



Report

Topic: SLIIT Students' Attitudes and Preferences Regarding Social Media Influencers

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Terms of Reference

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Abstract

This report explores SLIIT students' attitudes and behaviours towards social media influencers. The survey was conducted using convenience sampling and a Google Form, with two sections: demographics and opinions. The results show that social media influencers' impact on purchasing decisions of SLIIT undergraduates is not significant. The report also covers the effects of gender and age on students' choices for such influencers, the efficacy of influencer marketing compared to other marketing methods, and the impact of cultural and social standards. Most respondents follow lifestyle and entertainment content, comedy, informational content, sports content, and gaming content. The study suggests that influencers should be responsible for promoting ethical quality and social obligation. The report concludes that understanding the variables that lead to validity and trust via social platforms could be helpful for influencers and their adherents.

Introduction

1.1 Background Information

Social media is a virtual network that links numerous organizations so that people can exchange information, concepts, viewpoints, and interests. Social media influencers are those users of this web who most significantly affect the community through their words and deeds. These people have a sizable audience that they interact with on various social media platforms, including Facebook, Instagram, and YouTube, and with whom they share knowledge, experiences, and opinions on various subjects.

1.2 Significance of the Topic

Constructing an appealing and interesting social media profile enables social media influencers to generate a compelling character that allows them to update their followers about the latest goods, advancements, and news pertinent to their area. Enterprises take advantage of these influencers by utilizing their audiences to disseminate awareness of their products and advertise their brand. As an outcome, social media influencers have emerged as a vital element of social media, impacting the commerce tactics businesses employ.

According to some worries, social media influencers may provide prohibited information, which could cause their followers to be deceived. Also, social media marketing has increased due to the more heated rivalry among businesses using social media influencers.

1.3 Objectives of the Project

This analysis studies SLIIT students' perspectives and tendencies towards social media influencers, concentrating on the leverage of social media influencers on the pupils' purchasing decisions, the result of gender and age on their choices for such influencers, the efficacy of influencer marketing in comparison to other marketing methods, and the effect of cultural and social standards on SLIIT students.

To acquire information from SLIIT students, this study will employ a survey examination procedure. The outcomes will assist organizations in developing efficient marketing tactics and provide discernment into how

social media influencers affect students' selections and decision-making. The investigation's conclusions will form the foundation for additional investigation and contribute to the body of knowledge on social media influencers.

Methodology

2.1 Introduction

This study aimed to encounter what SLIIT undergraduates felt concerning social media influencers and what they favoured. The research team used only the analytical data that was kept confidential to document how the students perceived these elements.

2.2 Sampling Method

To have a valid response in the survey, SLIIT students had to be enrolled at the university during the research period. Participation in the survey is entirely voluntary. Convenience sampling was conducted through WhatsApp, and the results were derived from eighty-six respondents.

2.3 Data Collection

Following the research of Burke Johnson and Lisa A. Turner (2003) and Chris Mann and Fiona Stewart (2000), the survey was conducted online via a Google Form. The questionnaire consisted of two sections. The first section gathered demographic information, while the second section focused on viewpoints and tastes regarding social media influencers. The questions were entirely multiple-choice and short text, except for an optional question.

2.4 Survey Structure

The thirty queries in the survey were split into two sections: the first asked about demographic details, while the second concentrated on the opinions and choices of respondents towards social media influencers. A wide range of subjects was covered in the questions, including the usage of social media, consumer behaviour, the influencer's marketing success, qualities that make someone a pleasing influencer, and the moralities of influencers' professions. Moreover, qualitative inquiries were added so that participants may expand on their answers.

2.5 Data Analysis

Data analysis followed the quantifiable methods recommended by Hossein Nassaji (2015). Descriptive and inferential statistics were utilized to summarise the participants' demographic information and identify patterns and trends. The results were presented through charts and graphs to improve understandability.

2.6 Limitations

The survey's shortcomings were acknowledged, such as the chances of response or sampling bias since only SLIIT students were polled. The results will be discussed within the context of these limitations.

2.7 Ethical Considerations

The anonymity of the contributors, advocated by Gill Marshall (2005), was maintained throughout the survey, and no individually recognizable information was gathered. Respondents were assured that all details were kept private and used for analytical purposes only. Furthermore, participants were aware of their ability to exit the survey at any time.

2.8 Conclusion

The results provided invaluable perceptions of the predispositions and reactions of SLIIT undergraduates regarding social media influencers. The findings may prove beneficial to marketers and influencers targeting this certain population. It is crucial to notice the significance of the respondents' feedback to better understand the subject matter. A thank-you message was provided to all participants at the end of the survey.

Data Analysis and Discussion

3.1 Gender Circulation of Respondents by Year and Field of Study

Based on the responses collected, 54.7% of the eighty-six responses were males, 44.2% were females, and one individual was recognised as "other." The greater part of respondents (79.1%) was in their foremost year of university, trailed by 17.4% in the subsequent year and only 3.5% in their fourth year. Curiously, no answers from the third year were found. As per faculty enlistment, the Computing faculty had the most noteworthy level of replies (81.4%), followed by the SLIIT Business School (9.3%), the School of Hospitality and Culinary (2.3%), and the School of Architecture (1.2%). No respondents were from the School of Law, Humanities and Sciences, or Graduate Studies and Research.

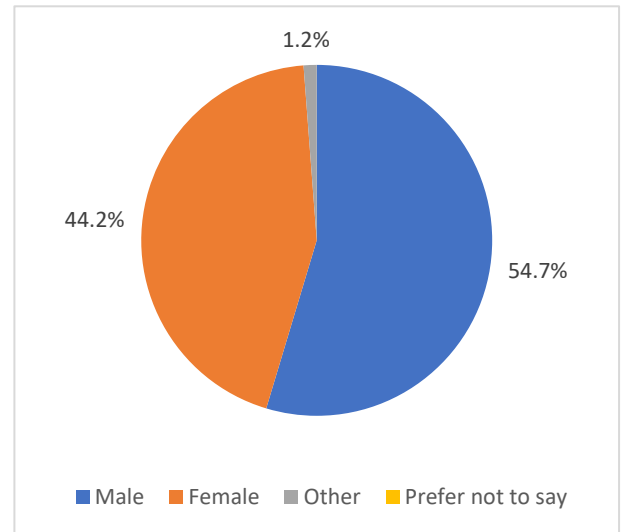


Figure 1.1 Gender Circulation

Although it should be noted that the sample size is small and will not be illustrative of the whole college populace, the information demonstrates that the respondents have a genuinely proportional gender diffusion. Notably, most of the undergraduates belonged to the Computing faculty, which might affect the study's general outcomes given that this group might have various perspectives and inclinations towards social media influencers than students from different faculties. Furthermore, given the elevated level of first-year students, the survey might have been aimed at new students instead of the university in general. The lack of third-year replies is particularly important, yet it is indistinct assuming this is the consequence of a sampling blunder or whether no third-year students chose to take the survey. Altogether, this data reveals a few insights into the gender dispersal

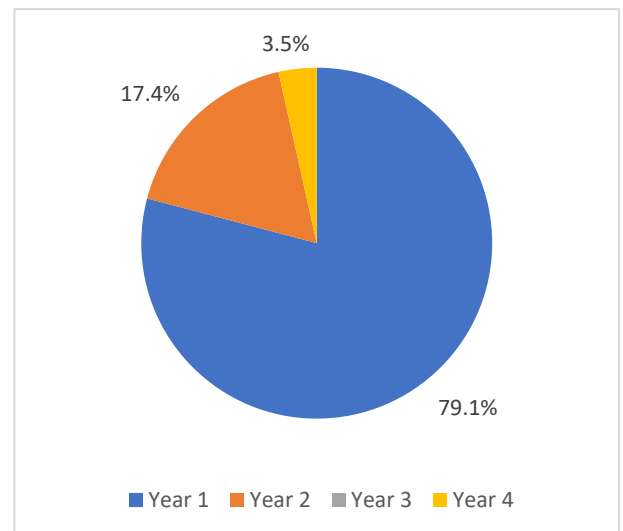


Figure 1.2 Years of Study

and enrolment patterns among SLIIT undergraduates, yet more information is expected to make broader inferences about the student body in general.

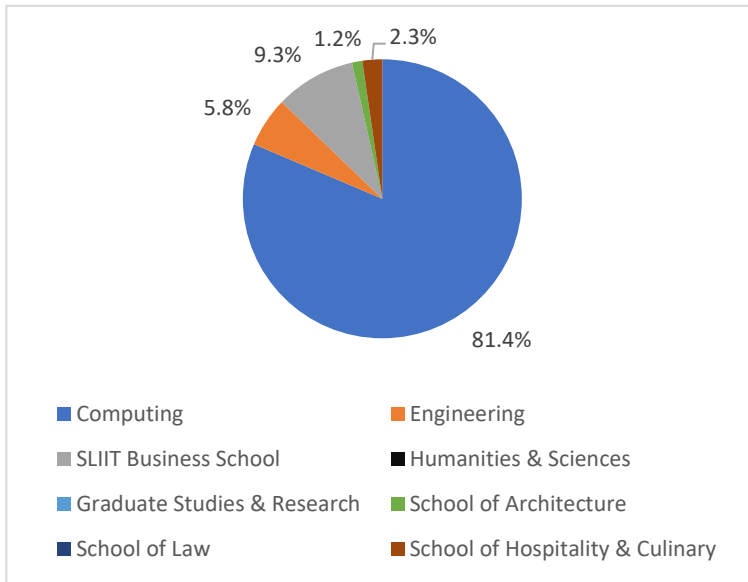


Figure 1.3 Fields of Study

3.2 Age Group, Social Media Use, and the Impacts of Influencers on Students' Lives

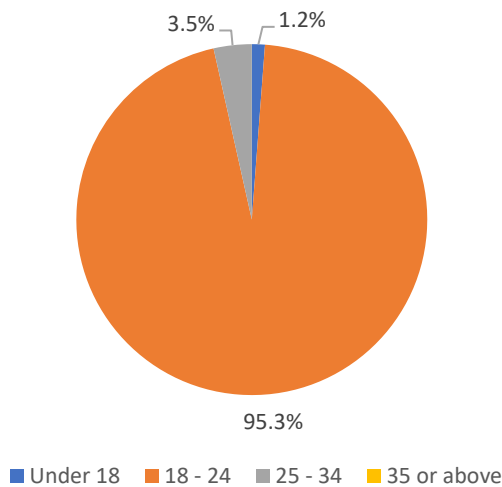


Figure 2.1 Age Groups

The two pie charts discussed in this section illustrate the age groups and social media use. The two bar charts which follow show the usage of various social media platforms and the impacts of influencers on students' lives. The data offers insights into how long specific age groups spend on online social platforms. 95.3% of the members were between the ages of 18 and 24, while just 1.2% were under 18, and 3.5% were between the ages of 25 and 34. As per the information, 31.4% of respondents spend over 4 hours each day consuming virtual entertainment, compared with 26.7% who spend 2-4 hours, 19.8% who consume 1-2 hours, 17.4% who spend 30-60 minutes, and 4.7% who finish under 30 minutes.

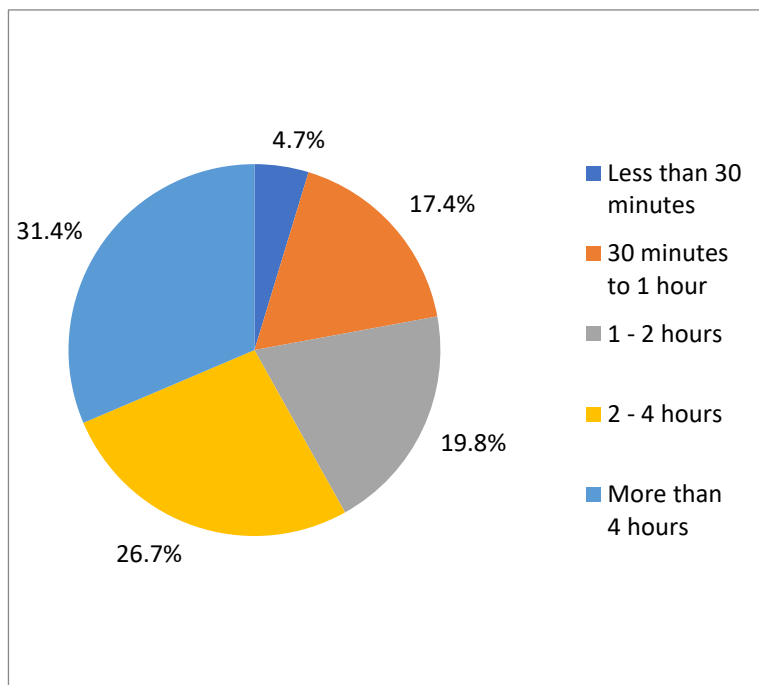


Figure 2.2 Social Media Usage

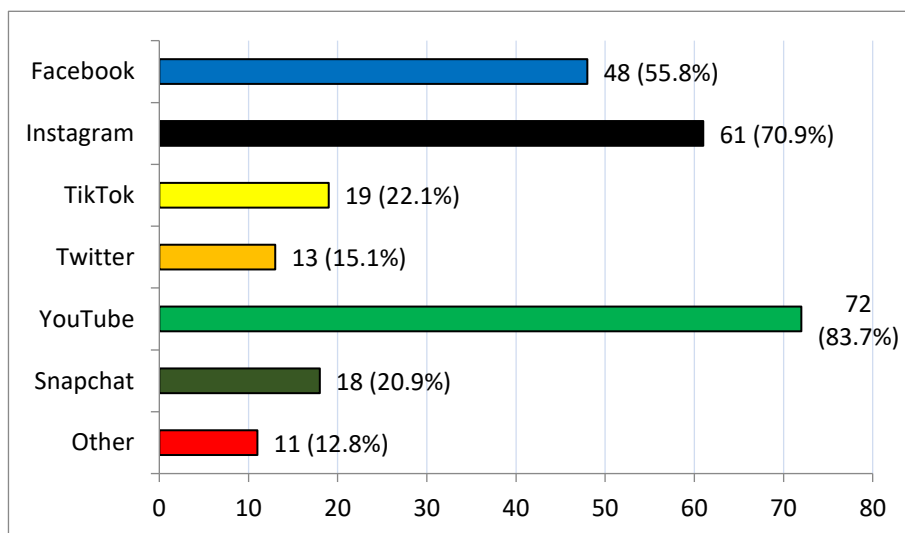


Figure 2.3 Usage of Social Media Platforms

Comparing the various age groups, those between 18 and 24 invest the most time on social media, as indicated by most respondents. No respondents were older than thirty-five, which further insists the review is not to be delegated to anyone outside of the SLIIT students set.

Seventy-four out of eighty-six respondents follow social media influencers, as the information accumulated indicates. With 83.7% of respondents using it, YouTube bested the rundown of the most famous online social sites, followed by Instagram (70.9%) and Facebook (55.6%). In comparison,

22.1% and 15.1% of the respondents use TikTok and Twitter and the minority use other platforms. Moreover, most respondents follow or interact with such influencers no less than once each week, with four respondents doing always. The data likewise revealed that the participants follow a broad range of social media stars, including travel bloggers, fitness fans, beauty influencers, and celebrities, with Chanux Bro, Travel with Wife, Dilshan,

and The Rock being the most often referenced influencers (see Appendix 6). Only six respondents thought social platform influencers were vital, compared with twenty-six who thought they were decently significant and twenty-five who thought they were significant.

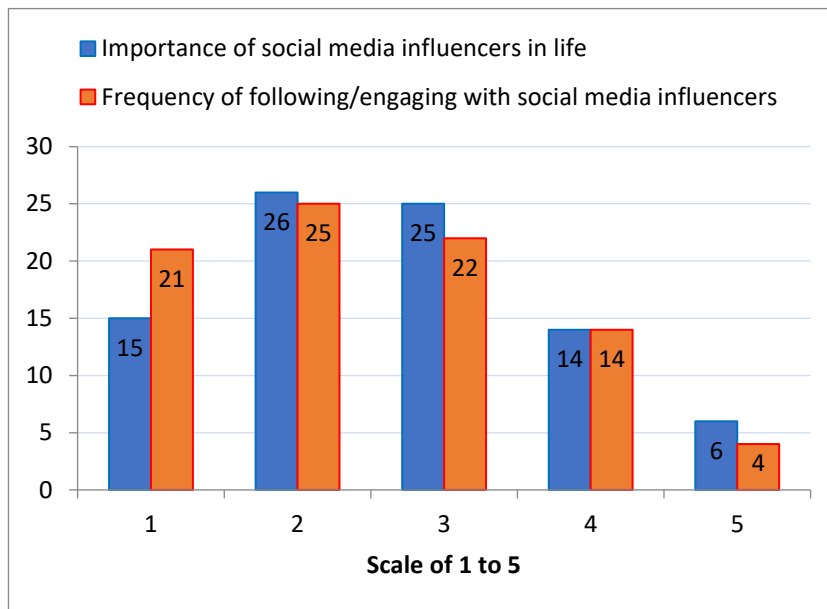


Figure 2.4 Impact of Influencers on Respondents' Lives

YouTube and Instagram are the most operated platforms for following influencers. The data additionally demonstrates that most clients follow or connect with such celebrities rarely, giving them an impartial grade regarding their worth and how habitually they engage with them, even though they are not considered to be of fundamental significance. It may indicate that the participants are indiscriminately following influencers and making their own choices.

3.3 Favoured Classifications of Social Media Influencer Content

The bar chart opposite demonstrates the favourite categories for influencer content. When asked which classes of social media influencer material they like to watch, ninety respondents expressed that they appreciate watching lifestyle and entertainment content like travel, beauty, and fashion. Humour and comedy (53) and informational content like tutorials and how-to guides (55) came subsequently. Sports content was liked by forty-seven respondents, and gaming content by twenty-eight respondents. The minority of responses preferred other types of content.

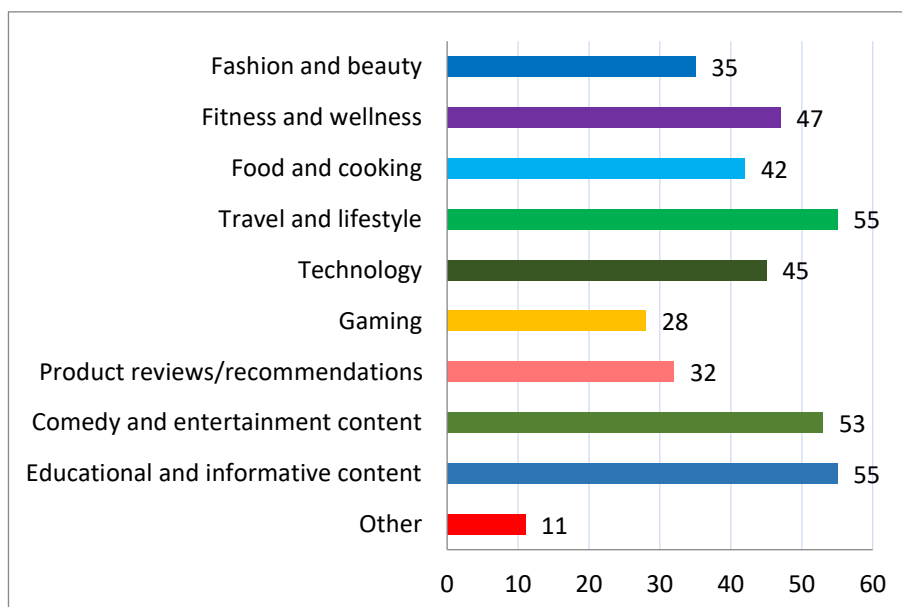


Figure 3 Favoured Classifications of Social Media Influencer Content

This study's discoveries demonstrate that humour and useful content follow entertainment and lifestyle content in notoriety among SLIIT students. This suggests that the students view social platform influencers as a wellspring of knowledge and amusement.

3.4 Purchase Choices and Impressions of the Viability of Influencers Contrasted with Other Advertising Techniques

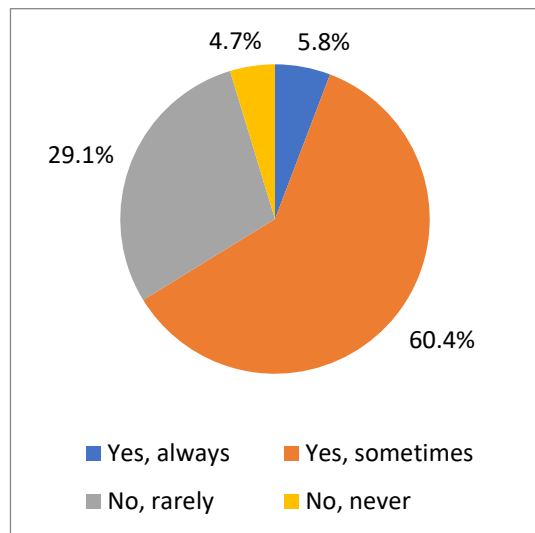


Figure 4.1 Trust in Product/Service Recommendations Made by Social Media Influencers

The two pie charts considered in this section illustrate the trusting and obeying of recommendations made by social media influencers. The following bar chart represents the influence of influencers on students' purchasing decisions on a scale of 1 to 5. Students demonstrated 89.5% confidence in social media influencers' product suggestions, compared with 10.5% doubt. 60.5% of respondents said they had purchased items after paying attention to the influencers' recommendations. On the other hand, 39.5% of undergraduates have not bought products based on recommendations. When asked about the impact such influencers have on their buying decisions, thirty-five respondents said, "To some degree," whereas two said, "Extremely significant". By these outcomes, students' buying choices are

vigorously impacted by their confidence in social platform influencers, whom they are more likely to follow while making item proposals.

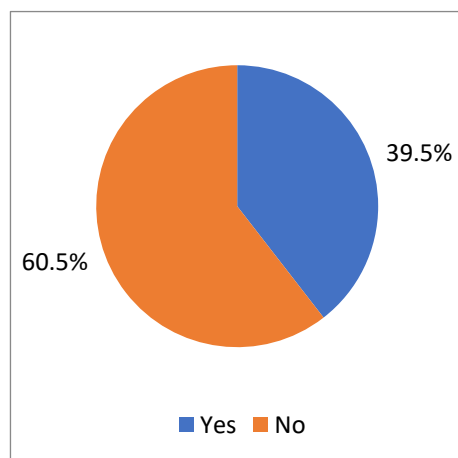


Figure 4.2 Purchasing of Product/Service based on Influencer's Recommendations

In general, the details demonstrate that, albeit social media influencers assume a significant part in respondents' lives and are followed by most of them, they do not fundamentally influence their choice to make a purchase. The data additionally suggest that social platform influencer marketing could function admirably for SLIIT undergraduates. This suggests that influencer advertising must be linked to other promoting strategies to maximise effectiveness, as most undergraduates occasionally follow or interact with influencers. These discoveries show the importance of creating trust with the audience to heighten the efficacy of influencer promotion and

have results for organisations and advertisers who use social media influencers to advance their items.

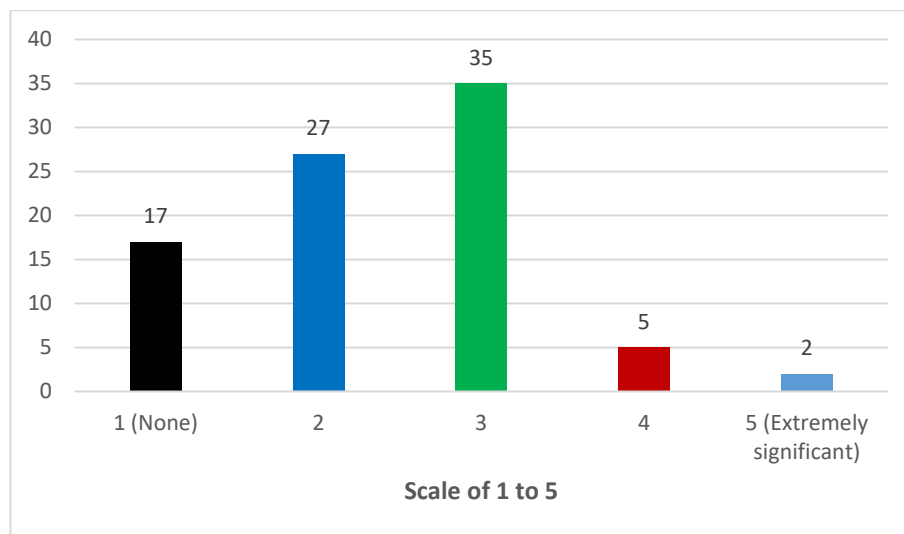


Figure 2.3 Influence of Social Media Influencers on Purchasing Decisions

3.5 Assessment of the Genuineness and Validity of Social Platform Influencers

The bar chart displays the qualities that respondents said were essential for passing judgement on the genuineness and dependability of social platform influencers. Most respondents (65.1%) rated experience and expertise as critical. Other pivotal qualities included engaging with their audience (55.8%), being open about sponsorships and collaborations (50%), with the lowest percentage, the influencer's number of followers (27.9%).

Taking everything into account, competence is the main characteristic to consider while assessing the validity and dependability of influencers, followed by the ability to offer confirmation, straightforwardness, and reliability. Understanding the variables that lead to validity and trust via social platforms might be helpful for influencers and their adherents.

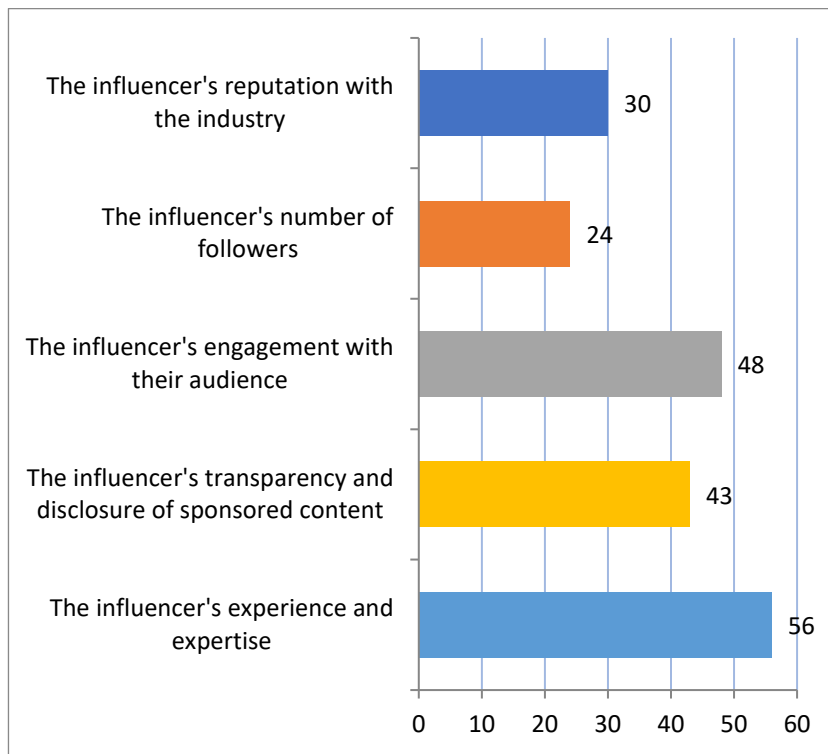


Figure 3 Qualities Considered when Evaluating an Influencer

3.6 Correlation of Impressions of Appeal to Bigger Influencers and Attention to Micro-Influencers

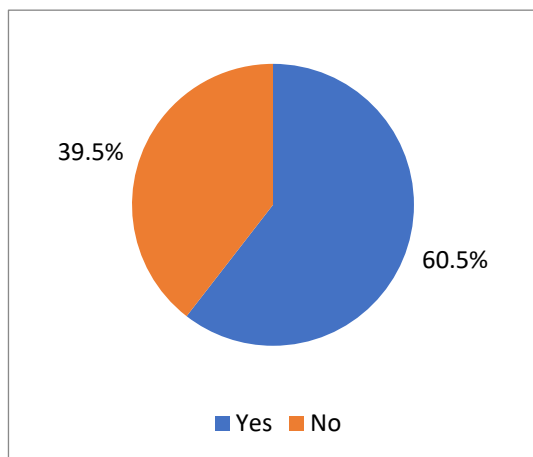


Figure 4.1 Engagement with Micro-Influencer

The two pie charts examined in this segment convey the percentage of respondents who follow micro-influencers and who find them more relatable than larger influencers. 60.5% of the interviewees said they follow more modest influencers. Micro-influencers are more interesting, as per participants, who additionally said they find their material more relatable (16.3%).

The facts show that micro-influencers are popular with SLIIT undergraduates, who also see them appreciatively. The information likewise suggests that micro-influencers can help speak to crowds' specific advantages and inclinations.

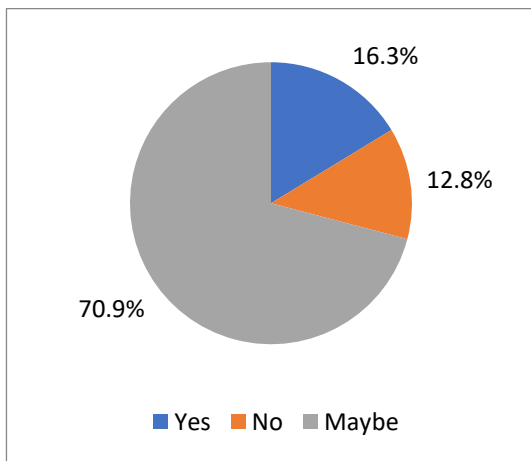


Figure 6.2 Are Micro-Influencers More Relatable than Larger Influencers?

3.7 Perspectives of Social Media Influencers' Straightforwardness and Divulgence Concerning Sponsorships and Paid Associations

The pie chart opposite presents the responses to a question asking if they believe influencers should be more transparent about their sponsorships and paid associations. 37.2% of respondents concurred with the possibility of social media influencers being more forthright about their supported associations and sponsorships, compared with 46.5% who said “maybe.” These findings show that numerous undergraduates regard influencers' perspectives, yet they likewise support more noteworthy straightforwardness from influencers regarding their sponsorships and paid associations. Such finds can accommodate in understanding the mentalities and inclinations of the SLIIT crowd towards influencer advertising.

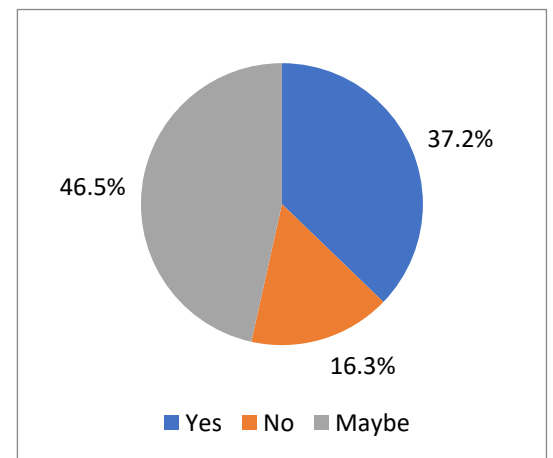


Figure 5 Should Influencers be More Transparent about Their Sponsorships and Paid Partnerships?

3.8 Social Platform Influencers' Impacts on Society

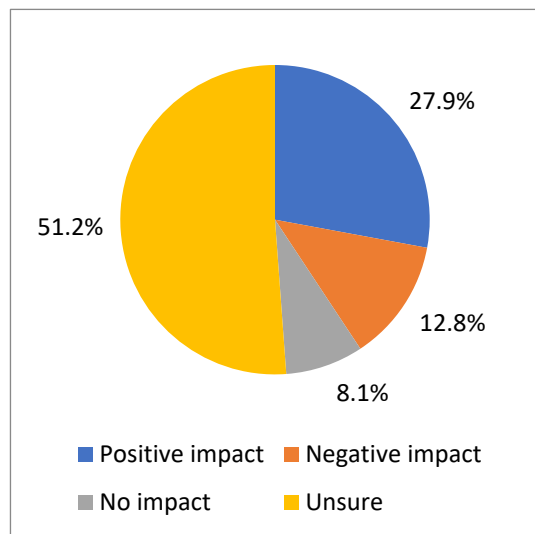


Figure 6 Social Media Influencers' Impacts on Society

The corresponding pie chart reveals the reactions to the subject of what social platform influencers mean for society. 27.9% of respondents said social media influencers positively affect society, while 12.8% said they have an adverse consequence when inquired as to whether they have an effect. Whereas 51.2% of respondents did not know what impact they have. The data demonstrates that there is an ambiguous arrangement regarding what social platform influencers mean for society.

3.9 Examining the Ethical Constraints of Social Media Influencers and their Ethical Ways of Behaving

The facing pie chart explored in this part indicates how responsible SLIIT students find influencers should be. The evidence proposes that social media influencers affect their devotees' perspectives and ways of behaving while considering their responsibility. Most respondents were exposed to the substance delivered by influencers since they follow them and invest a significant amount of time in social media. Thus, to try not to mislead their adherents, influencers must effectively advance ethical quality and social obligation.

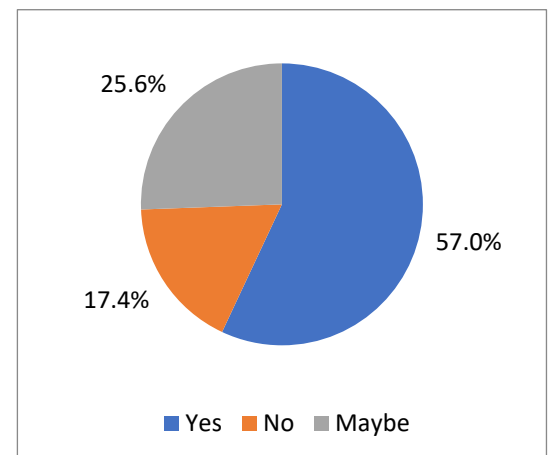


Figure 7 Are Influencers Responsible for Promoting Ethical Behaviour?

57.0% of respondents accept that social platform influencers are not responsible for promoting moral behaviour. Conversely, 17.4% suggest otherwise, and 25.6% are uncertain. These discoveries infer that a sizeable proportion of respondents think social media influencers are not in a position of promoting righteous behaviour. Certain individuals, nonetheless, persist in scrutinising such an idea. The outcomes of the research show that a noticeable portion of individuals is concerned about the moral guidelines of social platform influencers. Since they have a

sizable fan base, social media influencers must use their platform for everyone's benefit and ensure that their material empowers no regrettable way of behaving.

3.10 Regulation of Social Media Influencers

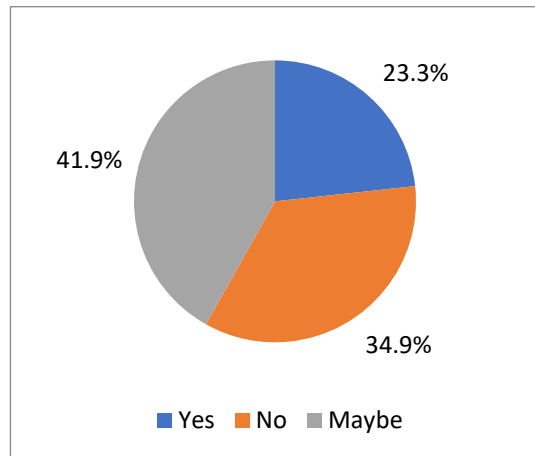


Figure 8 Should Social Media Influencers be Regulated?

The pie chart displayed the responses regarding the regulation of social media influencers. Many respondents (41.9%) stand undecided while 23.3% accept that social media influencers must depend upon guidelines from a regulating power. Nonetheless, 34.9% of respondents were against this.

Despite gender, age, or faculty of enlistment, the possibility that social media influencers must be dependent upon guidelines by an administrative body was steady. Nevertheless, compared with the individuals who used social platforms less regularly, the people who used them all the time were more probable to contradict the guideline. As indicated by the finds, many people figure they must be liable to overseeing authority.

3.11 Upgrading Social Media Influencer Content for Better Crowd Advantage and Commitment

The below bar chart reveals potential upgrades for social media content suggested by SLIIT students. As indicated by the survey's results, respondents feel that social platforms must focus on responding to questions or comments from their audience. Other upgrades include providing more in-depth or detailed content (46 responses), sharing personal anecdotes (43 responses), and, with the lowest number of responses, creating interactive content (20 responses).

As indicated by the study's general findings, respondents figure influencers must focus on creating distinctive and certifiable material while cooperating more with their crowd.

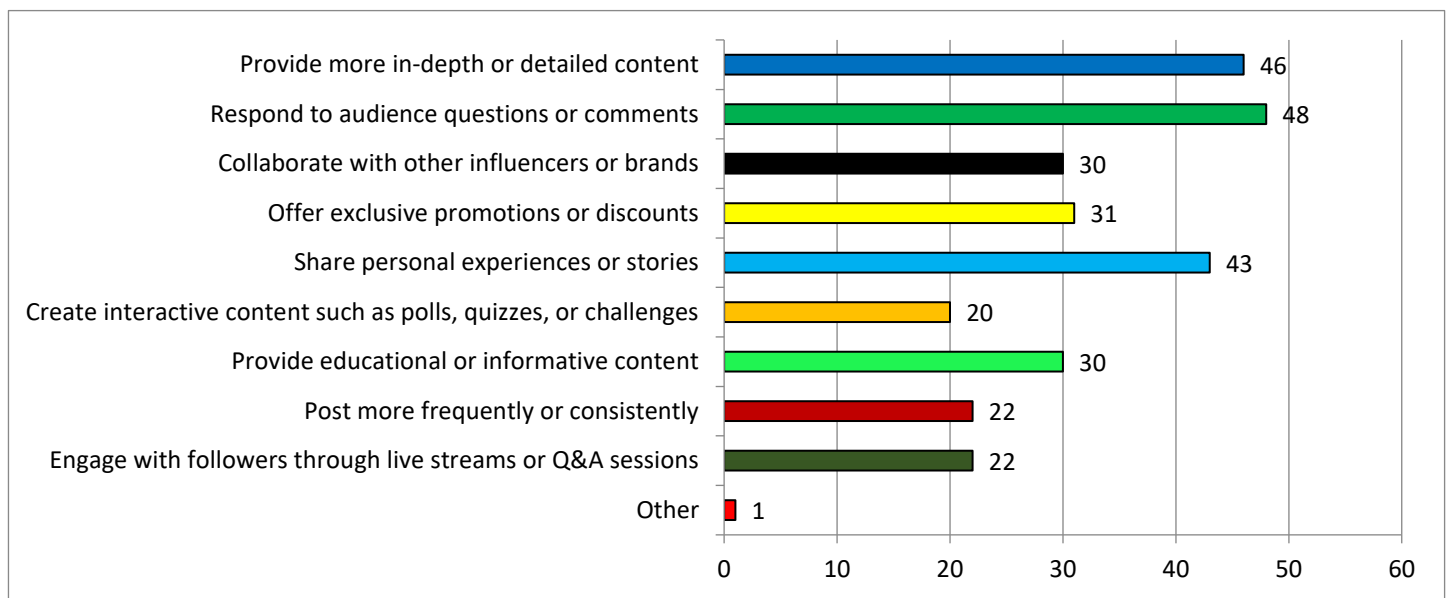


Figure 9 Upgrades for Social Media Content

Conclusion and Recommendations

4.1 Conclusion

The study investigated the attitudes and preferences of SLIIT students towards social media influences. A total of 86 independent variables were identified as having significant intentions on social media. Most comments were from male students (54.7%) aged 18–24, and most of them were in their first year. Nowadays, individuals practise using different social media platforms to make their lives easier in a virtual world.

There were several influences on social media, including Chanux Bro, Dilshan Abey, and Maniya. Among the youth, 83.7% used YouTube, 70.9% used Instagram, and 55.8% used Facebook frequently. These platforms were considered important in various ways for their lifestyle. Most of the youth interviewed preferred social media content's educational and travel sides.

A major risk associated with social media is the trustworthiness of recommended products or services. Despite this, most of the students trusted this new method, although some struggled due to the intangibility of the recommended products. Based on a recommendation from a social media influencer, only a few items, such as t-shirts, beauty products, and technological devices, were purchased by 60.5% of the students (see Appendix 7).

According to the surveyed students, the success of social media influence relies on relatability, expertise, humour, and authenticity. Micro-influencers were more relatable than larger influencers, according to most students. They suggested that sponsorships and paid partnerships should be more transparent. Over half of the students (51.2%) were unsure about the effects of social media influencers, while 27.9% suggested social media influencers impact society positively.

Regarding promoting ethically and socially, 57% of the students believed it was the influencers' responsibility. In response to whether social media influencers should be regulated by a governing body, most of the students could not provide a suitable answer, but 34.9% disagreed.

This study provides valuable insights into the current attitudes and preferences of SLIIT students towards social media influences. Further research on this topic may provide more information on the influence of social media on today's youth.

4.2 Recommendations

A survey titled "Students' Attitudes and Preferences Regarding Social Media Influencers" reveals several key recommendations. Engaging with relevant influencers such as Chanux Bro, Dilshan Abey, and Maniya is crucial for effectively connecting with the target student audience. YouTube, Instagram, and Facebook should be the focus of social media efforts, as these platforms are the most frequently used by students.

The survey indicates that students are interested in educational and travel-related content. Therefore, it is recommended to prioritise creating and promoting content in these areas to resonate with their interests. Building trust and transparency is vital, as students expressed concerns about the trustworthiness of recommended products and services. Disclosing sponsored content and paid partnerships is essential to maintaining authenticity and fostering trust with the audience.

The survey also suggests that students value relatability, expertise, humour, and authenticity in social media influencers. Seeking partnerships with influencers who embody these qualities is recommended. Additionally, the preference for micro-influencers over larger influencers indicates that collaborations with micro-influencers who align with the brand and target audience can create authentic connections.

Promoting ethical and socially responsible behaviour among influencers is crucial. Encouraging influencers to use their platforms responsibly and engage in positive social initiatives can align the brand with the values and concerns of the student audience. Monitoring content quality is essential to ensuring that it meets the expectations of students and aligns with brand values. Feedback and guidance should be provided to influencers when necessary to maintain the desired content standards.

Staying informed about evolving regulations in the industry and remaining adaptable to any changes that may arise is essential.

Implementing these recommendations can help establish stronger connections with the target audience, navigate students' attitudes and preferences regarding social media influencers, and cultivate a positive and engaging social media presence.

References

5.1 Methodology

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Appendices

Appendix 1: Survey Questionnaire

This addendum includes the survey questionnaire used to study the opinions and affections of SLIIT undergraduates concerning social media influencers:

Section 1 of 2: Demographic Information

1. What is your gender?

- Male
- Female
- Other
- Prefer not to say

2. What is your age class?

- Under 18
- 18 - 24
- 25 - 34
- 35 or above

3. What year of university are you in?

- Year 1
- Year 2
- Year 3

- Year 4

4. Which faculty are you enrolled in at SLIIT?

- Computing
- Engineering
- SLIIT Business School
- Humanities & Sciences
- Graduate Studies & Research
- School of Architecture
- School of Law
- School of Hospitality & Culinary

5. How long do you use social media a day?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 - 2 hours
- 2 - 4 hours
- More than 4 hours

Section 2 of 2: Attitudes and Preferences Regarding Social Media Influencers

1. Do you follow any of such influencers? If so, name them.

2. Which social media platforms do you use frequently? (Select all that apply)

✓ Facebook

✓ Instagram

✓ TikTok

✓ Twitter

✓ YouTube

✓ Snapchat

✓ Other

3. How did you discover the social media influencers you follow? (Select all that apply)

✓ Through social media platforms

✓ Through word-of-mouth recommendations

✓ Through online searches

✓ Through advertisements

✓ Other

4. To you, how important are such influencers?

Not important 1 2 3 4 5 Extremely important

5. How regularly do you follow such people?

Never 1 2 3 4 5 Always

6. What types of content do you prefer to see from social media influencers? (Select all that apply)

✓ Fashion and beauty

- ✓ Fitness and wellness
- ✓ Food and cooking
- ✓ Travel and lifestyle
- ✓ Technology
- ✓ Gaming
- ✓ Product reviews and recommendations
- ✓ Comedy and entertainment content
- ✓ Educational and informative content
- ✓ Other

7. Do you believe the goods/services suggestions made by such influencers?

- Yes, always
- Yes, sometimes
- No, rarely
- No, never

8. Have you at any point bought something after hearing positive reviews from such influencers?

- Yes
- No

9. If this is the case, explain what you purchased alongside your reasoning.

(This question is not required)

10. How extensively do such influencers affect your buying decisions?

None 1 2 3 4 5 Extremely huge

11. In contrast with other advertising strategies, how powerful do you consider social media influencer advertising to be?

Not compelling 1 2 3 4 5 Extremely compelling

12. What qualities do you look for in a social media influencer? (Select all that apply)

✓ Authenticity

✓ Relatability

✓ Expertise

✓ Humour

✓ Other (state your answer):

13. What qualities do you consider when evaluating the authenticity and credibility of a social media influencer? (Select all that apply)

✓ The influencer's experience and expertise

✓ The influencer's transparency and disclosure of sponsored content

✓ The influencer's engagement with their audience

✓ The influencer's number of followers

✓ The influencer's reputation within the industry

✓ Other (state your answer):

14. Have you at any point engaged with a small social media influencer (less than 10,000 supporters)?

- Yes
- No

15. Do you think smaller influencers are more interesting than larger ones?

- Yes
- No
- Maybe

16. Do you think social media influencers should be more straightforward about their sponsorships and paid associations?

- Yes
- No
- Maybe

17. How do you suppose social media influencers are affecting society?

- Positive impact
- Negative impact
- No impact
- Unsure

18. Do you suppose such influencers must advance moral and socially mindful ways of behaving?

- Yes
- No
- Maybe

19. Do you suppose such influencers are moral in their practices?

- Yes, always
- Yes, sometimes
- No, rarely
- No, never

20. If not, state your reasoning.

21. What do you think are the benefits of following social media influencers? (Select all that apply)

- ✓ Getting inspiration for new ideas and content
- ✓ Staying up to date on the latest trends and products
- ✓ Learning new skills or techniques
- ✓ Discovering new products or services
- ✓ Getting advice on personal or professional issues
- ✓ Connecting with like-minded people
- ✓ Feeling a sense of community
- ✓ The ability to entertain or be entertained
- ✓ Getting motivation or encouragement
- ✓ Other (state your answer):

22. What do you think are the drawbacks of following social media influencers? (Select all that apply)

- ✓ Feeling pressured to buy products or services

- ✓ Comparing yourself to an unrealistic standard
- ✓ Wasting time on social media
- ✓ Experiencing FOMO (fear of missing out)
- ✓ Being exposed to inappropriate content
- ✓ Losing privacy and personal information
- ✓ Receiving conflicting or inaccurate information
- ✓ Feeling overwhelmed or stressed
- ✓ Other (state your answer):

23. Have you ever followed such an influencer? If so, why?

24. Do you think social media influencers need to be supervised?

- Yes
- No
- Maybe

25. How do you think social media influencers can improve their content to be more engaging and beneficial to their audience? (Select all that apply)

- ✓ Provide more in-depth or detailed content
- ✓ Respond to audience questions or comments
- ✓ Collaborate with other influencers or brands
- ✓ Offer exclusive promotions or discounts
- ✓ Share personal experiences or stories

- ✓ Create interactive content such as polls, quizzes, or challenges
- ✓ Provide educational or informative content
- ✓ Post more frequently or consistently
- ✓ Engage with followers through live streams or Q&A sessions
- ✓ Other (state your answer):

Appendix 2: Survey Characterization

This appendix states the survey's description which appears beneath the header of the survey and outlines the investigation's intent, approaches for data collection, and moral respect to protect participants' rights and privacy:

This survey aims to learn more about SLIIT students' interests and opinions about social media influencers. Answering honestly and to the best of your ability is requested. You won't be individually identified, and your responses will only be used statistically.

Appendix 3: Sample Recruitment Message

This appendix contains the recruitment note sent to SLIIT pupils through WhatsApp which provides details regarding the examination's goal, instructions, and the survey link:

👋 Hey, everyone!

? The purpose of this survey aims to discover more about SLIIT students' interests and opinions about social media influencers. Answering honestly and to the best of your ability is requested. You will not be individually identified, and your responses will only be used statistically.

🙏 Please consider sharing this survey among your campus peer groups and friends.

Appendix 4: Thank You Note

The thank-you message sent to respondents at the end is included in this appendix:

We value your time and insightful comments.

Appendix 5: Literature Review

This addendum possesses a summary of the writings utilised to form the survey format and data analysis. It comprises a breakdown by Burke Johnson and Lisa A. Turner (2003), Chris Mann and Fiona Stewart (2000), Hossein Nassaji (2015), and Gill Marshall (2005):

Burke Johnson and Lisa A. Turner (2003): An outline of both quantitative and qualitative data research techniques is provided by Johnson and Turner in their book, "Data Analysis Techniques for Researchers." The choice of acceptable data analysis techniques for this investigation was guided by the book.

Chris Mann and Fiona Stewart (2000): Mann and Stewart discuss the use of the Internet as an instrument for qualitative research in their work, "Internet Communication and Qualitative Research: A Handbook for Researching Online." To improve the survey's design and data collection techniques, this work was examined.

Hossein Nassaji (2015): Nassaji examines the discrepancies between qualitative and explanatory analysis as well as the suitable data study modes in his article, "Qualitative and Descriptive Research: Data Type Versus Data Analysis." To make sure the proper data analysis methods were applied in this study, this work was examined.

Gill Marshall (2005): In her text "Qualitative Researching," Marshall provides an outline of qualitative study methods, including fact assemblage and analytical procedures. This work was assessed to guarantee that the data compilation approaches utilised in this investigation were proper.

Appendix 6: Followed Social Media Influencers

This appendix contains a summary of responses to the question “Do you follow any of such influencers? If so, name them.”.

Name	Tally
Amandha Amarasekara	2
Amy Lee	1
Andrew Tate	2
Annie Dang	1
Anthony Fu	1
Bryce Hall	1
Caroline Jurie	1
Chanux Bro	4
Christiano Ronaldo	2
Cult Clare	1
Dasuni Athauda	1
Dhar Mann	1
Dilshan Abey	1
Emma Chamberlain	1
Eric Nam	1
Faze rug	1
Gappiya	1
Hailey Bieber	1
Hila Klein	1
Holly Gabrielle	1
Ireshika Karunarathna	1
Jackie Aina	1
Jaiden Animations	1

Jay Shetty	2
Jeenu Dharmakeerthi	1
Jenna Marbles	1
Kavithi	1
Kendall Jenner	1
Khaby Lame	3
Kota	1
KSI	1
Kylie Jenner	2
Larray	1
Lowtiergod	1
Liza Koshy	1
Matt D'avella	1
Mark Manson	1
Mashi Siriwardene	1
Michelle Khare	2
Modernscience	1
Mosseri	1
Mr beast	1
MrWhosetheboss	1
Nah	1
Nick DiGiovanni	1
Niklas Christle	1
Nikocado Avocado	1
Not special	1
Pc	1
Pewdiepie	2
Pradeep Rangana	1
Purecinema	1
Rihanna	1
Selena Gomez	1
Senali De Silva	1
Senuri Rupasinghe	1

Shane Dawson	1
Shenalee Wilson	1
Snoop Dogg	1
TheSriveToFit	1
Stanzi	1
Tesaarah	2
The Rock	2
Tissa Jananayake	1
Travel with wife	2
Trisha Paytas	1
Udara	1
Wasthi	2
Whatzzap	1
Yes	10
Zendaya	1

Appendix 7: Respondents' Purchases

This appendix contains a summary of the responses to the question “If this is the case, explain what you purchased alongside your reasoning. (This question is not required).”

Product Name	Tally
Beauty products	2
Bikes	1
Camera	1
Computer/Laptop	2
Cosmetics	1
Dresses	2
Food	1
Gift	1
Hair care products	1
Headphones	1

Mobile accessories	1
No	1
Phone	1
Phone cleaner	1
Shampoo	2
Skincare products	1
Spa Ceylon product	1
T-shirt	1