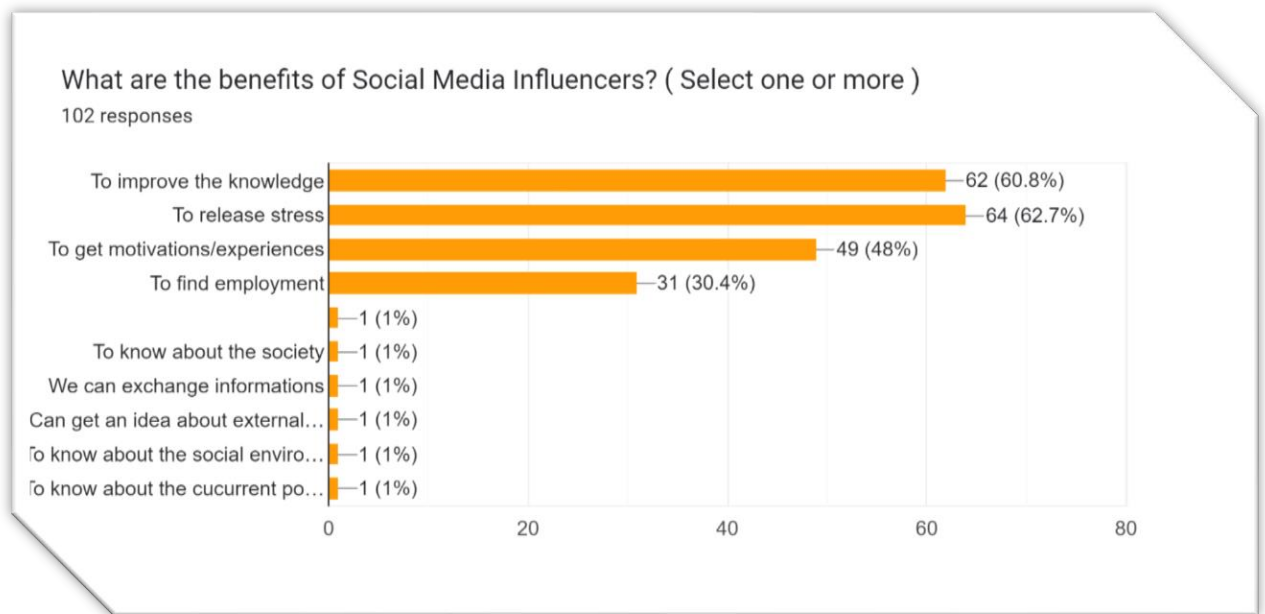


Figure 10 - Benefits of an influencer

It was asked by the students to mention benefits of a social media influencer.

As you can see in the chart, four types of main benefits which were mentioned stands agreed by many.

63% of the students have stated that interacting with a social media influencer helps them to relive their stress which many would readily agree.

61% of the total students have also mentioned that influencers help improve their knowledge regarding many things.

Motivational speeches and the life experiences are also identified as benefits of social media influencers by the students which is about 48%

Many students find it beneficial as the influencers gives them tips and tricks on how to successfully become a successful person in life by showing them how to earn and shortcuts to life.

3.2. Discussion

This chapter discusses the field findings as analyzed and represented in the previous sub heading. The discussion is based on personal particular of respondents, attitudes towards their responses and the level of agreeing in some particular questions.

3.2.2. Characteristics of the respondents.

3.2.2.1. Gender of the respondents.

Based on the sex of the respondents, the finding revealed that there are 58 (58%) females and 42 (42%) males amongst those who responded. Since the sample was randomly selected, out of the 100 respondents it was likely to get small number of males as compared to females.

3.2.3. Students' attitude of their responses.

We witnessed that among the 100 students who responded most of their answers correlate. Even though they have different hobbies and different tastes in everything it can be seen that they have one or more thing in common when it is related to their favorites.

CHAPTER FOUR: CONCLUSION

This study was a way to assess the effects of SLIIT Students' Attitude and Preferences Regarding Social Media Influencers. The methodology used in data analysis was quantitative analysis. After analyzing the data, following conclusion was drawn.

The students from which we took the survey from has different opinions regarding social media influencers.

The findings from the study concurred with the information found as it relates to mainly of a person's ability and dependance on influencers. There were many different answers and responses from the students as all of their tastes and opinions are different from others.

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APPENDICES

Questionnaire

SLIIT Students' Attitudes and Preferences Regarding Social Media Influencers.

Survey on SLIIT Students' Attitudes and Preferences Regarding Social Media Influencers. Your responses will be kept confidential and will only be used for research purposes.

Thank you for participating!

Statement

Gender

Male ☐

Female ☐

What Social Media platform do you use the most? (Select one or more)

YouTube ☐

Facebook ☐

Instagram ☐

TikTok ☐

Twitter ☐

LinkedIn ☐

Other ☐

How many Social Media Influencers you follow in your Social Media Platforms?

(Social media Influencer is a user on social media who has established credibility in a specific industry. These content creators have access to a large audience and can share information to persuade others through their authenticity and reach.)

1 – 10 ☐

10 – 30 ☐

30 – 50 ☐

Above 50 ☐

What type of Social Media Influencer do you follow?

Local ☐

International ☐

Both ☐

What type content do you like to follow most from the Social Media? (Select one or more)

Fashion & Beauty ☐

Travel & Lifestyles ☐

Health & Fitness ☐

Entertaining & Comical ☐

Music & Art ☐

Cooking & Foods ☐

Educational & Self-improvement ☐

Techies & Gadgets ☐

Other: ☐

.....

Who is the Social Media Influencer you like most?

(If your social media influencer is not listed here, use the other option and mention his/her or their name)

Travel With Wife ☐

Chanux Bro ☐

Wasthi ☐

Wild Cookbook ☐

Kumara Sangakkara ☐

BNS ☐

WOW English ☐

Other ☐

.....

How often do you follow Social Media Influencers?

Rarely ☐

Sometimes ☐

More Often ☐

Always ☐

When do you follow Social Media Influencers?

- During my free time ☐
- While at university / work ☐
- During social occasions ☐
- During meal times ☐

What are your types of Social Media Influencers? (Select one or more)

- 1M+ (Mega Influencers - Celebrities) ☐
- 500K - 1M (Macro Influencers) ☐
- 50K - 500K (Professionals) ☐
- 10K - 50K (Micro Influencers) ☐
- 1K - 10K (Nano Influencers) ☐

What do you think on Social Media Influencers' impact on youths these days?

- Positive ☐
- Negative ☐
- Both ☐

Are Social Media Influencers beneficial to society?

- Yes ☐
- No ☐

What are the benefits of Social Media Influencers? (Select one or more)

To improve the knowledge ☐

To release stress ☐

To get motivations/experiences ☐

To find employment ☐

Other ☐

.....

On a scale of 1-5, how are you rated your Social Media Influencer?

Good

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Excellent