

Midocean University
Faculty of Management

The Impact of AI-Powered Recommendation Systems on Consumer Purchase Decisions among Saudi E-Commerce Users

Malak Abdullah

Faculty of management- Midocean University

Table of Contents

1. Chapter 1: Introduction	4
1.1 Research Background	5
1.2. Research Problem	7
1.2.1. Theoretical Gaps	7
1.2.2. Practical Gaps	8
1.3. Research Significance	8
1.3.1. Theoretical Significance	8
1.3.2. Practical Significance	9
1.4. Research Questions	9
1.5. Research Objectives	9
1.6. Research Hypothesis	10
1.7. Research Model	10
1.8. Scope of the Study	10
1.9. Project Structure	11
2. Chapter 2: Literature Review	12
2.1. Introduction.....	13
2.2. Related Studies	15
2.2.1. First Variable: AI- Powered Recommendation Systems	15
2.2.2. Second Variable: Consumer Purchase Decisions	16
2.3. Conclusion.....	18
3. Chapter 3: Research Methodology.....	19
3.1. Introduction.....	20
3.2 Operational Definitions for Research Variables.....	20
3.2.1 AI-Powered Recommendation Systems (Independent Variable).....	21
3.2.2 Consumer Purchase Decision-Making (Dependent Variable).....	21
3.3 Research Design (Research Onion).....	21
3.4 Research Population & Sampling Methods and Techniques.....	22
3.4.1 Research Population.....	22
3.4.2 Research Sample.....	22
3.4.3 Sampling Method and Technique.....	22
3.5 Data Collection Method.....	22
3.5.1 The Independent Variable (AI-Powered Recommendation Systems).....	23
3.5.2 The Dependent Variable (Consumer Purchase Decision-Making).....	23
3.6 Types of Data.....	24
3.6.1 Primary Data.....	24
3.6.2 Secondary Data.....	24
3.7 Data Analysis Methods & Procedures.....	24
3.8 Conclusion.....	25

References.....26

Appendices.....27

Table of Research Instruments.....28

Questionnaire.....29

List of Tables

Table 1: The Instrument of the Independent Variable (AI-Powered Recommendation Systems). Source: The Researcher (2026). 23

Table 2: The Instrument of the Dependent Variable (Consumer Purchase Decision-Making). Source: The Researcher (2026).23

Table of Figures

Figure 1: Research Model. Source: The Researcher. (2026). 10

Figure 2: Project Structure. Source: The Researcher. (2026) 11

Figure 3: Research Onion Model. Source: Adapted from Saunders et al. (2019)..21

Chapter 1: Introduction

1.1 Research Background

Over the last two decades, the way people buy and sell products has changed considerably. In the past, consumers often had to visit physical stores or place orders through catalogues to purchase products. Today, many of these activities can be completed within seconds using a smartphone. As a result, e-commerce has become an important part of everyday life and has changed what consumers expect from businesses. This shift can be seen in global market trends. According to the International Trade Administration (2023), global e-commerce sales are expected to reach \$6.3 trillion by 2024. With easier access to information and a wider variety of products, consumers are now able to compare options more quickly than ever before. Because of this, businesses are no longer focused only on price and product quality. They are also paying greater attention to the overall customer experience. In response to these changes, technology has become an essential part of business operations. Many organizations rely on digital technologies to better understand consumer behavior, personalize customer interactions, and improve their competitive position. As online markets continue to grow, businesses must adapt to changing consumer expectations in order to remain successful.

Among the most impactful technological innovations adopted by e-commerce platforms is artificial intelligence (AI). AI encompasses a broad range of capabilities, including machine learning, natural language processing, and predictive analytics, all of which are now deeply embedded in the architecture of modern online retail. One of the most widely deployed applications of AI in e-commerce is the recommendation system – an algorithmic tool designed to analyze user behavior, preferences, and historical data in order to suggest relevant products or services to individual consumers. Platforms such as Amazon.sa, Noon, and other leading e-commerce retailers utilize these systems to create personalized shopping experiences that guide consumers through their purchase journey (Ricci et al., 2022).

Behind the personalized recommendations that consumers see every day are systems that analyze large amounts of data, including browsing history, previous purchases, product ratings, and demographic information. By processing this information, recommendation systems can generate suggestions that are tailored to the interests and preferences of individual users. These systems commonly use techniques such as collaborative filtering, content-based filtering, or a combination of both approaches. Previous research has shown that personalized recommendations can have a positive impact on consumer engagement and shopping behavior. They have been associated with higher click-through rates, increased average order values, and improved customer satisfaction (Zhang et al., 2021). In addition, recommendation systems help consumers manage the large amount of information available online by filtering options and highlighting products that are likely to match their needs. As a result, consumers may find it easier to evaluate alternatives and make purchasing decisions.

Every purchase involves a decision, but the process is not always simple. Consumer purchase decisions refer to the way individuals evaluate different options before deciding whether to buy a product or service (Kotler & Keller, 2020). In e-commerce environments, these decisions are influenced by a variety of digital factors, including online reviews, promotional offers, social proof, and personalized recommendations. Consumers often compare alternatives, search for additional information, or delay their decision before making a purchase. In some cases, they may even leave products in their shopping carts without completing the transaction.

Among these influences, AI-powered recommendation systems have become an important factor in shaping consumer behavior. By presenting products that are relevant to consumers' interests and preferences, these systems can make the purchasing process more convenient and help users identify suitable options more quickly. Previous studies have suggested that recommendations that are perceived as useful and accurate can positively influence purchase decisions and increase consumers' trust in an online platform. Xiao and Benbasat (2007) found that the quality of recommendations can affect not only immediate purchasing behavior but also long-term customer loyalty. This relationship between recommendation systems and consumer behavior highlights the importance of examining their role in the online shopping environment.

In Saudi Arabia, the e-commerce sector has experienced significant growth in recent years. This growth has been supported by several factors, including high internet and smartphone usage, a young population that is comfortable with digital technologies, and government initiatives linked to Vision 2030. According to the Saudi Authority for Data and Artificial Intelligence (SDAIA, 2023), Saudi Arabia is considered one of the leading countries in the Middle East in terms of AI adoption and digital transformation efforts. In addition, market reports suggest that the Saudi e-commerce sector is expected to continue expanding in the coming years as more consumers rely on online shopping for their everyday needs. Despite the rapid growth of e-commerce and AI technologies in Saudi Arabia, there is still limited academic research examining how AI-powered recommendation systems influence consumer purchase decisions within the local market. Most previous studies have focused on other regions, leaving a gap in understanding the experiences and behaviors of Saudi consumers. Therefore, this study aims to investigate the impact of AI-powered recommendation systems on consumer purchase decisions among Saudi e-commerce users. The findings are expected to contribute to academic research while also providing useful insights for businesses operating in the Saudi e-commerce sector.

1.2 Research Problem

While AI-powered recommendation systems have become a central feature of global ecommerce platforms, their specific influence on consumer purchase decision-making in the Saudi context remains insufficiently explored. Existing research has largely focused on Western or Asian markets, leaving a gap in understanding how Saudi consumers respond to algorithmic recommendations in their online shopping behavior. This section identifies the theoretical and practical gaps that motivate this study.

1.2.1 Theoretical Gaps

From a theoretical perspective, existing research on AI-powered recommendation systems and consumer purchase behavior has primarily been conducted in developed markets such as North America, Europe, and parts of Asia. While these studies provide valuable insights into the effectiveness of recommendation technologies, their findings may not be fully applicable to the Saudi Arabian context due to cultural, social, and economic differences. Consumer behavior is often influenced by local values, trust perceptions, purchasing habits, and technology adoption patterns, which may vary significantly across countries.

Furthermore, many previous studies have relied on established theoretical frameworks such as the Technology Acceptance Model (TAM), the Elaboration Likelihood Model (ELM), and consumer behavior theories to explain users' responses to personalized recommendations. However, the applicability of these frameworks within the Saudi ecommerce environment has not been sufficiently examined. As a result, there is limited understanding of whether the same theoretical relationships observed in other countries can accurately explain Saudi consumers' purchase decision-making processes.

In addition, previous research has largely focused on general online shopping behavior rather than specifically examining how AI-powered recommendation systems influence purchase decisions in Saudi Arabia. There remains a lack of studies investigating the role of recommendation relevance, perceived usefulness, personalization, and trust in shaping consumer responses to AI-generated recommendations. This theoretical gap highlights the need for further research to expand existing knowledge and contribute to the development of a more comprehensive understanding of AI-driven consumer behavior within the Saudi ecommerce sector.

1.2.2 Practical Gaps

From a practical perspective, e-commerce businesses operating in Saudi Arabia are increasingly investing in artificial intelligence technologies to enhance customer experiences and improve marketing performance. AI-powered recommendation systems have become widely used across online platforms to personalize product suggestions, increase customer engagement, and support purchasing decisions. Despite their growing adoption, there is limited empirical evidence regarding the actual effectiveness of these systems within the Saudi market.

Many local retailers and online businesses continue to implement recommendation technologies without a clear understanding of how Saudi consumers perceive and respond to personalized recommendations. While global companies have reported positive outcomes from AI-driven personalization strategies, these results may not necessarily reflect the experiences of Saudi consumers due to differences in culture, shopping behavior, and consumer expectations. Consequently, organizations may face challenges in optimizing their recommendation systems and maximizing their return on investment.

Moreover, the absence of Saudi-focused research limits the ability of managers, marketers, and decision-makers to develop evidence-based strategies for implementing recommendation technologies. Without reliable local findings, businesses risk allocating resources inefficiently and may fail to deliver personalized experiences that align with consumer preferences. Therefore, this study seeks to address this practical gap by providing insights into the impact of AI-powered recommendation systems on purchase decision-making among Saudi online shoppers, thereby supporting more effective business and marketing practices.

Based on these gaps, the main research question of this study is:

“To what extent do AI-powered recommendation systems impact the purchase decisions of Saudi e-commerce users?”

1.3 Research Significance

This study holds significance at both the theoretical and practical levels, contributing to the existing body of knowledge and offering actionable insights for industry stakeholders.

1.3.1 At the Theoretical Level

This research contributes to the growing academic literature on AI in consumer behavior by extending existing theoretical frameworks to the Saudi context. By examining how AI recommendation systems influence purchase decisions among Saudi users, the study expands the applicability of consumer decision-making theories and AI adoption models beyond their

traditional Western and Asian settings. Additionally, the findings are expected to enrich the literature on digital marketing, e-commerce, and AI ethics, providing a foundation for future research in the region.

1.3.2 At the Practical Level

From a practical perspective, the findings of this study are expected to provide valuable insights for e-commerce businesses, digital marketers, and technology developers operating in Saudi Arabia. Understanding how AI recommendations affect consumer behavior can help companies design more effective personalization strategies, improve user experience, and ultimately drive higher conversion rates and customer loyalty. Furthermore, the study's findings may inform policymakers and regulators in developing guidelines for the ethical and transparent use of AI in consumer-facing applications, aligning with the objectives of Saudi Arabia's Vision 2030 digital transformation agenda.

1.4 Research Questions

This study seeks to answer the following research questions:

1. To what extent do AI-powered recommendation systems influence consumer purchase decisions among Saudi e-commerce users?
2. How do Saudi consumers perceive the relevance and usefulness of AI-powered recommendations during online shopping?
3. What is the relationship between AI-powered recommendation systems and consumers' purchase intentions?
4. How do AI-powered recommendation systems affect consumers' trust in ecommerce platforms?

1.5 Research Objectives

The main objective of this study is to investigate the impact of AI-powered recommendation systems on consumer purchase decisions among Saudi e-commerce users.

1. To examine the influence of AI-powered recommendation systems on consumer purchase decisions.
2. To assess consumers' perceptions of the relevance and usefulness of AI-generated recommendations.
3. To investigate how personalized recommendations affect consumers' purchase intentions.
4. To evaluate the role of AI-powered recommendation systems in enhancing consumers' trust in e-commerce platforms.
5. To explore the extent to which recommendation systems improve product discovery and shopping convenience.

6. To examine the relationship between recommendation relevance and consumer decision-making behavior.
7. To investigate the impact of recommendation systems on consumers' confidence during the purchasing process.

1.6 Research Hypotheses

Hypothesis 1: AI-powered recommendation systems have a significant positive impact on consumer purchase decisions among Saudi e-commerce users.

Hypothesis 2: Perceived usefulness of AI-powered recommendations positively influences consumer purchase intentions.

Hypothesis 3: The relevance of AI-generated recommendations positively affects consumer purchase decisions.

Hypothesis 4: AI-powered recommendation systems positively influence consumers' trust in e-commerce platforms.

1.7 Research Model

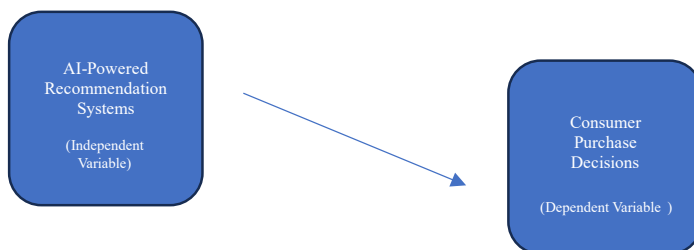


Figure 1: Proposed Research Model. Source: The Researcher (2026).

1.8 Scope of the Study

This study focuses on examining the impact of AI-powered recommendation systems on consumer purchase decisions among Saudi e-commerce users. The study is limited to consumers residing in Saudi Arabia who have experience using online shopping platforms that employ AI-based recommendation technologies. The research investigates how personalized recommendations influence purchasing behavior, purchase intentions, and trust in e-commerce platforms.

The study specifically focuses on the relationship between AI-powered recommendation systems and consumer purchase decisions within online shopping environments. Other factors that may affect purchasing behavior, such as social media advertising and website design, are beyond the scope of this research. The findings are expected to provide valuable insights into the effectiveness of AI-powered recommendation systems in influencing consumer behavior and improving online shopping experiences.

The research will be conducted during the 2026 academic year and will utilize data collected from Saudi e-commerce users. The results of the study may contribute to both academic literature and practical applications in the field of e-commerce and digital marketing.

1.9 Project Structure

This research is organized into five chapters.

Chapter 1: Introduction

Research background, research problem, research significance, research questions, research objectives, hypotheses, research model, and scope of the study.

Chapter 2: Literature Review

Reviews the relevant literature related to AI-powered recommendation systems and consumer purchase decisions.

Chapter 3: Research Methodology

Explains the research methodology, including research design, population, sampling techniques, data collection procedures, and data analysis methods.

Chapter 4: Data Analysis And Findings

Presents the findings and analysis of the collected data.

Chapter 5: ConclusionRecommendations

Provides conclusions, recommendations, limitations, and suggestions for future research.

Figure 2: Project Structure. Source: The Researcher (2026).

Chapter2: Literature Review

2.1 Introduction

The rapid development of digital technologies has significantly transformed the way consumers search for information, evaluate products, and make purchasing decisions. Over the past decade, e-commerce has become one of the most important sectors of the global economy, allowing consumers to access a wide range of products and services through online platforms. This transformation has encouraged businesses to adopt advanced technologies that enhance customer experiences and improve operational performance. Among these technologies, artificial intelligence (AI) has emerged as a key driver of innovation in online retail environments.

Artificial intelligence refers to computer systems that can perform tasks that typically require human intelligence, such as learning, reasoning, predicting outcomes, and analyzing large amounts of data. In the e-commerce sector, AI is increasingly used to understand consumer preferences, predict purchasing behavior, and deliver personalized shopping experiences. One of the most common applications of AI in online retailing is the recommendation system, which helps consumers discover products that match their interests and needs.

AI-powered recommendation systems are designed to analyze users' browsing history, previous purchases, product ratings, search activities, and demographic characteristics in order to generate personalized suggestions. These systems utilize various techniques, including collaborative filtering, content-based filtering, and hybrid recommendation approaches. By processing large volumes of consumer data, recommendation systems can provide relevant and timely product suggestions that simplify the shopping process and increase the likelihood of purchase.

The growing popularity of recommendation systems is largely attributed to their ability to reduce information overload. Modern consumers are exposed to thousands of products when shopping online, making it difficult to evaluate all available alternatives. Recommendation systems assist consumers by filtering information and presenting products that are most relevant to their preferences. Consequently, these systems help customers save time, improve product discovery, and make purchasing decisions more efficiently.

From a business perspective, recommendation systems provide several strategic advantages. Previous studies have suggested that personalized recommendations can increase customer engagement, improve conversion rates, strengthen customer loyalty, and enhance overall satisfaction. By offering relevant suggestions, online retailers can create more personalized shopping experiences that encourage repeat purchases and long-term relationships with customers. As competition in the e-commerce sector continues to intensify,

recommendation technologies have become an essential component of many successful digital marketing strategies.

Consumer purchase decisions represent a critical area of study within marketing and consumer behavior research. A purchase decision refers to the process through which consumers evaluate available alternatives and select a product or service that best satisfies their needs. In online shopping environments, this process is influenced by numerous factors, including product information, online reviews, pricing strategies, social influence, website quality, and personalized recommendations. Understanding how these factors affect consumer decision-making is important for both researchers and practitioners.

Recent research indicates that AI-powered recommendation systems can influence consumer behavior by increasing perceived usefulness, improving trust in online platforms, and enhancing consumers' confidence during the purchasing process. When recommendations are perceived as accurate and relevant, consumers are more likely to view them positively and rely on them when making purchasing decisions. However, the effectiveness of these systems may vary depending on cultural, technological, and individual factors.

In Saudi Arabia, the e-commerce sector has experienced substantial growth in recent years due to increasing internet penetration, widespread smartphone usage, and government initiatives supporting digital transformation under Vision 2030. Saudi consumers are increasingly engaging with online shopping platforms that utilize advanced technologies to personalize customer experiences. As a result, AI-powered recommendation systems have become more common across various e-commerce platforms operating within the Saudi market.

Despite the increasing adoption of recommendation technologies, there remains limited research focusing specifically on how AI-powered recommendation systems influence consumer purchase decisions in the Saudi Arabian context. Much of the existing literature has been conducted in Western or Asian markets, making it difficult to determine whether the same findings can be generalized to Saudi consumers. Differences in culture, consumer expectations, trust perceptions, and shopping behavior may affect how consumers respond to AI-generated recommendations. Therefore, examining the relationship between AI-powered recommendation systems and consumer purchase decisions among Saudi e-commerce users is both academically and practically important. A better understanding of this relationship can contribute to existing consumer behavior literature while providing valuable insights for online retailers seeking to improve personalization strategies and customer experiences.

This chapter reviews the relevant literature related to AI-powered recommendation systems and consumer purchase decisions. It examines key theoretical concepts, discusses previous empirical studies, and identifies important findings that provide a foundation for the current research.

2.2 Related Studies

The purpose of this section is to review previous studies related to AI-powered recommendation systems and consumer purchase decisions. Examining prior research helps establish a theoretical foundation for the current study and identifies the main findings, trends, and research gaps within the field. The reviewed studies are organized according to the study variables, beginning with AI-powered recommendation systems as the independent variable and consumer purchase decisions as the dependent variable.

2.2.1 First Variable: AI-Powered Recommendation Systems

1. Zhang, Lu, and Gupta (2021) – The Impact of Personalized Recommendation Systems on Consumer Engagement

Objective: To examine how personalized recommendation systems influence consumer engagement in online shopping environments.

Contents: • Data were collected from users of several e-commerce platforms.

- The study analyzed the relationship between recommendation relevance and consumer interaction.
- Personalized recommendations increased browsing time and product exploration.
- Recommendation quality was found to be a significant factor affecting customer engagement.
- The study concluded that recommendation systems improve customer experience and platform performance.

2. Ricci, Rokach, and Shapira (2022) – Recommender Systems: Techniques, Applications, and Challenges

Objective: To review recommendation system technologies, their applications, and their impact on consumer experiences.

Contents:

- Examined the major recommendation techniques, including collaborative filtering, content-based filtering, and hybrid recommendation systems.
- Discussed how recommendation systems help consumers discover relevant products and reduce information overload during online shopping.
- Highlighted the importance of personalization in improving customer satisfaction and enhancing user experiences.
- Identified challenges associated with recommendation systems, including privacy concerns, data quality issues, and recommendation accuracy.

- Explained the role of recommendation technologies in increasing customer engagement and supporting business performance.
- Concluded that recommendation systems have become essential tools for modern ecommerce platforms seeking competitive advantage through personalization.

3. Xiao and Benbasat (2020) – The Influence of Recommendation Agents on Consumer Decision-Making

Objective:

To investigate how recommendation agents influence consumers' decision-making processes and purchasing behavior in online environments.

Contents:

- Examined the relationship between recommendation usefulness and consumer acceptance.
- Investigated how trust affects consumers' willingness to rely on AI-generated recommendations.
- Found that relevant and accurate recommendations reduce the complexity of purchase decisions.
- Demonstrated that recommendation systems increase consumers' confidence when selecting products online.
- Reported that consumers are more likely to purchase products recommended by systems they perceive as trustworthy.
- Concluded that trust and perceived usefulness are key factors influencing recommendation effectiveness.

2.2.2 Second Variable: Consumer Purchase Decisions

1. Kotler and Keller (2020) – Consumer Buying Behavior in Digital Markets

Objective: To explore the factors influencing consumer purchase decisions in online shopping environments.

Contents: • Examined how consumers evaluate products before making

purchase decisions.

- Identified online reviews, promotions, and personalized recommendations as important influences.
- Highlighted the role of perceived value and trust in shaping buying behavior.
- Found that consumers compare alternatives before finalizing purchases.

- Concluded that both rational and emotional factors influence purchase decisions.

2. Cheung, Xiao, and Liu (2021) – Online Consumer Decision-Making and Purchase Intentions

Objective: To investigate the relationship between online shopping experiences and consumer purchase intentions.

Contents:

- Analyzed factors affecting consumers during online purchasing processes.
- Examined the influence of website information quality and product presentation.
- Found that positive shopping experiences increase purchase intentions.
- Reported that trust and convenience significantly affect purchasing decisions.
- Concluded that online experiences play a major role in consumer behavior.

3. Lim, Hassan, and Tan (2022) – Factors Affecting Consumer Purchase Decisions in E-Commerce

Objective: To identify the major factors influencing consumer purchase decisions in ecommerce environments.

Contents:

- Investigated the impact of product information, trust, and convenience on purchase decisions.
- Found that consumers prefer platforms providing personalized shopping experiences.
- Reported that trust in online retailers positively affects purchasing behavior.
- Identified customer satisfaction as an important predictor of future purchases.
- Concluded that multiple technological and psychological factors shape consumer decisions.

2.3 Conclusion

This chapter reviewed the existing literature related to AI-powered recommendation systems and consumer purchase decisions in e-commerce environments. The reviewed studies demonstrated that recommendation systems play an important role in helping consumers discover products, reducing information overload, and improving overall shopping experiences. Previous research also highlighted that factors such as recommendation relevance, personalization, perceived usefulness, and trust significantly influence consumers' responses to AI-generated recommendations.

Furthermore, the literature showed that consumer purchase decisions are affected by a combination of technological, psychological, and behavioral factors. Trust, information quality, convenience, and customer satisfaction were identified as key determinants of purchasing behavior in online shopping environments. Overall, the findings of the reviewed studies suggest that AI-powered recommendation systems can positively influence consumer purchase decisions by enhancing trust, improving user experience, and supporting more informed decision-making. These findings provide a strong theoretical foundation for the current study examining Saudi e-commerce users.

Chapter 3: Research Methodology

3.1 Introduction

This chapter presents the research methodology adopted to investigate the impact of AI-powered recommendation systems on consumer purchase decision-making among Saudi online shoppers. Research methodology provides the framework that guides the collection, analysis, and interpretation of data in a systematic and reliable manner. Selecting an appropriate methodology is essential to ensure that the research objectives are achieved and that the findings accurately address the research questions.

The current study adopts a quantitative research approach because it allows the researcher to measure relationships between variables and analyze data collected from a larger number of participants. The study focuses on examining how AI-powered recommendation systems influence consumers' purchase decisions within the Saudi e-commerce environment. To achieve this objective, data will be collected through a structured questionnaire distributed to Saudi online shoppers.

This chapter discusses the operational definitions of the research variables, the research design, the target population and sampling techniques, data collection methods, types of data used in the study, and the statistical procedures employed for data analysis. These methodological components provide a clear roadmap for conducting the study and ensuring the validity and reliability of the research findings.

3.2 Operational Definitions for Research Variables

Operational definitions are essential for clearly defining the variables being measured in the study. These definitions specify how each variable is observed and measured to ensure consistency and validity throughout the research process.

3.2.1 AI-Powered Recommendation Systems (Independent Variable)

Operational Definition: AI-powered recommendation systems refer to artificial intelligence technologies used by e-commerce platforms to analyze consumers' preferences, browsing history, and purchasing behavior in order to provide personalized product recommendations. In this study, this variable is measured through consumers' perceptions of recommendation relevance, personalization, usefulness, and effectiveness in supporting online shopping activities.

3.2.2 Consumer Purchase Decision-Making (Dependent Variable)

Operational Definition: Consumer purchase decision-making refers to the process through which consumers evaluate available alternatives and decide whether to purchase a product or service. In this study, the variable is measured by examining the extent to which AI-powered recommendations influence product selection, purchase intention, confidence in purchasing decisions, and overall online buying behavior among Saudi e-commerce users.

3.3 Research Design (Research Onion)

The research methodology follows the Research Onion model and covers key methodological aspects:

- **Research Philosophy:** Positivist.
- **Research Approach:** Deductive.
- **Research Strategy:** Survey.
- **Research Choice:** Quantitative.
- **Time Horizon:** Cross-sectional.
- **Data Collection and Analysis Techniques:** Statistical analysis of survey results.

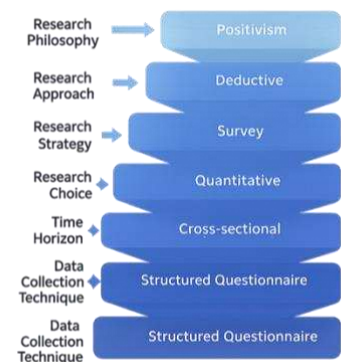


Figure 3: Research Onion Model. Source: Adapted from Saunders et al. (2019).

3.4 Research Population & Sampling Methods and Techniques

3.4.1 Research Population

This study focuses on Saudi consumers who use e-commerce platforms for online shopping and have experience interacting with AI-powered recommendation systems. The target population includes individuals from different age groups, educational levels, and occupational backgrounds across Saudi Arabia. These consumers represent an appropriate population because they are directly exposed to personalized recommendations generated by artificial intelligence while making online purchasing decisions. The respondents were selected from Saudi online shoppers who voluntarily participated in the survey.

3.4.2 Research Sample

The research sample consists of Saudi online shoppers selected from the target population. Participants are required to have prior experience with e-commerce platforms that utilize AI-powered recommendation systems. The sample size is determined based on commonly accepted sampling guidelines to ensure that the collected data adequately represent the study population and support reliable statistical analysis.

3.4.3 Sampling Method and Technique

This study employs a non-probability sampling technique, specifically convenience sampling. Respondents are selected based on their accessibility and willingness to participate in the survey. The questionnaire is distributed electronically through online channels to reach Saudi consumers who actively engage in online shopping. Convenience sampling is considered appropriate because it enables efficient data collection from individuals who possess relevant experience with AI-powered recommendation systems.

3.5 Data Collection Method

The data were collected through a structured questionnaire designed to examine the impact of AI-powered recommendation systems on consumer purchase decision-making among Saudi online shoppers. The questionnaire consisted of quantitative items measured using a 5-point Likert scale to obtain reliable data for statistical analysis.

3.5.1 The Independent Variable (AI-Powered Recommendation Systems)

The questionnaire used to measure AI-powered recommendation systems was developed based on previous studies related to personalization and recommendation technologies in e-commerce. The items focus on recommendation relevance, personalization, usefulness, effectiveness, and customer experience.

Variable	Dimensions	Number of Items
AI-Powered Recommendation Systems	Relevance, Personalization, Usefulness, Effectiveness, Customer Experience	5

Table 1: The Instrument of the Independent Variable (AI-Powered Recommendation Systems).

Source: The Researcher (2026).

3.5.2 The Dependent Variable (Consumer Purchase Decision-Making)

Consumer purchase decision-making was measured using items related to product selection, purchase intention, confidence in purchasing decisions, buying behavior, and decision satisfaction. A **5-point Likert scale** was used for all items.

Variable	Dimensions	Number of Items
Consumer Purchase Decision-Making	Product Selection, Purchase Intention, Decision Confidence, Buying Behavior, Satisfaction	5

Table 2: The Instrument of the Dependent Variable (Consumer Purchase Decision-Making).

Source: The Researcher (2026).

3.6 Types of Data

3.6.1 Primary Data

Primary data are collected through a structured questionnaire distributed to Saudi online shoppers who have experience using e-commerce platforms with AI-powered recommendation systems. The questionnaire provides direct information regarding consumers' perceptions of recommendation systems and their influence on purchase decision-making.

3.6.2 Secondary Data

Secondary data are obtained from academic journals, books, industry reports, and previous studies related to artificial intelligence, recommendation systems, e-commerce, and consumer behavior. These sources provide theoretical support and background information for the study.

3.7 Data Analysis Methods & Procedures

Data analysis will be conducted using SPSS software. Several statistical techniques will be applied to analyze the collected data and examine the relationship between AI-powered recommendation systems and consumer purchase decision-making among Saudi online shoppers. The following methods will be utilized:

- **Descriptive Analysis:** Descriptive statistics will be used to summarize respondents' demographic information and provide an overview of their responses to the questionnaire items. Frequencies, percentages, means, and standard deviations will be calculated.
- **Reliability Analysis:** Cronbach's Alpha coefficient will be employed to evaluate the internal consistency of the questionnaire items. This analysis helps ensure that the measurement scales produce reliable and consistent results.
- **Validity Analysis:** Exploratory Factor Analysis (EFA) will be conducted to assess the validity of the research instrument and verify that the questionnaire items appropriately measure the intended constructs.
- **Inferential Statistics:** Correlation and regression analyses will be used to investigate the relationship between AI-powered recommendation systems and consumer purchase decision-making. These techniques will also be applied to test the research hypotheses and determine the strength of the relationship between the study variables.

3.8 Conclusion

This chapter presented the research methodology adopted for the current study. It discussed the operational definitions of the research variables, research design, research population and sampling techniques, data collection methods, types of data, and statistical analysis procedures. The methodology provides a systematic framework for examining the impact of AI-powered recommendation systems on consumer purchase decision-making among Saudi online shoppers and supports the achievement of the study objectives.

References

- International Trade Administration. (2023). E-commerce: Global market report. U.S. Department of Commerce. <https://www.trade.gov/ecommerce>
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson.
- Ricci, F., Rokach, L., & Shapira, B. (2022). Recommender systems: Introduction and challenges. In F. Ricci, L. Rokach, & B. Shapira (Eds.), *Recommender systems handbook* (3rd ed., pp. 1–34). Springer.
- Saudi Authority for Data and Artificial Intelligence (SDAIA). (2023). National AI strategy progress report. <https://sdaia.gov.sa>
- Xiao, B., & Benbasat, I. (2007). E-commerce product recommendation agents: Use, characteristics, and impact. *MIS Quarterly*, 31(1), 137–209. <https://doi.org/10.2307/25148784>
- Zhang, S., Yao, L., Sun, A., & Tay, Y. (2021). Deep learning based recommender system: A survey and new perspectives. *ACM Computing Surveys*, 52(1), 1–38. <https://doi.org/10.1145/3285029>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.

Appendices

Dear Regards,

This questionnaire has been developed to support the research entitled “The Impact of AI-Powered Recommendation Systems on Purchase Decision-Making among Saudi Online Shoppers.” The purpose of this survey is to examine how artificial intelligence technologies, particularly recommendation systems used by e-commerce platforms, influence consumers’ purchasing decisions and shopping experiences.

The information collected through this questionnaire will help identify the extent to which personalized recommendations affect customer preferences, trust, purchase intentions, and overall decision-making behavior in online shopping environments. The findings of this study are intended solely for academic purposes and will contribute to a better understanding of consumer behavior in the Saudi e-commerce sector.

The target population for this survey consists of Saudi online shoppers who have previous experience using e-commerce websites or mobile shopping applications. Participants are encouraged to answer all questions honestly based on their personal experiences with online shopping platforms.

Completion of this questionnaire is expected to take approximately 5–10 minutes. All responses will be treated with strict confidentiality, and no personal identifying information will be disclosed or used for purposes other than this academic research.

AI-Powered Recommendation Systems refer to intelligent technologies used by online retailers to analyze customer preferences, browsing history, and purchasing behavior in order to provide personalized product recommendations. These systems are designed to improve customer experience, increase engagement, and assist consumers in identifying products that match their interests and needs.

Purchase Decision-Making refers to the process through which consumers evaluate available alternatives and decide whether to purchase a product or service. In this study, it focuses on how recommendation systems influence customers’ confidence, trust, purchase intentions, and final purchasing behavior during online shopping.

Thank you for your valuable time and participation.

Personal Information						
Gender	Male		Female			
Age	From 18 to 25		From 26 to 35		Above 35	
Education	Diploma		Bachelor's		Master's	
Online Shopping Experience	Less than 1 year		1–3 years		More than 3 years	

Variable	Dimensions	Number of Statements
AI-Powered Recommendation Systems	• Personalization • RecommendationRelevance • RecommendationAccuracy • Perceived Usefulness • Trust	1-5
Consumer Purchase Decision-Making	• Purchase Intention • Purchase Confidence • Satisfaction • Decision Quality • Repurchase Intention	6-10

First Variable: AI-Powered Recommendation Systems				
No.	Statement	Agree	Disagree	Not Sure
1	AI-powered recommendations are relevant to my interests and preferences.			
2	AI recommendation systems help me discover products that I might not find otherwise.			
3	AI-powered recommendations provide accurate product suggestions.			
4	AI recommendation systems save me time when searching for products online.			
5	I trust the recommendations provided by AI systems on e-commerce platforms.			

Second Variable: Purchase Decision-Making				
No.	Statement	Agree	Disagree	Not Sure
6	AI-powered recommendations influence my intention to purchase products online.			
7	AI recommendations increase my confidence in making purchase decisions.			
8	AI-powered recommendations help me compare products more effectively.			
9	AI recommendations improve my satisfaction with online shopping decisions.			
10	AI-powered recommendations influence my final purchase decision.			