This data was collected as part of a Masters by Research Project

The data was collected using an online survey on Qualtrics and comprises data collected globally from 633 Instagram users aged between 18-35.

The data files are presented in 2 formats.

1. **Testing.sav i**s the coded SPSS file to demonstrate how it was coded.
2. **Exploring_Customer_Engagement_with_Instagram_Influencers_ xlsx** is the excel file of the data to showcase the actual results.

Also included is a copy of the survey questions, a copy of the online consent form, and information provided to participants.