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# **Consumer Behavior Analysis in Online Shopping: Psychological and Social Factors Influencing Purchase Decision-making**

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## **Abstract**

With the rapid expansion of online shopping and the growing reliance of consumers on e-commerce platforms, understanding customer behavior and identifying the factors that influence their decision-making has become increasingly important for businesses such as the Torob platform. This study examines the role of psychological and social factors in the purchasing process of Torob users, analyzing various aspects such as brand trust, quality of shopping experience, social influences derived from user reviews, digital advertising, as well as psychological variables such as purchase anxiety and fear of missing out (FOMO). The findings indicate that brand trust and positive feedback from other consumers, along with targeted advertising, play a significant role in enhancing purchase intention. Furthermore, prior positive shopping experiences and recommendations from family and friends considerably influence consumers' final decisions. The results of this research can help Torob design more effective marketing strategies, increase customer loyalty, attract new users, and improve conversion rates. Overall, paying attention to the psychological and social dimensions of online shopping can pave the way for the sustainable growth of similar platforms.

**Keywords:** Brand Trust; Customer Loyalty; Digital Advertising; Online Shopping Experience; Social Influences.