

# **Explain the online purchase intend of Instagram social network customers In Guilan province with emphasis on perceived risk**

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**With the rise of online social networks, there has been a growing interest in the concept of customer behavior response over the past several decades. Given the issues discussed above and the growing emphasis on customer loyalty and responsiveness to companies and organizations and environmental change, companies need to keep up with these developments and be up-to-date and responsive to change. The purpose of this study was to explain Explain the online purchase intend of Instagram social network customers In Guilan province with emphasis on perceived risk. This research is applied in terms of purpose and descriptive in terms of data collection and correlational research about the methods. The statistical population of this study is the customers of social networking station in Guilan province which is an unlimited community type. The sampling method is non-probable and purposeful. Given that the statistical population in the study is of an unrestricted type, the Cochran formula infinitely estimated the sample size. The results indicate the negative impact of financial risk on the willingness to buy online social networking customers, the negative impact. Product Risk on Desire to Buy Online Social Network Customers Negative Impact Security Risk on Desire to Buy Online Social Network Customers, Negative Impact of Time Risk on Desire to Buy Online Social Network Customers, Negative Impact of Social Risk on Desire to Buy Online Social Network Customers Stagrams and the negative impact of psychological risk on the willingness to shop online for social networking customers in the province of Guilan.**

**Keywords : Online shopping, Instagram social network, social risk, psychological risk**

