

## **Driving Forces of Purchase Intention through Instagram**

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The purpose of the study is to understand the driving forces that motivate consumers to purchase products from the virtual store on Instagram among millennials. Instagram is one of the popular social media networks for online shopping platforms for the present generation. Day by day, purchases from Instagram virtual stores have been increasing tremendously. The study adopted a quantitative method and 133 Instagram users have taken part in the study. The findings revealed that Influencers, peer customer endorsement, and perceived benevolence are associated with consumer's trust and that influences the customers to the purchaser through an Instagram virtual store. The study also adds value to academic literature for future researchers. The study contributes insights into customer purchasing behavior and it provides practical recommendations, to digital entrepreneurs on how to attract Instagram customers to purchase their product from the virtual stores in Instagram.

***Keywords:*** *Benevolence, Consumer Trust, Influencers, Peer Consumer Endorsement*