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Master of Business Administration

LCMB7035 - Dissertation

Dissertation Proposal Structure

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Topic - The Role of AI-Driven Personalization in Enhancing Customer Experience in Online Shopping

AI use Acknowledgement

No AI tools were used to complete the proposal.

1. Introduction

1.1 Overview of the research topic

The fast-growing adoption and development of artificial intelligence or AI created a path to shift in the entire e-commerce sector (Arshad, 2024). Companies nowadays are resorting to AI-based systems to offer hyper-personalized facilities and customer experiences throughout online shopping. Since customer experience is now a sharp element to mitigate market competition in the global e-commerce industry, companies are adopting radical changes by integrating the use of AI algorithms to change content, suggest products, and offer services based on user communication profiles (Bhuiyan, 2024). For example, large e-commerce brands including Amazon, eBay, and others are widely promoting the adoption of AI-driven personalization strategies to improve user experience and engagement. The concerned research area also revolves around how AI systems are comprehending consumer preferences and offering personalized suggestions to help brands create seamless journeys (Mckinsey, 2026).

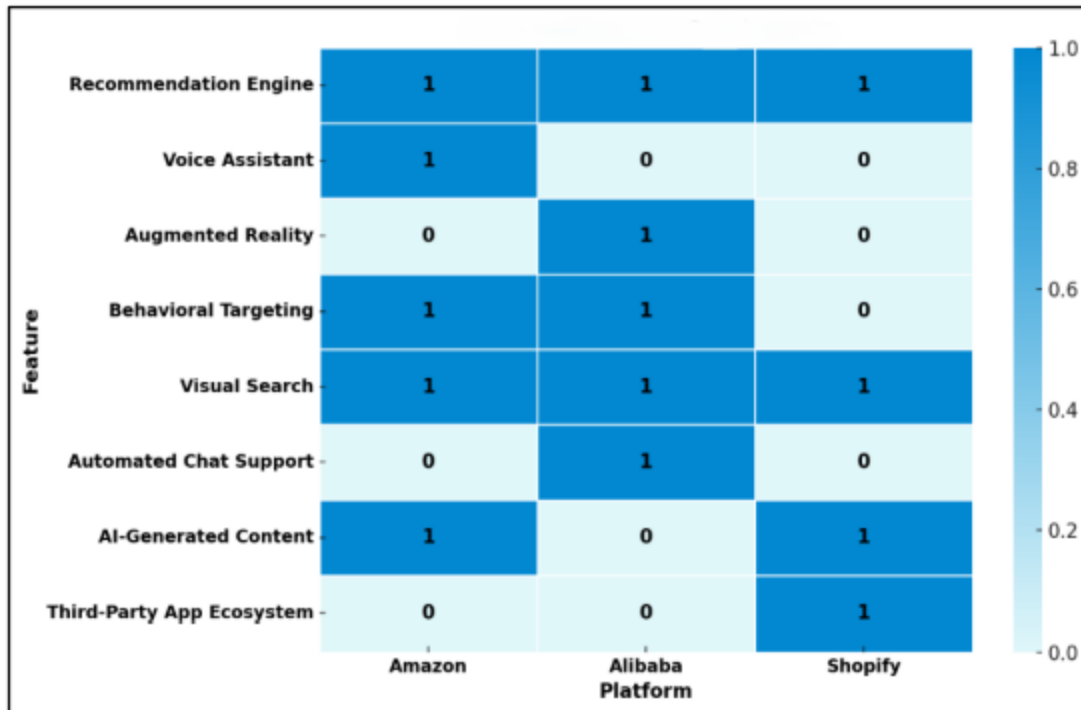


Figure 1: AI features across different platforms

(Source: Islam and Islam, 2025)

1.2 Relevance of the research in a practical or academic context

The research contributes to a significant topic of the existing literature based on customer experience and online shopping. From a different perspective, in terms of practical implications, the research plays a great role in determining online purchasing behavior and integration of modern-age technologies to enhance the growth of the e-commerce industry. Relevant product suggestions and personalized shopping experiences are more likely to contribute to increased customer loyalty and retention (Sunkar, 2025). Therefore, by observing a variety of data sources, the research moves toward a greater purpose to identify the crucial role of AI-driven personalization.

1.3 The problem in light of a gap in practice or trend and direction to achieve them

Despite wider implementation of AI-based personalization, the literature offers limited insights into how these systems can have practical implications to influence customer experiences. Furthermore, challenges regarding AI implementation is also an important aspect to consider in the academic literature. In understanding the overall scenario, the gap highlights the need for the study to understand how AI-driven personalization truly works in real life. The study therefore, adopts a systematic qualitative approach to critically analyze the perspectives.

1.4 Primary aims, objectives, and research questions

Aim: The aim of the research is to analyze and evaluate the role of AI-driven personalization in enhancing customer experience within the online shopping market and platforms.

Objectives

- To evaluate the concept of AI-driven personalization in online shopping.
- To understand how AI-empowered systems influence customer experience through personalization strategies in online shopping.
- To evaluate the challenges and benefits associated with the use of AI-based personalization systems.
- To explore strategic moves in empowering the utilization of AI personalization strategies to enhance customer experience.

Questions

- What is the concept of AI-driven personalization in online shopping?
- How do AI-empowered systems influence customer experience through personalization strategies in online shopping?
- What are the challenges and benefits associated with the use of AI-based personalization systems?
- What are some possible strategic moves in empowering the utilization of AI personalization strategies to enhance customer experience?

2. Literature review

2.1 Scope of the review

The literature review examines existing studies and multiple perspectives of practitioners and researchers in this context. The section also aims to build a theoretical foundation to justify the need for further examination.

2.2 Theoretical foundation

The Technology Acceptance Model: TAM is a technology acceptance model, stresses on how individuals accept and adapt new technologies (Marikyan and Papagiannidis, 2024). Two major factors determine the process, including perceived usefulness and perceived ease of use. The theory reveals that customers are more likely to adopt AI-driven suggestions when they start to believe in its helpfulness. The theory offers a foundational base by identifying the idea of AI-based personalization features.

Relationship marketing theory: The relationship marketing theory reveals that long-term relationships with consumers helps to build more value. Using relationship marketing theory as a foundational base helps the researcher to support the adoption of new-age formulas or strategies to offer customers unique services in the form of AI-driven personalization.

2.3 Themes to explore

AI-driven personalization in online shopping: The implications of the adoption of AI seem to be enormous economically. Retailers and e-commerce operators adopted AI and currently experiencing high returns on investments or ROI on marketing initiatives (IBM, 2026). Artificial intelligence offers structural flexibility companies require in an environment to understand the changing nature of customers, predicting their behaviors, and more. It has been observed that AI-powered decision-making can drive insights and actions to enhance customer experience, cost, and revenue at the same time (Kazmi et al., 2025). AI-driven personalization across online platforms work by analyzing data and user behavior to create highly personalized encounters. Consumers expect brands to deliver personalized content. When businesses fail to align the needs of their customers with their needs, it ultimately generates frustration among users (Mckinsey, 2026). Therefore, adoption of AI-driven personalization improves customer satisfaction by enabling them

to achieve convenience in online shopping. Personalized suggestions also reduce searching time and help customers to fulfill their core needs.

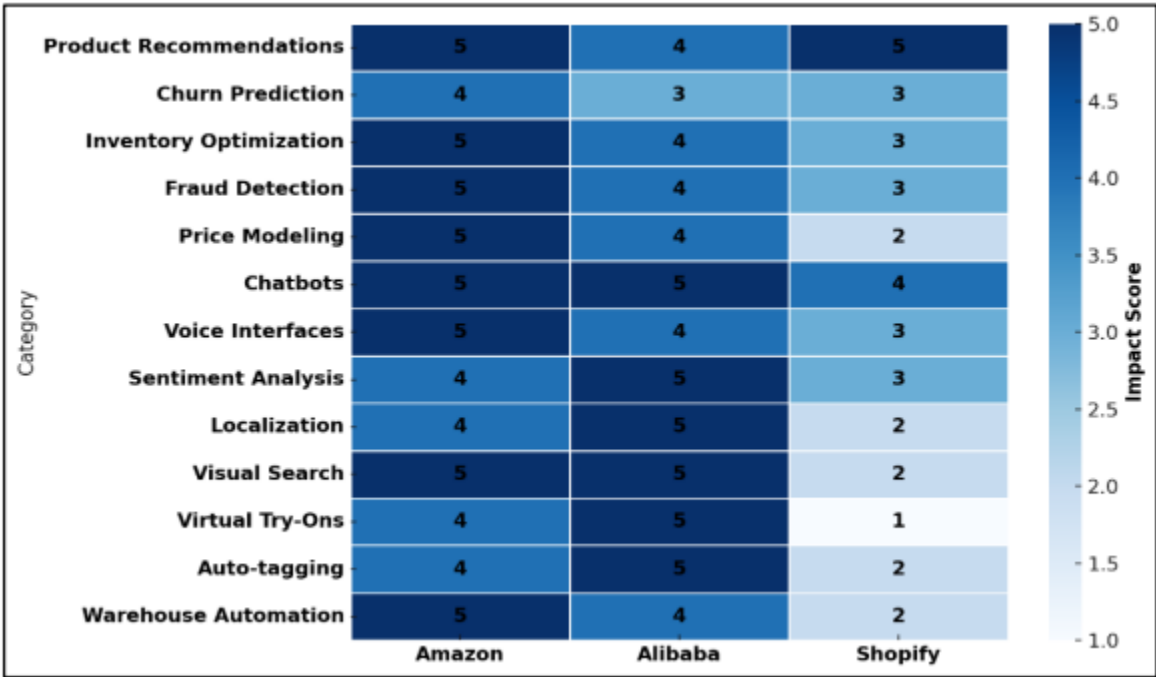


Figure 2: AI Features across eCommerce platforms

(Source: Islam and Islam, 2025)

Customer experience through personalization: Personalization can be categorized into outreach, recommendations, and ad personalization (Islam and Islam, 2025). Recommendations help customers to make their decisions accordingly. These suggestions or recommendations are generated by evaluating browsing or purchasing history. On the other hand, outreach generally involves targeted marketing messages or emails designed for customers. At the same time, ad personalization makes things more interesting. E-commerce platforms use this to become a good marketplace for connecting sellers to buyers. Primarily, segmentation is replaced by personalization to hyper-individualization in online shopping (Bhuiyan, 2024). AI and AI-driven personalization are important to improve customer outreach with high possibilities of real-time contextual outreach. Predictive analytics allow customer businesses to determine the needs of buyers and predict their behavioral patterns. Arguably, these are the core elements brands require to reshape customer experience through online shopping (Sunkar, 2025). In the context of e-

commerce, customer experience also includes product discovery, website usability, post-purchase services, and personalization. Several authors stated that positive customer experiences are intensely related to brand performance. By integrating AI-based personalized recommendations, customers feel valued and heard.

Challenges and benefits: Research shows that AI personalization appears with numerous benefits. Dynamic customer experiences is one of the most predictable advantages of using AI personalized strategies into business. Tailoroid experiences have positive effects on customer loyalty and satisfaction. In addition to this, content personalization also drives higher customer engagement by offering them detailed information of products or services. Another major benefit of using AI personalization is higher conversion rates that significantly impact the likelihood of a purchase and higher sales (Patil, 2024). At the same time, automation and AI-empowered tools offer cost savings opportunities to brands and eliminate customer acquisition charges significantly. From a different perspective, brands become able to maintain their global competitiveness when they have a loyal customer base (Forbes, 2026). However, utilization of AI-powered tools and technologies is associated with data privacy concerns or algorithmic biases. Use of excessive data sometimes leads to privacy concerns and impacts the quality of the outcome.

2.4 Gap in the research

Despite remarkable advancements, there are different gaps while understanding the use of AI and personalization in e-commerce and online shopping (Islam and Islam, 2025). Most specifically, it has been observed that brands often fail to understand the core requirements prior to the integration of AI personalization. Unlimited insights into the benefits and drawbacks of AI-driven personalization also remains a significant gap in this context. Therefore, adapting the specific approach for the proposed study aims to address these issues in the existing literature.

3. Methodology

The research aims to integrate the secondary research methodology and qualitative approach by understanding the integration of AI personalization in enhancing customer experience in online shopping.

3.1 Research Approach

The research approach that will be followed in the study is the qualitative research approach. Integration of the qualitative research approach will help and assist the researcher to analyze a range of concepts, insights, and real-life incidents to gain rich and contextualized data. A qualitative approach is particularly helpful to understanding the broader impacts of AI personalization in improving customer experience.

3.2 Justifying that choice based on the objectives

The objectives of the study demand clear and specific justification of the use of AI empowered personalization systems to influence customer experience in online shopping. The integration of a qualitative approach offers flexibility to reframe context-specific rich data to understand and utilize human behavior, motivations, and experiences in a systematic way (Ahmed, 2024). Secondary data will help to define the specific context from multiple perspectives. Therefore, the adoption of these approaches are justifiable in this context.

3.3 Data collection methods

The research will engage with secondary data collection methods. Sources including peer-reviewed journals, articles, books, media coverage, industry reports, annual reports of online shopping platforms or companies, and different case studies will be evaluated to meet the objectives of the study. Databases including Google Scholar and online libraries will be used to collect and rely on relevant sources.

3.4 Sampling strategy

A purposive sampling strategy will be used in the study. The purposive sampling strategy is appropriate for qualitative studies when selecting literature. Data sources will be extracted by relying on their relevance to the concerned topic area, credibility, reliability, and publication years. These factors will help to maintain authenticity of the study.

3.5 Analysis techniques

Data analysis remains one of the essential aspects in a research. This particular study will apply the thematic analysis technique for analyzing the collected data. Thematic analysis helps to identify and extract key themes from data sets (Christou, 2022). Therefore, implementation of the thematic analysis approach will help the research to appropriately design the entire format of the research.

3.6 Ethical considerations

Ethical considerations are important to ensure the study adheres to the ethical standards of conducting a secondary research. Since the study relies on secondary data, general ethical standards and guidelines of the university will be followed. All data sources will be appropriately cited using the author's name and publication year to maintain authenticity and ensure credibility of the study. In addition to this, academic integrity will be ensured by avoiding the use of others' ideas and thoughts without proper acknowledgement.

4. Expected findings

4.1 Key research aim

The aim of the research is to analyze and evaluate the role of AI-driven personalization in enhancing customer experience within the online shopping market and platforms.

Referring to the research aim and the existing literature body, it can be expected that the research will demonstrate usefulness and effectiveness of AI-driven personalization strategies in influencing and improving customer experience through online shopping. The study results may also help to understand the major factors and elements online platforms need to consider while integrating AI systems for developing personalized recommendations to meet the core needs of their users.

4.2 Potential implications of the findings

The results of the study are anticipated to have potential implications in the e-commerce sector. In-depth insights and context-specific data will help online platforms to design their marketing and

customer management strategies in a unique way. Identification of the impact of AI personalization will promote a strong understanding of technology integration practices in the organizational setting.

5. Limitations

5.1 Weaknesses or constraints

The research entirely relies on secondary data. Henceforth, identification of numerous data sources may include time constraints. On the other hand, relying on secondary data may also limit the capability of the researcher to reveal real-time consumer perceptions over personalized recommendations.

5.2 How these may affect the research

These challenges may impact the scope of the study to specify the impact of AI-driven personalized recommendations in improving customer experience. However, the researcher will attempt to navigate these challenges by involving relevant and credible sources to analyze multiple perspectives.

6. Timeframe

Tasks	Week 1	Week 2	Week 3	Week 4
Topic selection				
Data collection				
Data analysis				
Results and findings				
Conclusion				

Submission				
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Table 1: Research timeline

(Source: Author)

7. Conclusion

By leveraging secondary qualitative research methodology, the study aims to include relevant insights and valuable data into how businesses can utilize AI-driven personalized recommendations for improving customer experience. To a great extent, the research intends to fulfill the existing gaps in practice. Understanding the algorithm behind AI-driven personalization is a key to influence customer behavior in the changing and complex environment.

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