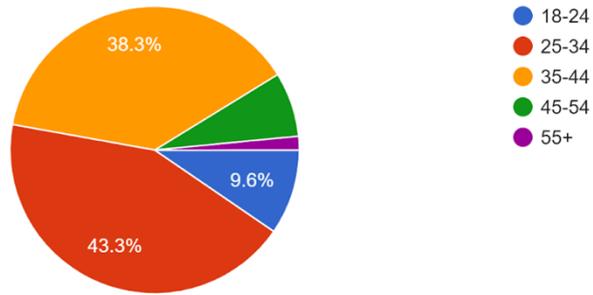


9 Appendix

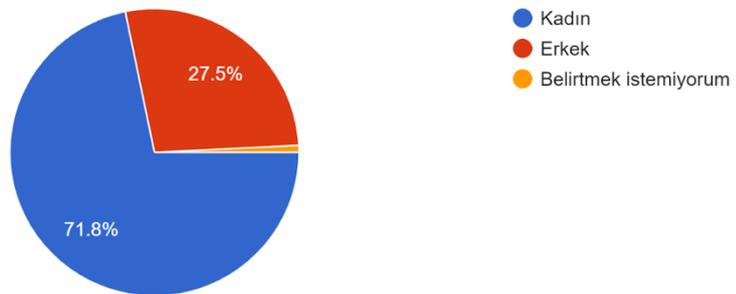
Graph 4 1st Question's Results

What age range are you in?
386 responses



Graph 5 2nd Question's Results

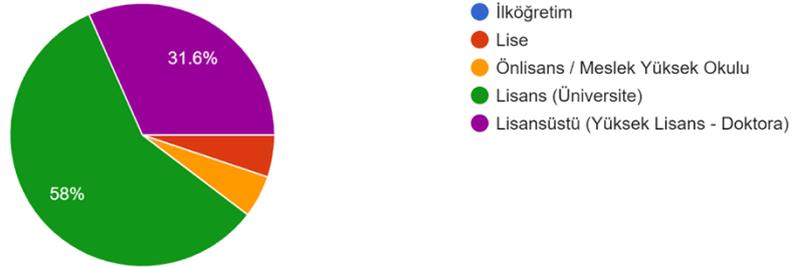
What is your gender?
386 responses



Graph 6 3rd Questions's Results

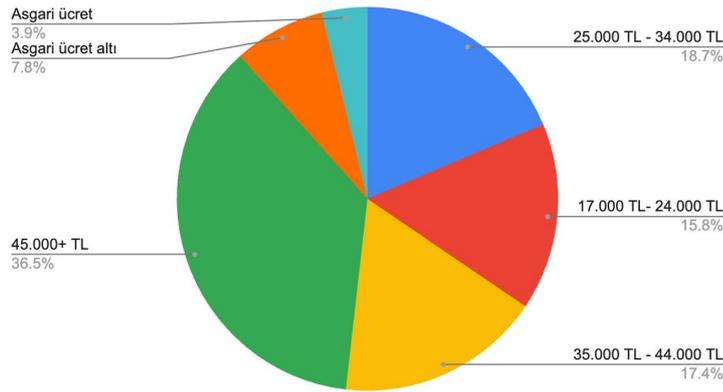
What is your education level?

386 responses



Graph 7 4th Question's Results

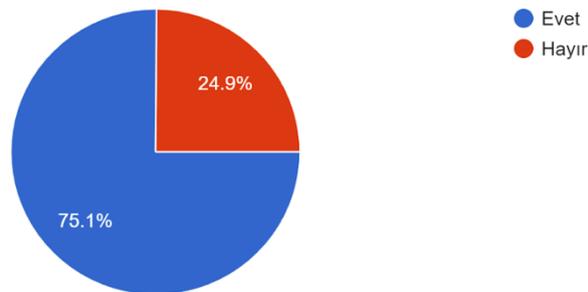
Your Income Level?



Graph 8 5th Question's Results

Do you follow an influencer (a person who is considered an expert in his field and has stable followers on social media, whose opinion is trusted and whose approval is received) on Instagram?

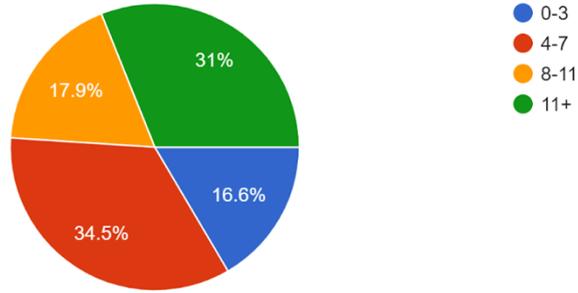
386 responses



Graph 9 6th Question's Results

How many influencers do you follow on Instagram?

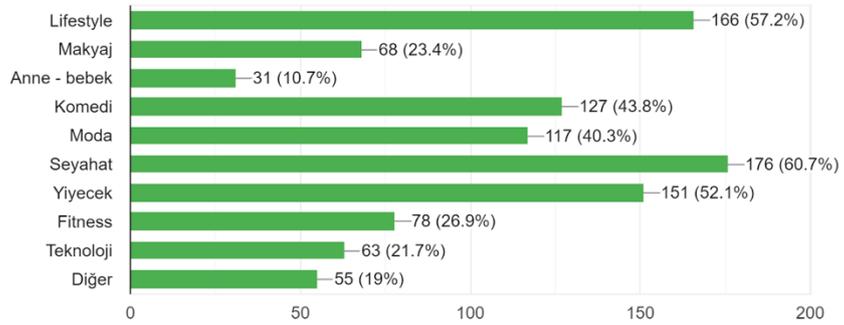
290 responses



Graph 10 7th Question's Results

Which type of influencers do you prefer to follow the most?

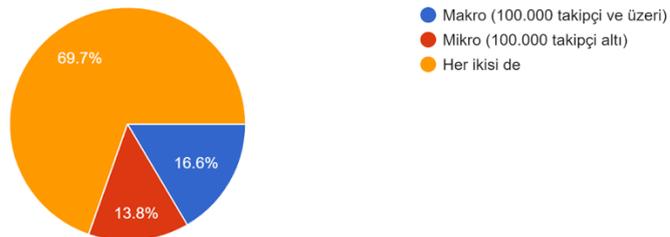
290 responses



Graph 11 8th Question's Results

Do you typically follow macro influencers with large followings or micro influencers with a smaller, niche following?

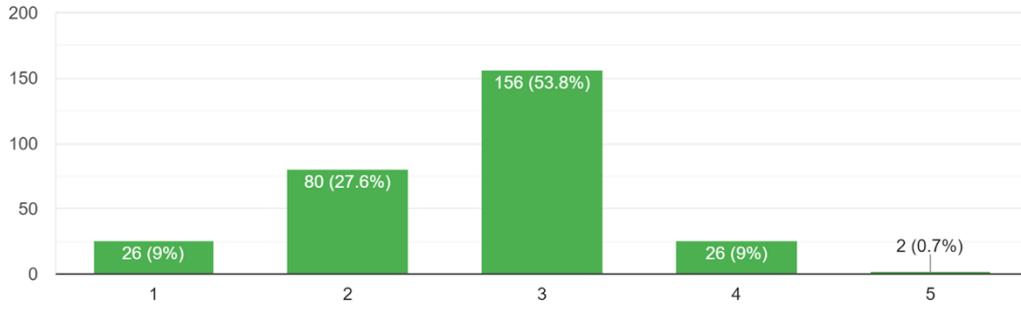
290 responses



Graph 12 9th Question's Results

How confident are you that influencers are sincere and natural?

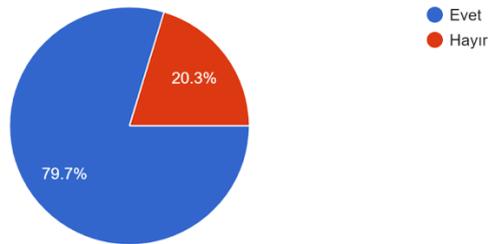
290 responses



Graph 13 10th Question's Results

Do you click on the links shared by influencers?

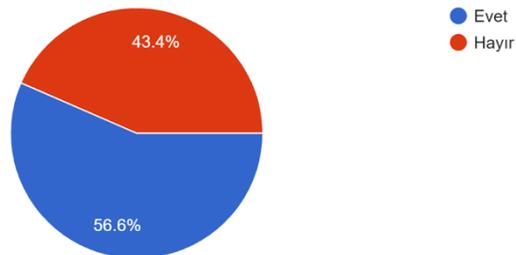
290 responses



Graph 14 11th Question's Results

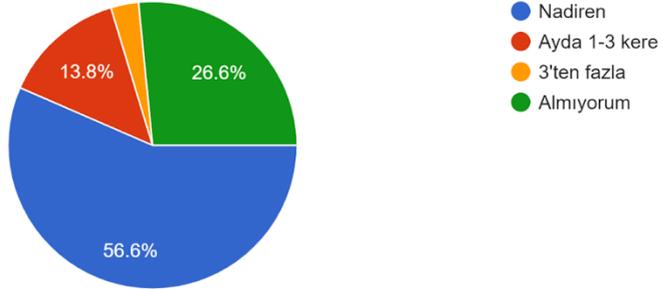
Do you buy products through links shared by influencers?

290 responses



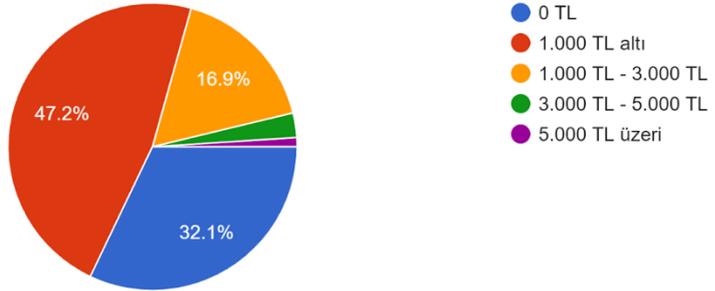
Graph 15 12th Question's Results

How often do you buy products from links shared by influencers?
290 responses



Graph 16 13th Question's Results

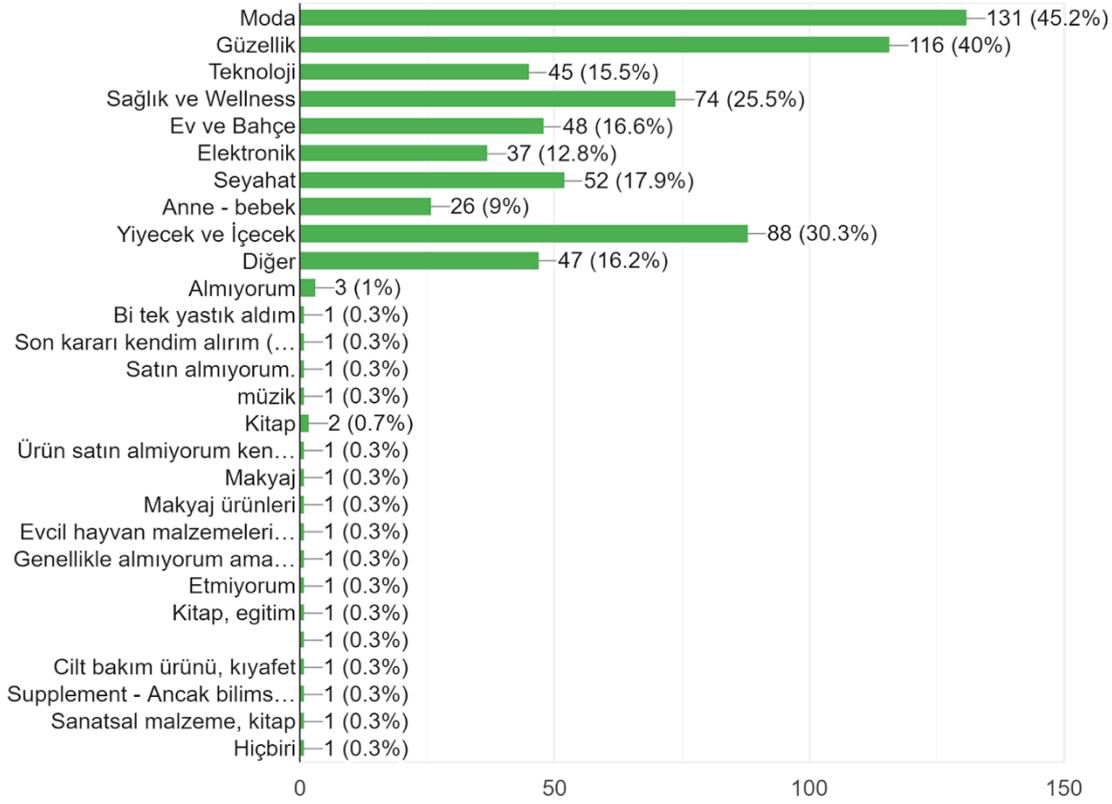
How much do you spend monthly through influencers?
290 responses



Graph 17 13th Question's Results

What type of products do you prefer to buy from influencer recommendations?

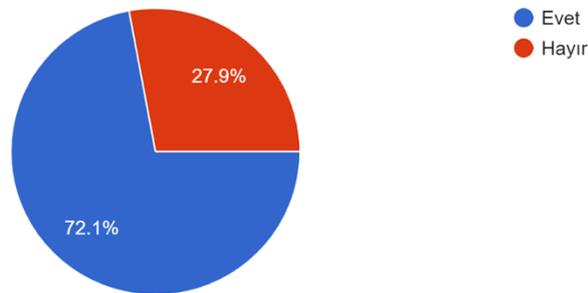
290 responses



Graph 18 14th Question's Results

Have you ever clicked on a link shared by an influencer, but didn't buy immediately, but instead bought it later?

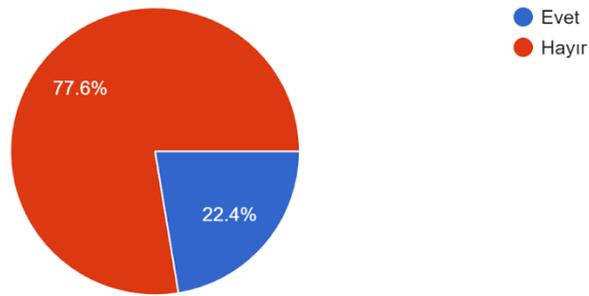
290 responses



Graph 19 15th Question's Results

Do you frequently visit the profiles of influencers you don't follow to see what they're sharing?

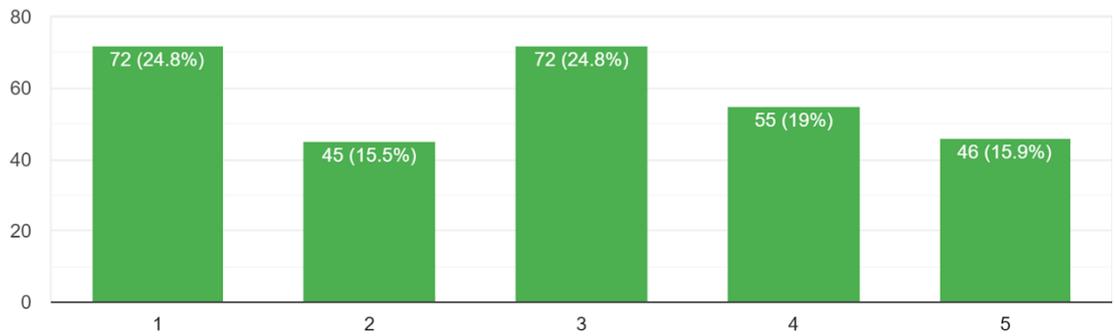
290 responses



Graph 20 16th Question's Results

How important is it to you that an influencer's lifestyle or values are similar to yours?

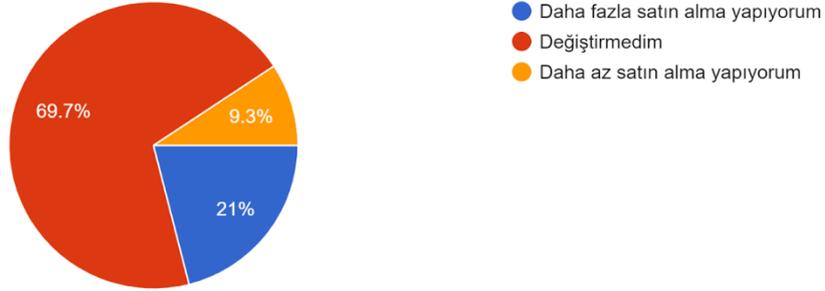
290 responses



Graph 21 17th Question's Results

Have you changed your purchasing frequency due to influencer influence?

290 responses



Graph 22 18th Question's Results

Who influences you more in your purchasing decisions?

290 responses

