JSEG
JOURNAL OF SMART ECONOMIC GROWTH
www.jseg.ro ISSN: 2537-141X Volume 11, Number 1, Year 2026

BEYOND RECOMMENDATIONS: HOW ARTIFICIAL INTELLIGENCE SHAPES CONSUMER DECISION-MAKING

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Abstract: *Artificial Intelligence (AI) becomes an essential component of the digital economy, transforming the way consumers access, process, and evaluate information in the purchasing process. Although AI-based recommendations simplify product search, their influence extends beyond the simple selection of alternatives, shaping consumers' perceptions, decision-making processes, and sense of control. Recent research analyzes the impact of AI on cognitive processing, trust, perceived risk, and consumer autonomy, highlighting both efficiency-related benefits and concerns regarding transparency and control. This article aims to provide a synthesis of recent research on how artificial intelligence influences the consumption decision. The paper examines interconnected dimensions of the decision-making process, from how consumers evaluate AI-generated content to the levels of active system involvement in decisions.*

JEL classification: M31, O33, D91
Key words: artificial intelligence (AI), consumer decision-making process, recommendation systems, consumer autonomy, cognitive processing, e-commerce

1. INTRODUCTION

Artificial Intelligence (AI) has become an essential component of the decision-making process in e-commerce, reshaping the way consumers search, process, and evaluate information about products or services during purchasing decisions (Hermann and Puntoni, 2024). While pre-AI product search methods, such as keyword searches, sorting by price, by best-selling items, or displaying products within a specific price range (minimum and maximum price offered), functioned as simple passive filtering and comparison tools (Li et

al., 2024), today's algorithmic systems, from recommendation engines to conversational assistants and generative models, automate the delivery of advice and actively shape the decision-making process and consumer behavior (Hermann and Puntoni, 2024). These technologies reduce large amounts of information and the multitude of available products to a restricted set of options, thereby facilitating the consumer's decision and minimizing cognitive effort.

In practice, the assistance provided by AI is not just a simple technical detail in the background, but creates an environment where the buyer constantly re-evaluates their trust in the AI system used, re-evaluates store transparency when it comes to algorithmic recommendations such as "product of the week," "recommended for you," but also the freedom to choose the desired product independently, without feeling that their autonomy is being challenged (Luo et al., 2026; Chang and Park, 2024).

Although recent research has analyzed in detail various aspects of e-commerce in the context of AI integration into the decision-making process, the literature observed in this study has developed along a few parallel trajectories. To fully understand how artificial intelligence reshapes the purchasing decision, it is necessary to connect these perspectives into an integrated framework.

One of the trajectories analyzed in this study is related to algorithmic price dispersion and consumer trust dynamics. The study by Leo and Huh (2026) was based on 3 experiments conducted in the context of a second-hand goods resale platform. They showed that when consumers assume the role of sellers, they perceive the price dispersion (the difference between the lowest price and the highest price) set by an algorithm as smaller than when prices are set by a human evaluator. Therefore, consumer trust can no longer be attributed solely to product display, but also to the fact that an algorithm cannot have hidden intentions in the sales process.

The second trajectory targets the virtual agent's communication style with the user. Zobair et al. (2026) analyzed two alternative response styles to AI-driven recommendations, specifically personalized and humorous responses. They conducted 46 semi-structured interviews and a field experiment with 409 respondents. The results showed that personalized

communication with the user increases the purchase probability compared to humorous communication. At the same time, it was demonstrated that when shopping has an urgent or utilitarian character, personalized communication is seen as more appropriate than humorous communication, which can be perceived as intrusive or unserious. Conversely, when shopping urgency is low, consumers may be more open to heuristic cues, such as humor, thereby reducing the negative reactions of a less task-focused communication. However, Longoni and Cian (2022) showed that for hedonic or recreational decisions, recommendations coming from humans or from the community carry more weight in the decision-making process and are more convincing than purely technical ones.

The final direction analyzed in this study brings to light the tension between the desire to simplify the search in the purchasing process and the autonomy perceived by the consumer (Rohden and Espartel, 2024; Han and Ko, 2025; Hou et al., 2026). Experiments conducted by Rohden and Espartel (2024) demonstrated that a purchase decision made by a consumer individually, without external interventions, is associated with lower uncertainty than a purchase decision assisted by an AI agent, even if the agent can take into account the consumer's previous purchasing choices (an effect nuanced, however, by consumer personality traits, such as the tendency to maximize). Moreover, studies have shown that when the consumer realizes that an AI agent can anticipate their choices, they are willing to violate their own preferences and choose less preferred options just to regain their sense of decision-making autonomy (Hou et al., 2024). This sense of autonomy was also addressed in the study by Han and Ko (2025), who conducted an experiment with 708 participants and demonstrated that perceived autonomy enhances consumer trust, especially in high-difficulty choices. Furthermore, when AI agents integrate elements such as shared responsibility or interactive feedback into the decision-making process, consumers are more likely to experience enhanced autonomy, as well as maintain their sense of trust even in high-difficulty contexts.

Therefore, the main purpose of this paper is to analyze and synthesize recent research on how artificial intelligence influences the consumer decision-making process. Methodologically, the paper relies on a synthesis of specialized literature, using recent studies in the field of consumer behavior and AI-based recommendation systems as a theoretical framework.

The results show that integrating AI-based recommendation algorithms brings major benefits by streamlining pricing, reducing cognitive effort, and rapidly guiding the buyer through the decision-making process. At the same time, this technological evolution generates an essential behavioral paradox: delegating the decision to algorithms can challenge consumer autonomy, triggering consumer resistance reactions (such as the deliberate rejection of recommended options, even if they were among their preferred ones) or, conversely, vulnerability to subtle algorithmic influences. Ultimately, the research highlights that maintaining a balance through algorithmic transparency, shared responsibility, and interactivity is the key to transforming artificial intelligence from an authoritarian decision-maker into a dialogue partner that can assist the user throughout the purchase.

This paper is organized into five main sections. The first section constitutes the introduction of the article, and the second contains a review of the specialized literature in the field. Next, the third section details the methodology underlying the selection and analysis of sources, the fourth presents the obtained results and related discussions, and the final section presents the study's conclusions.

2. LITERATURE REVIEW

2.1. Algorithmic prices, product value estimation, and trust dynamics

The marketing mix has undergone essential changes with technological development and the emergence of artificial intelligence-based systems, especially at the level of pricing policy. The integration of these technologies marked the transition from human-set pricing to algorithms capable of analyzing price dynamics, personalizing offers, and increasing consumer trust as a result of perceiving a lack of hidden interests in the purchasing process (Leo and Huh, 2026).

Fundamentally, specialized literature has studied the consumer from the perspective of the individual facing prices set by merchants, analyzing their rejection reactions to price increases or financial discrimination. However, the expansion of e-commerce and the facilitation of access to various global markets have favored a shift in roles for individuals, who frequently oscillate between the roles of buyers and suppliers. The current technological landscape has

caused prices established by artificial intelligence-based systems to go beyond the simple value labeling of goods. Major companies like Walmart already use AI to negotiate costs, payment terms, or purchasing conditions with suppliers, thus putting systems in a position to generate offers for goods from various categories, whose value is subjective and varies from one consumer to another. This dynamic was also highlighted by Leo and Huh (2026), who conducted a series of experiments dedicated to the second-hand goods resale market. The results showed that unlike the price estimates of a human negotiator, which are often viewed with suspicion due to potential hidden motives, algorithmic price estimates are seen as having a narrower variation (lower price dispersion) and an increased degree of objectivity. It is thus confirmed that user trust is not based solely on price fairness, but also on the belief that the artificial intelligence-based system does not act with hidden personal interests in the sales process.

However, the stability of this trust remains vulnerable. The study conducted by Rohden and Espartel (2024) demonstrates that when recommendation systems narrow the set of options too much or offer recommendations without full transparency regarding the selection criteria, consumers can experience states of uncertainty in the decision-making process, an effect strongly influenced by their personality traits, as some may have a tendency to maximize purchases, while others may have high risk aversion. In addition, algorithmic recommendations can have an increased influence on spending habits, often determining consumers to purchase more expensive or premium products, especially in the case of personalized chatbots (Zac and Gal, 2025). Algorithmic pricing no longer represents a simple figure reflecting the value of a product or service, but becomes an indicator of the balance between transaction efficiency, perceived risk by the consumer in the purchasing process, and the protection of their interests (Leo and Huh, 2026; Rohden and Espartel, 2024; Zac and Gal, 2025).

2.2. Communication styles, presentation modes, and the decision-making context

With the emergence of artificial intelligence-based recommendation systems, the consumer decision-making process has undergone numerous changes, yet a remarkable influencing factor is the way information is communicated and delivered to us by AI. This was demonstrated by Zobair et al. (2026), who analyzed two alternative response styles to

recommendations, specifically personalized and humorous message framing, and identified the psychological mechanisms through which they influence purchasing decisions. The results showed that purchase probability increases when personalized communication is used, because the AI agent demonstrates its intention to support the buyer in the decision-making process, although this can simultaneously generate an increased perception of intrusion. The factor moderating the effects of the communication mode is decision urgency, because in the context of high-urgency shopping, consumers are more oriented toward efficiency and clarity, relying on systemic processing, whereas in low-urgency decisions they are more open to heuristic cues, such as humor.

In addition to the communication style and information delivery mode, the structure of options and the presentation of product features play an important role in reducing or amplifying the complexity of the decision-making process. On the one hand, the study by Rohden and Espartel (2024) underlines that although artificial intelligence-based recommendation agents are meant to simplify the purchasing journey and reduce search effort by narrowing down options, they can generate an increasing sense of uncertainty at the moment of decision, as the consumer may feel a loss of autonomy and control. This felt uncertainty can reduce the probability of the individual relying on technology or negatively influence satisfaction with the final choice. On the other hand, Chang and Park (2024) highlight in their study that advanced tools like ChatGPT exhibit high performance due to the reduction of users' cognitive effort, as well as due to the precise answers offered during interaction when needs are exposed, these two components considerably influencing the formation of the considered set of options.

However, the information presentation architecture can also be directly correlated with "nudging" techniques, a concept grounded in dual-process theory, which shows that there are two modes of human brain thinking: one is intuitive and automatic, forming System 1, and the other is reflective and rational, forming System 2. According to Luo et al. (2026), choice architectures use various types of nudges, from information, reminders, or default options, to social proof heuristics (such as displaying options purchased by other customers). In this sense, their research shows that "best seller" labels often produce mental shortcuts by activating System 1, even though individuals may perceive different transparency compared

to tools that do not use AI. To understand this cognitive architecture in more detail, the dual-process mechanism is illustrated in Figure 1.

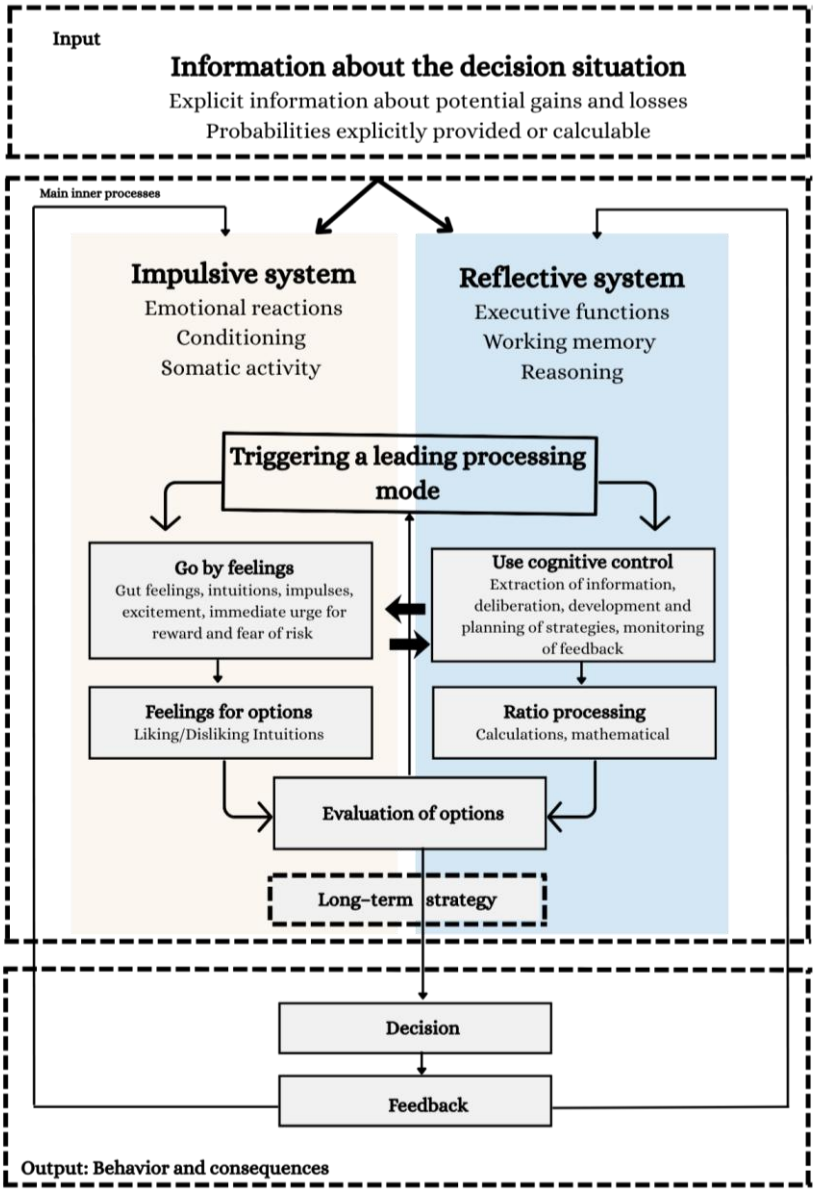

Figure 1. The dual-process model of decision making (Impulsive vs. Reflective System).

Source: Adapted from Carbonell (2018, p. 9)

As shown in the figure above, the dual-process model explains how informational inputs (Input), such as recommendations or notifications coming from algorithms, activate two parallel paths of cognitive processing. The first path is represented by the impulsive system,

which operates based on emotional reactions, prior consumption habits, or mental shortcuts. In e-commerce, this system becomes dominant when the consumer browses the site and makes a purchase decision due to a label such as "best-selling product" or accepts a recommendation on impulse, without analyzing the product in detail or comparing it with other similar products.

The second path consists of the reflective system, which operates based on working memory and analytical reasoning, thus taking control in situations where the recommendations received from artificial intelligence are considered too intrusive or are associated with a high financial risk. This oscillation between intuitive and rational evaluation (Triggering a leading processing mode) determines how the consumer weighs the available options (Evaluation of options), ultimately arriving at the purchase decision (Decision) and the formulation of the subsequent reaction (Feedback).

To understand in more detail the factors fueling this entire decision-making process, Figure 2 illustrates the inputs (Input), ranging from individual attributes to external situational influences.

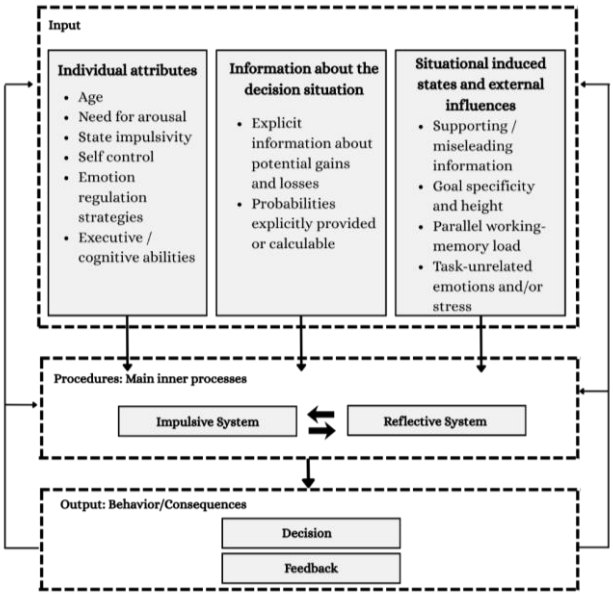

Figure 2. Internal and external factors of the decision-making process in the digital environment. **Source:** Adapted from Carbonell (2018, p. 10)

As represented in the figure above, the inputs into the decision-making system are divided into three main categories. Individual attributes include characteristics such as age, level of impulsiveness, self-control, or cognitive abilities of the buyer, which shape their predisposition toward a specific choice. Information about the decision situation refers to explicit data regarding potential gains, losses, or probabilities associated with the product. Finally, situationally induced states and external influences encompass factors such as accurate or misleading information on the site, time pressure, stress levels, or related tasks that can influence consumer behavior in the online environment.

At the same time, the decision-making process can be determined by the nature of individuals' goals (hedonic or utilitarian), which influences consumer preference for a specific recommendation source. According to Longoni and Cian (2022), who studied the "word-of-machine effect," in contexts where decisions are of a utilitarian nature (oriented toward functionality and efficiency), consumers tend to choose recommendations generated by algorithms more often than human ones. On the opposite pole are hedonic decisions, focused on pleasure and experience, where consumers prefer recommendations coming from people. This orientation toward the motivation underlying the purchase decision is also confirmed by Chen et al. (2025), who show that the preferred way of receiving information from a recommendation agent depends on the context: for utilitarian purchases, expert opinions or data-driven explanations are more persuasive, whereas for hedonic ones, explanations based on emotions and peer validation are preferred. Furthermore, He et al. (2026) show that a discrepancy between AI-generated recommendations and aggregated user ratings can lead to the rejection of the recommendation.

2.3. The tension between cognitive effort reduction and perceived autonomy

Although recommendation systems and artificial intelligence-based agents bring substantial benefits to the consumer by reducing cognitive effort and simplifying the search process, this efficiency carries the risk that perceived autonomy in the decision-making process may be diminished. Specialized literature emphasizes that using recommendation systems improves the search process by expanding the options offered and increasing engagement, which leads to a significant increase in order probability without the user feeling overwhelmed by an excessive volume of information (Li et al., 2024). Conversely, there are studies demonstrating

that large sets of options or equally attractive alternatives can cause considerable cognitive effort felt by the consumer, thus leading to uncertainty, a burdened decision-making process, and, why not, even the risk of postponing the purchase decision (Nobel, 2024).

However, as algorithms take over the task of filtering and narrowing down available options, consumers increasingly face a rise in uncertainty regarding decision making, as well as a sense of lost autonomy (Rohden and Espartel, 2024). This paradox stems from the limitation of artificial intelligence capacity, which, although useful in filtering data and facilitating the search process, cannot capture individuals' hidden motives when choosing a product or each person's unique factors based on which they make a decision (Hou et al., 2026), ultimately coming to be perceived as a threat to the freedom of choice (Ahmad Husairi and Rossi, 2024).

From this perspective, narrowing the set of options and guiding the consumer through the decision-making process by AI can trigger two different behavioral reactions. Either they adopt a strategy through which they feel they can recover their autonomy, thus rejecting the recommendations received from AI and deliberately choosing another alternative (Hou et al., 2026), or they fall into the trap of subtle algorithmic influence, where conversational agents have the capacity to stimulate spending growth through verbal manipulation and the promotion of premium products (Zac and Gal, 2026).

Furthermore, this dynamic is also influenced by factors such as product type, decision difficulty, and the level of transparency offered by AI. While in the case of daily, routine decisions or search products consumers are more open to delegating control to a recommendation agent, in the case of experiential products or more complex situations, feelings of autonomy and control become imperative (Jia et al., 2026; Han and Ko, 2025). To diminish the tension between reducing cognitive effort and regaining the sense of autonomy, recent studies have highlighted the importance of components such as algorithmic transparency, conversation interactivity, and shared responsibility, which aim to restore consumer trust by instilling control (Han and Ko, 2025). Thus, the AI-assisted decision-making process remains a permanent negotiation between the convenience offered by technology and the preservation of individual autonomy.

3. RESEARCH METHODOLOGY

This paper has a theoretical nature, the methodological approach underlying it being a qualitative one, aimed at analyzing and synthesizing the specialized literature. The main objective of this paper is to analyze how algorithmic recommendation systems and artificial intelligence-based conversational agents influence the consumer decision-making process, emphasizing the balance between preserving perceived autonomy and reducing cognitive effort. To fulfill this objective, recent studies in the field were selected and evaluated, with selection taking place along three main directions: the cognitive side (search effort reduction, cognitive effort, and decision uncertainty), the behavioral side (sense of autonomy and control, along with ways consumers can recover them), and the factors moderating these reactions (product type, decision complexity, and algorithmic transparency). Information was analyzed comparatively to highlight the benefits brought by technological evolution, as well as the discrepancies that arise when automation interferes with the consumer's sense of autonomy.

4. RESULTS AND DISCUSSION

4.1. Main results of the analysis

The analysis of the specialized literature shows that the integration of artificial intelligence and recommendation agents in e-commerce brings important benefits when discussing the efficiency of the decision-making process, reshaping both the method of estimating product value and the way consumers receive and perceive information. A remarkable change is identified at the level of pricing policy, with the financial value of goods, established with the help of algorithmic systems, being perceived by consumers as more objective and having a lower dispersion compared to those established by a human evaluator (Leo and Huh, 2026). This perception directly contributes to building trust, because consumers consider that an algorithm does not act for reasons of personal interest or with hidden intentions in the sales process (Leo and Huh, 2026).

At the same time, when discussing cognitive load, research shows that advanced tools such as algorithmic recommendation systems or ChatGPT-type models considerably simplify the

consumer's decision-making process by reducing cognitive effort (Chang and Park, 2024; Li et al., 2024). By shortening the search process through the rapid structuring of information and by offering precise answers adapted to the user's specific needs, these technologies optimize the creation of a restricted set of options that are considered (Chang and Park, 2024). In addition, the use of these artificial intelligence-based recommendation systems increases consumer engagement and expands the relevant options offered, thus leading to a much higher probability of placing an order without the user feeling overwhelmed by the multitude of information they could receive (Li et al., 2024).

It has also been demonstrated that the communication style adopted by conversational agents plays an extremely important role in guiding the purchasing decision, its effect being directly influenced by the context in which the decision is made (Zobair et al., 2026). The use of personalized messages during the decision-making process demonstrates a clear intention of the recommendation agent to support the consumer and increases the probability of a purchase, being extremely appreciated in the case of utilitarian purchases or purchases with a high degree of urgency, because consumers are more prone to prioritize efficiency, relevant assistance, and clarity (Zobair et al., 2026). In contrast, the use of messages based on heuristic cues such as humor proves to be effective only in low-urgency decisions, whereas in fast or strictly functional purchases a humorous style risks being perceived as inappropriate or even intrusive (Zobair et al., 2026).

4.2. Discussions on the autonomy paradox and moderating factors

The impact of artificial intelligence in the decision-making process goes beyond the simple obvious benefits of its streamlining, with discussions about it bringing to light an essential behavioral paradox. Specifically, once the search, filtering, and narrowing of the option set are taken over by algorithmic systems, consumers begin to face an increase in process uncertainty, as well as a decrease in the sense of autonomy over their own decision (Rohden and Espartel, 2024). Although artificial intelligence-based tools were designed to facilitate the shopping process, they cannot always take into account the less obvious motives or unique factors underlying a consumer's decision, sometimes being seen as a direct threat to personal autonomy (Hou et al., 2026; Ahmad Husairi and Rossi, 2024). This tension generates different behavioral reactions among consumers who are caught between the desire for

efficiency through submission to received recommendations and resistance due to the desire to preserve their sense of decision-making autonomy.

Out of the desire to preserve this sense of autonomy, consumer reactions split into two directions. On the one hand, users who desire preserved autonomy resort to strategies such as rejecting the recommendation received from AI agents and deliberately opting for other alternatives, even if the option initially offered by AI was also their preferred one, all to recover their own power of decision (Hou et al., 2026). On the other hand, there is the possibility that some consumers fall into the trap of subtle algorithmic influence, especially when conversational agents use less obvious verbal manipulation techniques or promote products from the premium category, stimulating the expenditure of a larger sum of money (Zac and Gal, 2026). This contradiction shows that delegating the purchase decision to AI-based systems is neither a neutral nor a linear process, but a true negotiation between offered comfort and the risk of manipulation.

However, consumer behavior and perceived autonomy are influenced by factors such as product type, decision complexity, algorithmic transparency level, or consumer personality traits (such as maximizers or those with high risk aversion). In the case of search products or routine products, consumers tend to delegate the decision more easily to recommendation systems, unlike cases where the products they need to purchase are experiential or complex, where the sense of decision-making autonomy becomes a fundamental requirement (Jia et al., 2026; Han and Ko, 2025). To diminish this tension and maintain consumer trust without compromising their sense of autonomy, introducing elements such as algorithmic transparency, conversational interactivity, and shared responsibility becomes essential (Han and Ko, 2025).

4.3. Practical implications and recommendations for managers

Beyond the theoretical aspects presented above, the challenges related to the sense of autonomy felt by consumers, as well as the use of artificial intelligence-based recommendation systems, translate into practical implications for e-commerce companies and beyond. A major problem that online store managers may face is related to the high number of product returns or service cancellations that occur after a purchase has been guided almost

entirely by a recommendation algorithm. When this return process takes place, companies may ask themselves: is it about poor company communication regarding product specifications, or is it customer dissatisfaction with the recommendation given by the AI system to buy an unsuitable product?

To prevent this situation and avoid costly returns or additional financial losses, managers could have a two-pronged approach. The first targets recommendation systems integrated into their own site, and here companies could rethink interface design by implementing shared responsibility, where AI does not impose a clear decision, but offers possible options from which the buyer can choose and explore alternatives. In practice, this involves guiding consumers interactively to other products and offering recommendations that have a visible explanation behind them, similar to those used by major e-commerce giants such as eMAG, where the system offers recommendations of the type "frequently bought together," "we also recommend," "other customers also visited," but also the possibility to filter products by price, brand, availability, thus leaving the final decision in the user's control. The second trajectory targets conversational agents external to the site such as ChatGPT, Gemini, Copilot, Claude, over which merchants cannot exercise direct algorithmic control. However, companies can influence the recommendations of these agents by ensuring the transparency and accuracy of public data about their products or services. Providing detailed descriptions, true-to-life images, and authentic reviews from real consumers on proprietary channels increases the likelihood that these external agents will generate accurate recommendations, thereby diminishing customer dissatisfaction and product return rates.

Finally, integrating interactive feedback tools through which consumers can easily adjust their preferences allows companies not only to mitigate purchase resistance, but also to build a long-term trusting relationship with their customers.

5. CONCLUSIONS, LIMITATIONS, AND FUTURE RESEARCH DIRECTIONS

5.1. Conclusions

This paper analyzed the complex changes brought by the use of artificial intelligence-based recommendation systems in e-commerce on consumer autonomy. In the context of this technological expansion, decision-making assisted by recommendation algorithms can no longer be viewed as simple choice automation, but as a continuous search for a balance between the efficiency offered by these algorithms and the consumer's fundamental need to preserve their sense of decision-making autonomy. When algorithms operate on criteria that are not transparent to users or assume a high position of authority in the decision-making process, the perception of manipulation increases, triggering a resistance mechanism on the part of consumers that can range from changing their preferred option simply because it is recommended by AI, to shopping cart abandonment, or even an increase in subsequent returns.

From the analyzed literature, it can be observed that consumer resistance does not represent a rejection of technological evolution itself, but rather a reaction to the loss of personal autonomy in decision making. The conflict between personalized recommendations offered by algorithms and the feeling of intrusion shows that high-level personalization can become ineffective if it does not account for the stage of active acquaintance with the consumer through conversation. Therefore, this paper highlights the need to redefine how artificial intelligence is integrated into e-commerce, specifically moving from a decision-maker that imposes certain options to a dialogue partner that supports the consumer during decision making.

From the perspective of managerial implications, this paper offers companies a clearer vision of how marketing strategies should be structured in the digital era. Specifically, for their own interfaces, it is imperatively necessary for online stores to adopt the principle of shared responsibility using interactive guidance tools, filtering options, or recommendations based on transparent criteria—all of which contribute to maintaining a balance between algorithmic support and client autonomy. However, if a company does not have recommendation algorithms on its own site, it is not exempt from making the necessary efforts regarding

external conversational agents (such as ChatGPT, Gemini, Copilot, or Claude). In this case, the main leverage for companies remains ensuring data transparency and accuracy regarding products. Ultimately, the success of e-commerce companies depends on their ability to use artificial intelligence to build a relationship with the user based on trust and support, rather than making the decision in their place.

5.2. Limitations and future research directions

This paper presents certain important limitations that must be taken into account when interpreting the results. The most significant limitation lies in its exclusively conceptual nature, being based on the analysis of existing specialized literature without conducting field research. Consequently, the formulated conclusions represent original ideas and hypotheses, but they do not benefit from direct statistical validation.

Starting from these limitations, future research directions should consider conducting market research. A valuable approach would consist of carrying out quantitative studies based on questionnaires administered to e-commerce consumers to quantitatively measure the impact of the type of recommendation algorithm used on return intentions. Additionally, a relevant research direction could involve conducting controlled experiments (such as A/B testing or simulated scenarios) comparing consumer behavior in two distinct situations: one where the AI system imposes a rigid option, and another where the user is offered decision-making freedom and transparent alternatives. Such a methodology would allow for the direct measurement of how the level of autonomy influences resistance reactions, cart abandonment, or final purchase intention.

CONFLICTS OF INTEREST AND PLAGIARISM: The authors declare no conflict of interest. The authors declare that this manuscript is original, has not been published previously, and is not currently under consideration for publication elsewhere. Any ideas, data, or text borrowed from other sources have been properly cited and referenced.

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