

Do recommendations let users be motivated to buy through Instagram commerce.

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Abstract: The purpose of this study is to determine whether recommendation mediated the association between motivation and purchase intention towards buying in Instagram Commerce. This study is a quantitative study using a google forms questionnaire. A cross-sectional study in Spain. With a total of 101 experience users on Instagram. For this study, a mediation analysis was carried out using Hayes' PROCESS macro (Model 4) for SPSS to test the hypothesis. Furthermore, the results of this study, show that additional effective and powerful good recommendations will lead to better motivation to buy online a product or service.

Key Words: Instagram commerce, motivation, purchase intention, recommendations, mediation