

AI PRODUCT RECOMMENDATIONS AND CONSUMER PURCHASE INTENTIONS: INSIGHTS FROM ONLINE SHOPPERS IN MANDSAUR DISTRICT

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Abstract

In the realm of online shopping, artificial intelligence (AI) is experiencing tremendous expansion and changed how online platforms engage with customers by providing personalized product recommendations. AI-based recommendation systems analyse browsing history, purchase patterns, and preferences of consumer to suggest relevant products. This gives the outstanding shopping experience to consumer. This conceptual study examines the impact of artificial intelligence (AI) on product recommendations on consumer purchase intentions in the case of online shoppers in Mandsaur District. Utilizing the Stimulus–Organism–Response (S-O-R) framework and the Technology Acceptance Model (TAM), the study proposes that AI-driven recommendations act as a stimulus that shapes perception of consumer, as an example perceived personalization, trust, and usefulness. These perceptions, in turn, influence the consumer intention to make a purchase of those products recommend by AI. The paper propose a theoretical framework to understand the way in which recommendation systems driven by artificial intelligence can affect consumer decision-making in online retail environments. The outcomes of this study provide marketers and e-commerce platforms a valuable insights to design more effective recommendation systems that boosts consumer engagement and increase purchase intentions in emerging digital markets.

Keywords: Artificial Intelligence, Product Recommendation Systems, Purchase Intention, Online Shopping

Introduction

AI-based product recommendation has become crucial to e-commerce which promises personalized shopping experiences. In principle, these systems are helping consumers to find relevant products conveniently and efficiently that boosts buying intention (Yin et al., 2025; Feng et al., 2023). However, technical limitations and consumer trust concerns are some practical implications that often fall short and can weaken the benefits (Singhal et al., 2025; Agerman and Hollman, 2022). Online retail has been revolutionized by artificial intelligence (AI), powering highly developed product

recommendation engines that provide personalised shopping experience to consumers (Wang et al, 2025). Machine learning and broad data of consumer is used by modern recommender systems. This filter massive product assortments and give item suggestions as per the individual shoppers taste and preferences (Yun & Chun, 2024; Zhao et al., 2024). These AI-based recommendation can improve decision-making quality by focusing on consumer attention on relevant goods and cutting through choice overload. For example, AI-based recommendations make discovery of product “swifter” that improves the overall shopping experience. Similarly, industry analyses report that brand that implements AI personalization find notably higher customer engagement and conversion rates (Adobe, 2025; McKinsey, 2025). Therefore, these recommendation system boost consumer confidence and satisfaction; the more a platform knows about the user, the better it can recommend best suitable products (Yun and Chun, 2024; Zhao et al., 2024). This vision of “smart” e-commerce signifies the ideal benchmark that indicates a seamless match between consumer requirements and products offering powered by AI (Xu and Zhu, 2018; Zhao et al., 2024). Markets in rural and semi-urban areas, such as the Mandsaur district are examples of emerging domains. Some studies in rural India demonstrated thate-commerce spike beyond cities in India (Das & Meet, 2025). This also rises online adoption among non-urban consumers. However, digital literacy and trust issues (Das & Meet, 2025) are some common concernsfaced by rural shoppers. For example, infrastructural readiness and trust-building are factors thatinfluence online purchasing behaviour of consumer in rural areas of Uttar Pradesh. Given that Mandsaur is primarily a rural area, similar issues likely present. Thus, while AI recommendations could help rural shoppers by suggesting relevant products and saves their time. The success of these systems depends on addressing local constraints in trust, infrastructure and user familiarity.

In practice, however, the ideal of hassle-free personalization is not deeply realized. Several real-world issues cause a deficiency. First, technical limitations persist. Many recommenders rely on user histories and collaborative filtering which undergo from cold-start and data insufficiency issues when new products or users enter the system (Feng et al., 2023; Lee and Karahanna, 2022). The accuracy factor is focusing by these systems at the cost of novelty or diversity which leads to repetitive suggestions that create boredom to users (Singhal et al., 2025; Binns et al., 2023). These technical gaps states that consumers can still face information overload or miss relevant products which diminishes productivity and efficiency (Yun and Chun, 2024; Feng et al., 2023). Second, human factors complicate the story. Consumers often face privacy and trust issues towards AI personalization (Singhal et al., 2025; Xu and Zhu, 2028). The so-called personalization privacy paradox istriggered by high levels of personalization. This has also the potential to feel disruptive (Agerman and Hollman, 2022; Zhao et al., 2024). However, there is a ‘trust gap’ that is mentioned by recent experiments.As individuals are less likely to trust AI recommendations than human suggestions, especially when it comes for complex or expensive purchasing (Agerman and Hollman, 2022; Singhal et al., 2025). The

excessive personalization can even backfire because over targeting can make people less likely to accept recommendations. However, perceived manipulation and lack of transparency are the main reasons for resistance of AI by real consumers (Zhao et al., 2024).

An increasing amount of study has examined about AI recommender impact on consumer, yet there are still some important gaps exist. Various foundational studies highlight the benefits, for instance, Xiao and Benbasat (2007) showed that recommendation agents can significantly reduce decision complexity. Similarly, Yun and Chun (2024) mentioned that recommender systems effectively manage data overload. Several empirical research also established a connection between personalization and positive outcomes. For instance, according to Zhao et al. (2024) accurate, diverse and novel recommendations and the feelings of user, brings in improving the intention to purchase across product categories. Also, Yin et al. (2025) report that recommendation personalization significantly increases buying intent both directly and via perceived value. However, existing research has important limitations. Many research isolates variables rather than integrating them. For example, one stream examines user trust and perceived control (Singhal et al., 2025, Zhao et al., 2024) while others focus on technical accuracy and user experience metrics (Feng et al., 2023; Yun and Chun, 2024). Few studies jointly model AI system features like algorithmic transparency or recommendation strength and consumer psychology in one framework.

Objectives of the Study

- To review the existing literature on AI-based product recommendation systems and their role in online consumer behaviour.
- To identify the key factors influencing consumer purchase intentions in the context of AI-driven product recommendations.
- To develop a conceptual framework explaining the relationship between AI product recommendations and consumer purchase intentions in online shopping environments.

Review of Literature

The backbone for understanding shopping which is enabled by artificial intelligence (AI) is laid by research on the adoption of technology. Technology acceptance models (TAM/UTAUT) claims that perceived usefulness and ease of use influence adoption (Abidin, 2024). In the realm of e-commerce suggestions, these constructs refers to judgement of consumers about the quality and convenience provided by AI-based recommendation. Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) is widely used to connect external stimuli, internal states and outcomes. According to S-O-R, system features (stimuli) affect cognitive and affective states (organism) of consumer which then influence behavioural responses like purchase intention (Wang et al., 2025; Zhao et al., 2024).

Thus, theoretical models emphasize how technological attributes and psychological factors jointly determine e-shopping behaviour.

Features of AI Recommendation

Personalization is a defining feature of modern recommenders. Collaborative-filtering and content-based algorithms make suggestions depending on each user profiles (Zhao et al., 2024; Wenxin et al., 2025). Recommendation accuracy, diversity and novelty are the important technical features. This feature identify as critical stimuli by Zhao et al. (2024) in the process of influencing consumer requirement. Accuracy ensures relevant suggestions, while range and uniqueness prevent redundancy. It is becoming important that users are more likely to respond better when the system provides relevant reasons to them (Wenxin et al., 2025; Feng et al., 2023). Feng (2023) also notes that many AI recommenders suffer from “black-box” opacity which makes people not to trust them. In addition, features like recommendation strength (frequency) and user control options affects experience (Yun & Chun, 2024).

Empirical Evidence on Purchase Intention

Wang et al. (2025) conducted a survey among functional food shoppers. They showed that through both directly and indirectly via perceived value, personalized suggestion resulted in a considerable increase in purchase consideration. In their model, recommendation transparency only affected intention through perceived value, underscoring that it chiefly builds consumer trust rather than acting as a direct sales driver. Similarly, Zhao et al. (2024) used scenario-based experiments to demonstrate that recommendations high in accuracy and novelty led to higher purchase intentions, mediated by increased feelings of autonomy and competence. These studies confirm that Artificial intelligence driven personalization can improve buying behaviour under suitable conditions. On the other hand, field data show limits such as Singh et al. (2025) found that excessive personalization had diminishing returns and could even reduce acceptance if trust was not concurrently high. Madhuri et al. (2024) utilized a survey and interview method that demonstrated personalized shopping experiences substantially improve consumer trust. Likewise, Yu et al. (2026) showed that AI-generated product reviews influence purchase intention for “search” products but they do not change the consumer minds about “experience” products. As per their study, AI reviews increased perceived knowledge and decreased effort for search items, boosting intent, although their effect on subjective goods was minimal.

Studies also highlight situational factors. Das and Meet (2025) conducted a survey of rural Indian shoppers and identified that trust and infrastructure readiness were the primary predictors of online purchasing behaviour. This implies that even the most advanced recommendation technology will not work well if user does not have confidence and access issues are unaddressed. Chouhan et al. (2025) conducted research in Indore that compared between rural and urban consumers. They observed consumers in rural areas appreciated the convenience of online platforms but were hesitant to use them due to by related to payment security and logistics gaps. Based on these findings, it suggests that in areas

like Mandsaur district, buying intentions of consumer will depend not only on quality of AI system but also on whether or not users trust and are able to rely on online channels.

Rural/Indian Context and Mandsaur

Mandsaur district (Madhya Pradesh) is largely rural but specific studies on its consumers were not found. We therefore extrapolate from similar contexts. The e-commerce sector in rural areas is expanding. Despite the fact that number of individuals utilizing internet in rural areas is growing, Das and Meet (2025) showed that trust and digital literacy continue to be a challenging factors. Fernandes and Shailashree (2023) also found that young people in India who lived in rural areas prefer internet buying due to convenient and unique. Likewise Chouhan et al. (2025) illustrated that rural consumers in Madhya Pradesh used online shopping primarily for convenience but struggled with trust and infrastructure problems. These patterns are likely to be observed in the Mandsaur district. People who live there may welcome product recommendations that reduce search effort but they may also be hesitant to share personal data (Chouhan et al., 2025; Das & Meet, 2025). Thus, the effectiveness of recommendation systems enabled by artificial intelligence will hinge the Mandsaur resident on dealing with local constraints. To convert, tailored ideas into actual sales, providers may need to focus on transparency, trust and reliable logistics. In general, the 'Organism' variables in the S-O-R model such trust and value perception are more important in rural India because even the most compelling stimulus may fail without consumer confidence and accessibility (Chouhan et al., 2025; Das & Meet, 2025).

Table.1 Meta-Analysis of the Literature

Author(s) & Year	Method	Context	Key Findings	Limitations
Lo et al. (2026)	Survey (PLS-SEM)	Fashion e-commerce (China)	Recommendation system quality and immersion improve perceived value and purchase intention, perceived value partially mediates PRS quality.	Domain-specific (fashion); cross-sectional data and did not study post-purchase satisfaction in depth.
Yu, Xu & Li (2026)	Scenario Experiment	Online commerce (AI-generated reviews)	AI-generated product reviews significantly raises purchase intention for search goods but have no effect for experience goods. Review volume and breadth moderate effects.	Focus on AI-written reviews rather than traditional recommendations; experimental context; limited product types.
Chouhan et al. (2025)	Survey (SEM)	Rural vs. Urban (Indore, India)	Rural consumers favour online shopping for convenience; key	Limited to one district; cross-sectional and does not

			barriers are payment trust and logistics. Urban and rural attitudes both influenced by site usability and infrastructure.	examine AI recommendations specifically.
Das & Meet (2025)	Survey (Descriptive, Regression)	Rural India (Ghaziabad & Hapur)	Infrastructural readiness, trust-building, and digital literacy are the most significant predictors of rural online shopping behaviour	Focus on e-commerce adoption (yes/no) rather than recommendation specifics and geographically limited.
Singhal et al. (2025)	Mixed (Case study and Survey method)	Fashion e-commerce (India)	Personalization improve purchase intention when trust is high and over-personalization can reduce acceptance. Highlights privacy/transparency concerns	Case focus limits generalizability, small sample and mixed methods with limited control variables.
Wang et al. (2025)	Survey (SEM)	Functional foods (China)	Personalization significantly increases purchase intention (directly and via perceived value); transparency affects intention only through perceived trust/value	Domain-specific (functional foods) includes product attributes and cross-sectional design.
Madhuri et al. (2024)	Survey method and Interview (mixed)	Online shoppers (India)	Personalized online experiences significantly improve consumer trust, which in turn positively affects purchase intentions. Privacy concerns and perceived manipulation can undermine trust if not addressed.	Convenience sample, mixed-method exploratory design limits causal inference and cultural specifics.
Zhao, Fu & Bai (2024)	Scenario Experiment	Online retail (general)	High accuracy/diversity in AI recommendations satisfy consumer needs (autonomy, competence), leading to higher	Lab settings, focused on self-determination theory and may not generalize to all product domains.

			purchase intention	
Fernandes & Shailashree (2023)	Literature Review	Rural consumers (India)	Rural shoppers value online convenience and novelty, but often lack digital literacy and have trust/security concerns. Motivators (e.g.social influence, savings) vary by demographic.	Non-empirical review, focused on youth and wide scope means less detail on specific factors like AI recommendations.
Purba&Setiyaningrum (2022)	Survey (SEM)	Online purchase (Indonesia)	Perceived ease-of-use and trust significantly increase purchase intention; trust has a stronger effect than perceived usefulness	Broad e-commerce contextnot specific to recommendation systems or rural markets.

Source: Prepare by Author

Research Gap

The existing literature reveals that AI recommendation systems have great potential to boost consumer purchase intention by tailoring product matches (Wang et al., 2025; Zhao et al., 2024). However, this potential depends on psychological mediators such as trust and perceived value (Singhal et al., 2025). Most studies, however address these elements separately or in limited contexts. None fully integrate AI system features, consumer cognition, and local socio-economic factors into a unified model. This gap is especially pronounced for rural India: factors like infrastructure, literacy, and trust shape online shopping in Mandsaur as in other districts (Chouhan et al., 2025; Das & Meet, 2025), yet their interaction with AI-based personalization is unexplored. Thus, there is a clear need for a comprehensive S-O-R-based framework that connects AI recommendation attributes (stimuli) to consumer internal responses and finally to purchase intentions, explicitly considering the moderating context of rural consumers. The proposed theoretical model will address this gap by showing how specific AI features influence trust and value perceptions and, in turn, influence buying intention of consumer in the Mandsaurdistrict, Madhya Pradesh.

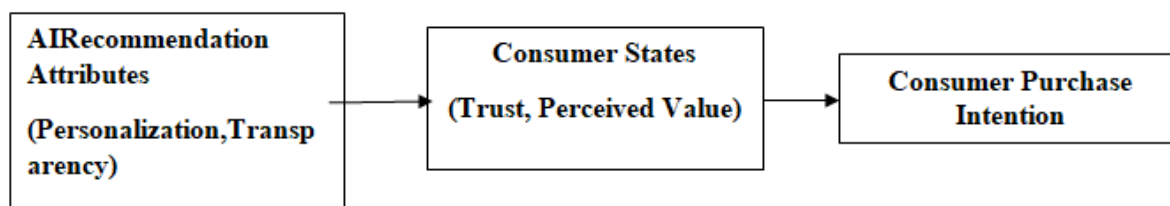


Figure: 1 Proposed Theoretical Model

Conclusion and Implications of the Study

There has been a notable transformation in a way in which consumers interact with online purchasing platforms due to the growing application of artificial intelligence in context of online commerce. Recommendation systems of products that are driven by artificial intelligence have emerged as a significant technological resource. This enables marketers to give consumers with individualized suggestions based on their habits of browsing, purchase history, and individual taste and preferences. This conceptual study's objective is to identify the possibility that artificial intelligence-driven product recommendations could play a role in influencing buying intentions of consumer. This study is within the context of online consumers in the Mandsaur district, Madhya Pradesh. Based on the review of existing research and relevant theoretical perspectives, the study highlights that artificial intelligence-driven recommendation systems have the potential to play an important role in shaping perception of consumer and the decision-making processes in online retail contexts. Perceived personalization, trust, and usefulness are factors that considered important mechanisms through which AI recommendations may influence the consumer's intention to make a product suggested by AI. By integrating insights from the Stimulus–Organism–Response (S-O-R) framework and the Technology Acceptance Model (TAM), the study proposes a conceptual framework that explains the possible connection between AI recommendations and consumer buying intentions.

The research makes a contribution to the growing body of research that has been done on artificial intelligence and online marketing by providing clear and structured conceptual understanding of how recommendation systems can influence consumer behaviour. It also provides useful implications for social media platforms and marketers seeking to design more effective recommendation strategies.

Limitations and Future Directions for Research

Despite offering useful conceptual insights, this study possesses certain limitations that should be acknowledged. First, the study is conceptual and based primarily on a review of existing literature rather than empirical data. As a result, the proposed relationships between AI-based product recommendations and consumer purchase intentions have not been empirically tested. Second, the study focuses specifically on the context of online shoppers in Mandsaur District, which may limit the generalizability of the conceptual insights to other geographical regions or consumer groups. Consumer behaviour toward AI-driven recommendations may vary across different demographic, cultural, and technological environments.

This study primarily considers a limited number of perceptual factors, such as perceived personalization, trust, and usefulness, while other significant factors such as concerns about privacy,

perceived risk, algorithm transparency, and consumer technology readiness may also influence consumer responses to AI recommendations. By performing empirical research to test hypotheses, future research can confront these limitations and validate the proposed conceptual framework using quantitative or mixed research methods. Researchers may also examine additional psychological and technological factors that shape consumer responses to AI-based recommendation systems. Comparative studies across different regions, industries, or e-commerce platforms could further improve the understanding of how AI recommendations generated by artificial intelligence influence consumer behaviour in diverse online shopping environments.

Declaration of Interest

The author(s) declare that there is no conflict of interest in relation to the publication of this research. Every aspect of the research, including its design, analysis and interpretation was carried out without any financial, professional or personal relationships. The study was carried out independently.

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