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Human–AI Collaboration in Product Selection: A Bibliometric Review of Trends in Consumer Decision-Making

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ABSTRACT

The growing adoption of artificial intelligence (AI) in online shopping has changed how consumers compare and choose products. This paper is an attempt to examine how human-AI collaboration can be used in product selection and how this relates to the consumer decision-making process. The main aim of the research is to investigate the effects of AI-based tools on consumer behaviour, attitude towards trust and confidence to buy. The study is restricted in terms of its scope to consumer product selection in online and technology-mediated retail settings and the opportunities and challenges of shared decision-making between humans and AI systems. The results show that the collaboration between humans and AI has the potential to improve the quality of decisions and bring up significant concerns about transparency, autonomy and ethical accountability in the consumer market.

Keywords: *Human-AI Collaboration, Product Selection, Consumer Decision-Making, Artificial Intelligence, Collaborative Intelligence.*

Introduction

The rapid introduction of Artificial Intelligence (AI) to the business world has deeply transformed the process of product search, evaluation and selection among consumers. Online platforms are increasingly powered by AI-driven technologies like recommendation engines, chatbots and predictive analytics to influence user decisions and hence turn the regular decision-making process into a more interactive and data-driven experience (Davenport et al. 2020; Huang & Rust, 2021). This change is part of a larger shift towards the end of decisions that are purely human-centred and a collaborative paradigm in which human judgment is enhanced with an algorithmic intelligence or collaborative intelligence (Davenport & Kirby, 2016). AI mechanise the information processing and customises the consumer experience in modern business by processing behavioural data, preferences and contextual indicators in real time. As a result, consumers are no longer sole decision-makers, but they engage in dynamic interactions with AI systems that influence perceptions, preferences and final purchase decisions (Shankar, 2018; Jarek & Mazurek, 2019). AI-based recommendation systems and smart assistants are increasingly helping consumers in their efforts to cut down on the volume of information they receive and enhance the effectiveness of decision-making. This transforms the process of product selection in online markets (Grewal et al., 2017). This changing relationship brings up critical issues of trust, transparency, autonomy and the level of consumer dependence on AI in consumption situations (Longoni et al., 2019).

The overlap of human cognition and AI assistance has been the focus of increased scholarly interest in fields like marketing, information systems, behavioural economics and data science. Previous research has examined AI-based personalisation, the quality of recommendations, consumer trust and decision satisfaction (Davenport et al., 2020; Huang & Rust, 2021). However, the literature is still fragmented with a tendency to consider separate issues like the accuracy of recommendations or user acceptance instead of providing a coherent picture of the intellectual organisation and thematic development of research on human-AI collaboration in product selection.

The present study is based on a Bibliometric analysis as it offers a systematic and quantitative method of mapping the research progression in a particular field. Bibliometric methods allow for determining the trends of publication, the most influential writers, collaborative groups and new research topics (Donthu et al., 2021). This kind of analysis will compile the body of knowledge that exists on the topic of human-AI collaboration in product choice and consumer decision making. The current study will determine key research streams and outline the future research directions through the analysis of the trends in publications, the structure of citations and the co-occurring keywords. The research fits into the larger theme of AI-driven change in commerce, as AI-enabled collaboration is transforming the way consumers make decisions and the future of online markets.

Objectives

- To analyse the publication trends in the field of human-AI collaboration in product selection and consumer decision making over time.
- To identify the most influential authors, journals, countries and documents contributing to research on human-AI collaboration in product selection.
- To map the key research themes and emerging trends in human-AI collaboration and its implications for consumer decision-making using bibliometric analysis.

Scope of the Study

This paper is a bibliometric analysis of human-AI collaboration in product selection, which specifically considers its consequences to consumer decision making in AI-based commercial settings. It includes some of the central thematic areas such as AI-assisted decision processes, recommendation systems, personalisation, human-AI interaction and trust in algorithmic systems and examines the way these concepts have evolved and connected throughout the years. The publications found in reputable academic databases such as peer-reviewed articles, conference papers and review papers are used to conduct the analysis. Because such a selection will guarantee the quality and relevance of the dataset. The paper uses bibliometric tools like citation analysis, co-authorship mapping and keyword co-occurrence analysis to understand the most impactful work, patterns of collaboration and the way the research topic evolves. Placed in the context of AI-based change in the field of commerce, the research is mainly applied to the context of digital consumption like e-commerce platforms and Internet marketplaces. It does not include technical and algorithmic development features of AI and it focuses on its behavioural and decision making features as a consumer.

Methodology

This paper seeks to conduct a bibliometric review of Human-AI Collaboration in Product Selection. In the initial stage, relevant publications were accessed in the chosen database via a systematic search plan (Tranfield et al., 2003). The basic features of the retrieved publicationssuch as the annual publication trends, the types of publications, research areas and highly cited studies were then analysed. Bibliometric techniques were used to further analyse the most influential and most productive countries, institutions, authors and their collaborative networks. The paper addresses research frontiers, new themes and emerging trends in the field. Finally, the findings are discussed in terms of current research issues, future research directions and limitations of the study.

AI Decision Support

Consumer choice is being greatly influenced by AI decision support systems which can convert volumes of product information into structured and understandable insights that can be used to compare and evaluate. Recommendation systems, decision support systems (DSS) and predictive analytics are tools used to reduce cognitive load and enable more efficient and data-driven decision-making (Beyari, 2025; Schrank, 2025; Goncalves et al., 2023; Mehta et al., 2022). The main pillar of this paradigm is the human-AI cooperation in which users actively interpret and question the outputs of the algorithms and refine them to generate adaptive feedback loops that adjust the recommendations according to the changing preferences and situations (Nnaji et al., 2024; Rath et al., 2025; Yoon & Kim, 2023; Lopes et al., 2024). Transparency and interpretability are paramount in establishing trust and avoiding the overload of information. It allows the user to comprehend what is suggested but the reasons (Eid et al., 2024; Malgieri, 2021; Schoeffer et al., 2023; Rehman et al., 2025; Dawar et al., 2022). In this context, predictive analytics ranks the relevant options, AI-assisted filtering browses large product catalogues and algorithmic evaluation organises trade-offs between attributes such as price and quality together making it a human in the loop system that balances efficiency and autonomy (Cui & Mohib, 2025; Gozmir et al., 2024). In general, three implications are identified. They are effective translation of complex data to meaningful recommendations, the filtering of information by structure and context to reduce overload and human agency through transparency and override functionality, and mitigating risks such as bias, over-reliance and privacy issues (Schoeffer).

Consumer Trust

Consumer trust is fundamental in AI-guided product selection, influencing whether users accept or reject recommendations based on perceived reliability, competence and accuracy of the system (Bevilacqua et al., 2025; Bostrom et al., 2023; Sousa et al., 2023; Ghazali et al., 2023). Transparency and explainability play an important role. Context-sensitive explanations enhance trust, while opaque systems increase risk perception and privacy concerns (Selten et al., 2023; Hauk & Hauswirth, 2021; Choubisa & Choubisa, 2024; Polemi et al., 2024). The literature emphasises that trust depends on three key factors like reliable and consistent outputs, transparent and understandable reasoning and strong safeguards for privacy and bias. It ensures users to retain autonomy and confidence in AI-supported decisions (Hallowell et al., 2022; Mentzas et al., 2024; Neyazi et al., 2023; Bhattacharya et al., 2024; Kaplan et al., 2021; Zeleti et al., 2025; Li et al., 2024).

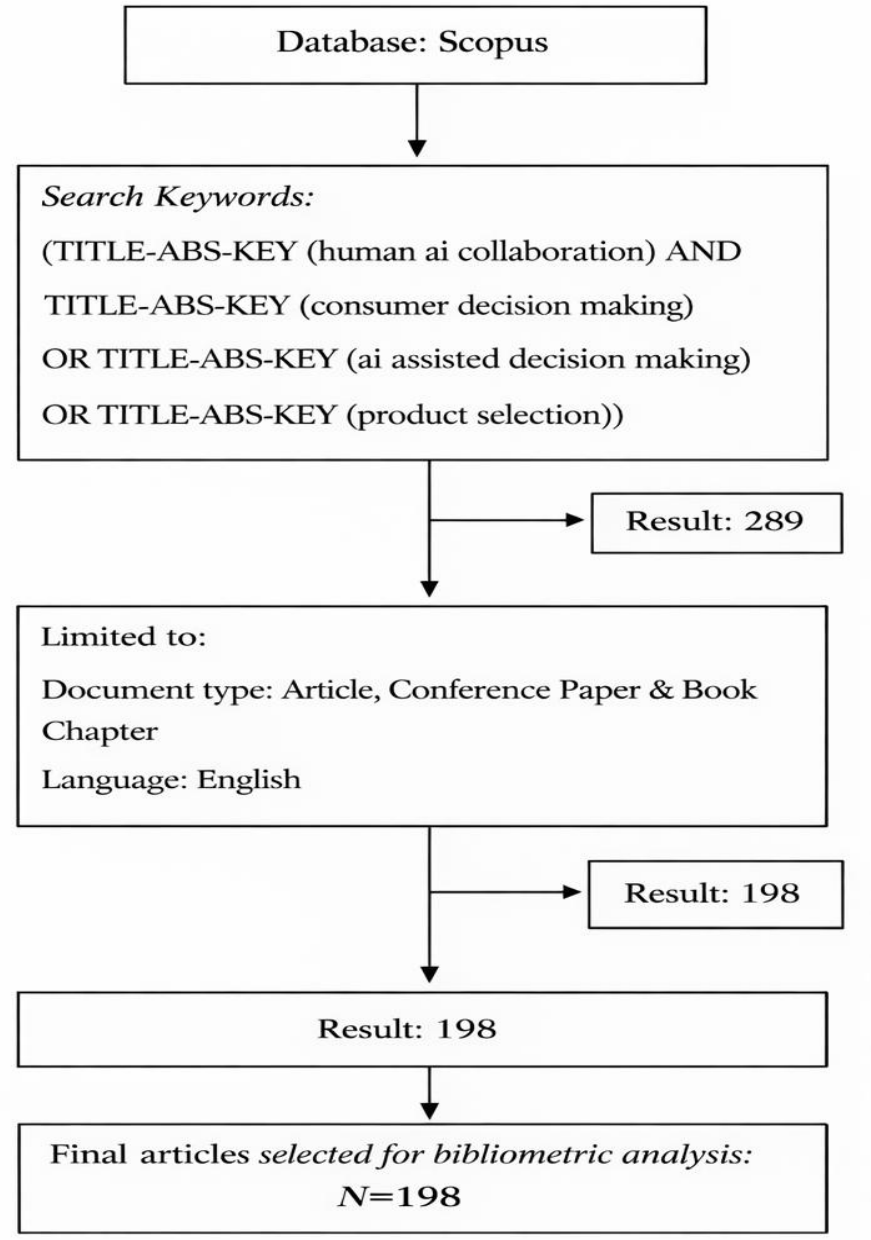
Personalisation

AI-driven personalisation enhances product selection by modifying recommendations to individual preferences, behaviours and real-time contexts using techniques like customer profiling, behavioural targeting and preference learning (Huang & Rust, 2021; Davenport et al., 2020; Grewal et al., 2017). These systems optimise suggestions, minimise search effort and enhance decision efficiency without relinquishing consumer control over the ultimate decisions through adaptive interfaces and ongoing feedback loops (Jarek and Mazurek, 2019; Shankar, 2018).

Digital Commerce

Digital commerce is an ecosystem in which e-commerce platforms, mobile platforms and AI-enabled experiences like chatbots and virtual assistants influence how consumers learn about, consider and buy products through various touch points (Singh et al., 2024; Haresamudram et al., 2023; Tran, 2024; Zarifis & Fu, 2023). With the help of Omnichannel solutions and predictive analytics, this environment will facilitate seamless, data-driven and personalised shopping experiences and raise significant concerns regarding privacy, security and bias. All these affect trust and consumer autonomy (Brown et al., 2024; Shiau et al., 2025; Qureshi, 2024; Ogunmola, 2025; Hermann).

Locating Study



The study followed a PRISMA-based approach to ensure a systematic and transparent selection of literature for the bibliometric analysis. To find the literature the study used the Scopus database to get publications. The search for publications was done by using keywords like 'human AI collaboration,' 'consumer decision making,' 'AI- assisted decision making,' and "product selection" within the title, abstract and keyword fields. This search gave us 289 documents at first.

Filters were applied during the screening stage to refine the dataset. The search results were limited to document types like articles, conference papers and book chapters. This analysis only considered publications that were written in English. After applying these criteria, the number of documents was reduced to 198.

The remaining documents were reviewed in the eligibility stage to ensure relevance to human–AI collaboration and consumer decision-making in product selection contexts. Irrelevant documents were excluded and the remaining studies were retained.

A total of 198 documents were selected in the inclusion stage for the final bibliometric analysis. These publications formed the dataset used to examine publication trends, thematic clusters and research developments related to human–AI collaboration in product selection and its implications for consumer decision-making.

Inclusion and Exclusion Criteria

Table: Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
✓ Document type: Articles, Conference Papers, and Book Chapters	× Document type: Editorials, Reviews, Notes, Letters, Short Surveys, Books, and other non-selected document types
✓ Language: English only	× Publications in languages other than English

Bibliometric Analysis

The bibliometric analysis reviewed a large body of literature to identify a meaningful research trends when it comes to the topic of Human -AI Collaboration in Product Selection: Implications of Consumer Decision-Making. The results achieved after applying bibliometric analysis tools are discussed in this section.

Descriptive Analysis

Descriptive analysis was used to determine the current trends in this research theme. This method allows obtaining a full picture of the performance in terms of publication and citation concerning Human-AI Collaboration in Product Selection: Implications in Consumer Decision-Making. It also mentions the most influential writers, countries that make the most contributions to the field and the most influential journals.

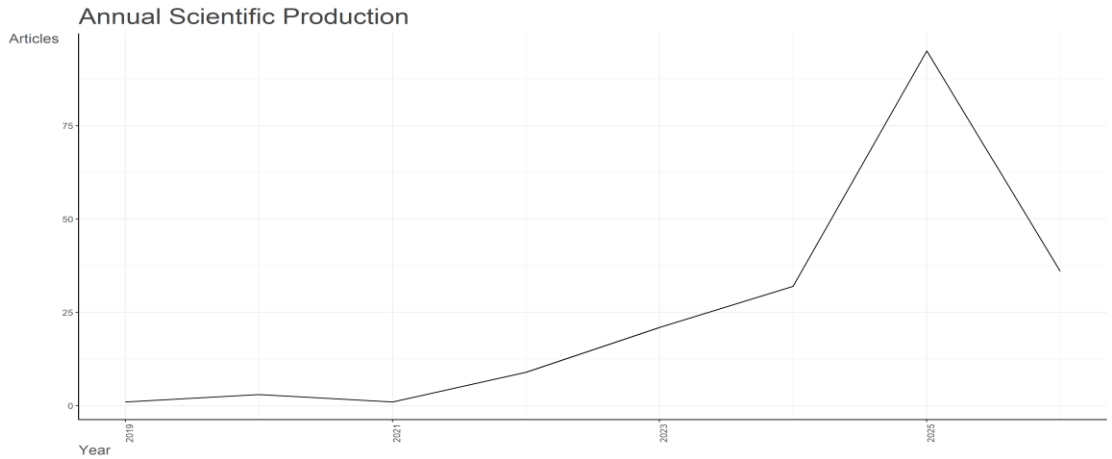


Figure 1: Annual Scientific Production

Figure 1 exhibits a significant upward trend with little activity between 2019 and 2021 when the area was still in its infancy and the focus was on the initial AI applications when selecting products. The number of publications has been on the rise since 2022 and it can be attributed to the rising use of AI

technologies like recommendation systems, personalisation and decision-support tools in digital commerce. The peak in 2025 represents the increased academic interest as a result of the development of generative AI and intelligent assistants and the seeming drop in 2026 is probably a result of incomplete data and not a slowdown in the research activity. The trend illustrates a fast-growing area with growing values in marketing, business analytics and information systems.

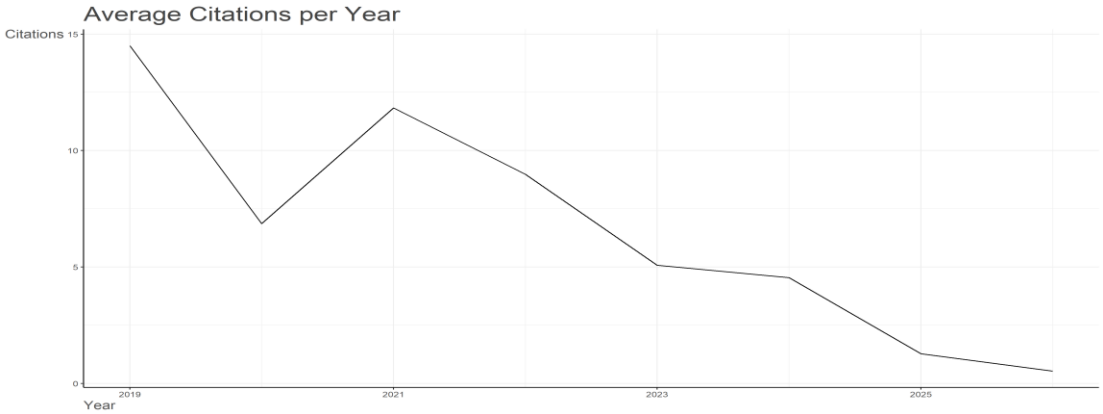


Figure 2: Average Citation per Year

Figure 2 demonstrates that average citations per year have an unstable but generally decreasing trend. This trend reached its peak in 2019 when initial foundational research received more scholarly attention. The average citations are lower in 2020 followed by a slight recovery in 2021. But this trend starts to declinesteadily in 2022. It may be largely due to the recency effect as newer publications have had less time to accumulate citations. The sharp decrease between 2024 and 2026 reflects this timing lag rather than reduced research significance.While earlier studies maintain stronger citation influence, the increasing volume of recent publications shows a rapidly expanding and evolving field.

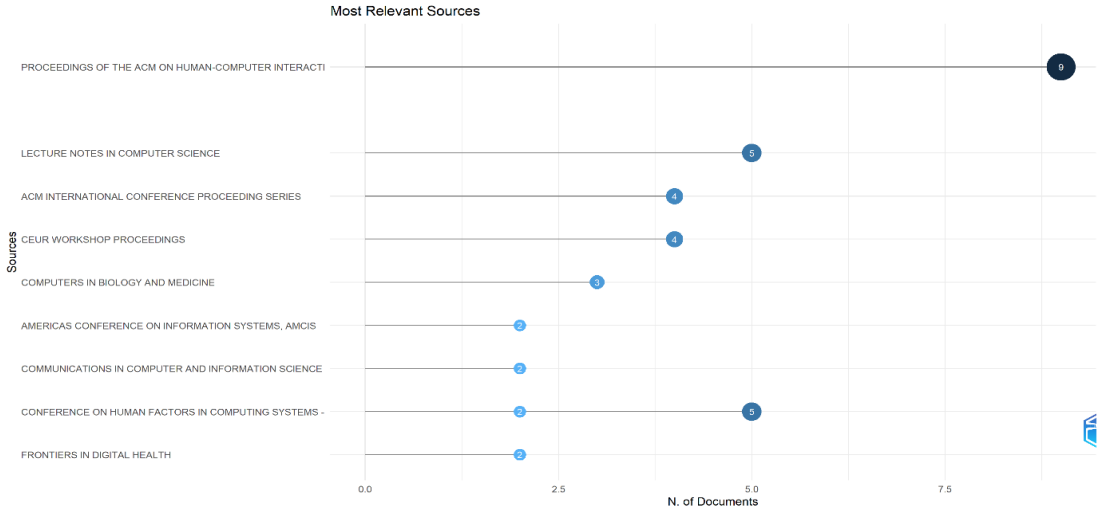


Figure 3: Most Relevant Sources

Figure 3 shows that research on human–AI collaboration in product selection is led by technology-oriented outlets with Proceedings of the ACM on Human-Computer Interaction emerging as the most productive. It highlights the strong link to human–computer interaction studies. The interdisciplinary nature of the field that includes AI, user behaviour and decision-support systems is also represented by other significant sources like Lecture Notes in Computer Science and Conference on Human Factors in Computing Systems. The sources that are related to conferences such as ACM International Conference Proceedings Series and CEUR Workshop Proceedings also show that the

sphere is rapidly developing and new concepts are disseminated. Even though other outlets add smaller amounts, the dissemination highlights a highly technological based area that is slowly becoming more interdependent with consumer behaviour, decision making and research in digital commerce.

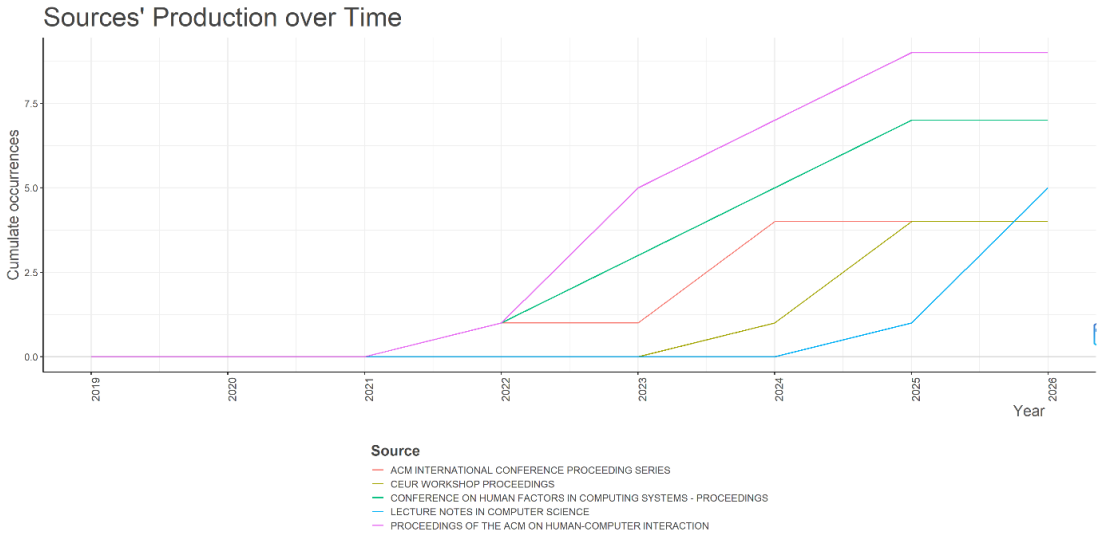


Figure 4: Sources Production Overtime

Figure 4 shows that research on human–AI collaboration in product selection was low between 2019 and 2021. But this trend expanded significantly from 2022 onward as academic interest grew. Proceedings of the ACM on Human-Computer Interaction leads with the most consistent and substantial growth and Conference on Human Factors in Computing Systems also shows a steady rise. These trends highlight the role of human-computer interaction in this field. Other sources such as ACM International Conference Proceedings Series and CEUR Workshop Proceedings reveal moderate and gradual growth, whereas Lecture Notes in Computer Science reflects more recent contributions from interdisciplinary AI research. The trend indicates increasing momentum across technology-driven and interdisciplinary outlets. The result highlights the growing importance of user-centered AI in consumer decision-making.

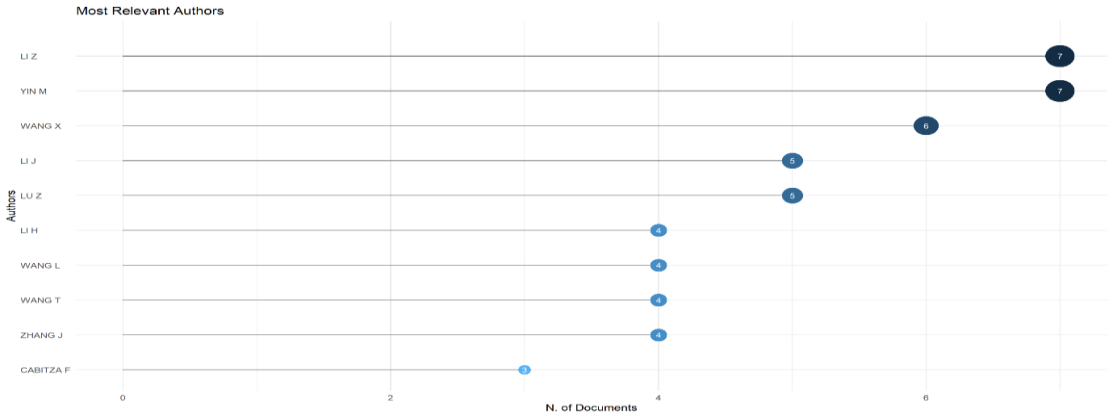


Figure 5: Most Relevant Authors

The analysis of author productivity shows that Li Z and Yin M are the most prolific contributors. It indicates strong engagement in areas such as AI-assisted decision-making and recommendation systems. Wang X, Li J and Lu Z also show prominent contributors and itreflects the field's interdisciplinary focus on AI, user behaviour and digital commerce. Other authors like Li H, Wang L, Wang T, Zhang J, and Cabitza F contribute moderately. It implies broader participation across

institutions. The dispersed authorship advocates an emerging and evolving research domain driven by collaborative and interdisciplinary efforts rather than dominance by a few individuals.

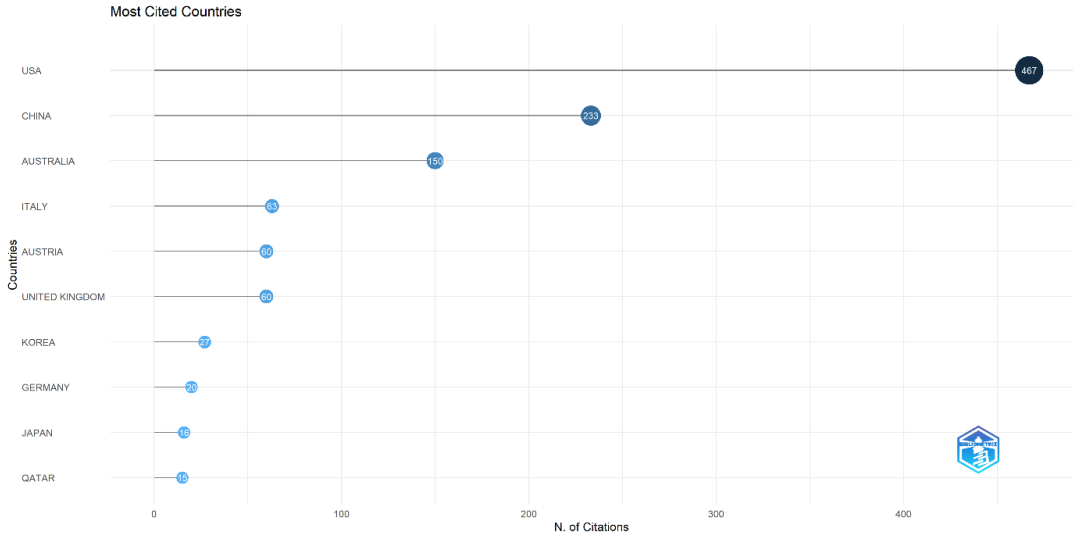


Figure 6: Most Cited Countries

Figure 6 shows that the United States leads with the highest citation impact. It highlights its dominant role in research on AI-assisted decision-making and human-computer interaction. China also have a strong citation impact with strong and growing contributions in AI and consumer analytics. Australia also exhibits significant influence, and European nations like Italy, Austria and the United Kingdom exhibit moderate participation in the study of interdisciplinary AI. Other countries such as South Korea, Germany, Japan and Qatar have smaller yet significant contributions. The result shows that the field is globally growing with a strong leadership of technologically advanced regions.

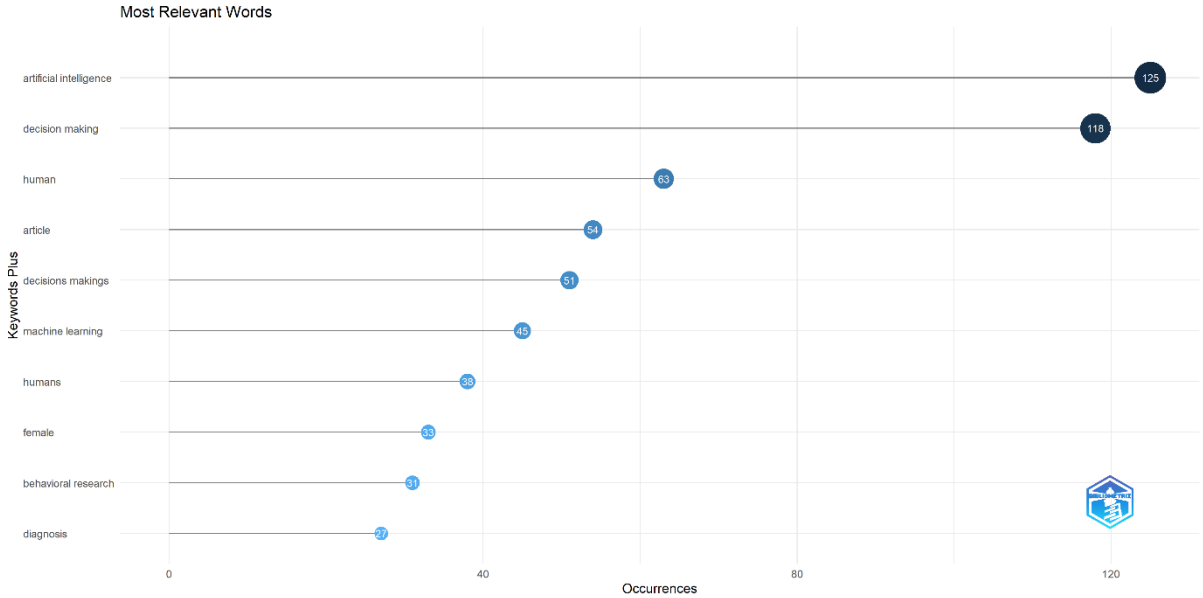


Figure 7: Most Frequent Words

The analysis of the most relevant keywords shows that the literature is strongly centered on Artificial Intelligence with a major focus on decision-making processes supported by AI technologies. Human and human are the most frequently occurring words, which emphasise human-AI cooperation,

whereas Machine Learning reminds people that the system of recommendations and predictors relies on technologies. Behavioural research is a sign of increasing interest in consumer behaviour in AI-mediated settings and new interdisciplinary uses. The keyword distribution shows a field focused on AI-driven decision-making, increasingly enriched by human-centered approaches and behavioural insights in digital commerce.

Figure 8: Word Cloud

Figure 8 shows that the literature is dominated by Artificial Intelligence and decision-making. This dominance highlights a strong focus on AI-driven systems that support human decisions. Key terms such as Machine Learning, deep learning and large language models reflect the technological foundations of recommendation and decision-support tools. Keywords like human and human–AI collaboration highlight the growing importance of combining human judgment with algorithmic intelligence. The presence of concepts such as behavioural research, human-computer interaction and decision support systems further underlines the interdisciplinary nature of the field. The visualisation indicates a research area centred on AI-enabled decision support, human-centred collaboration and advanced machine learning applications.

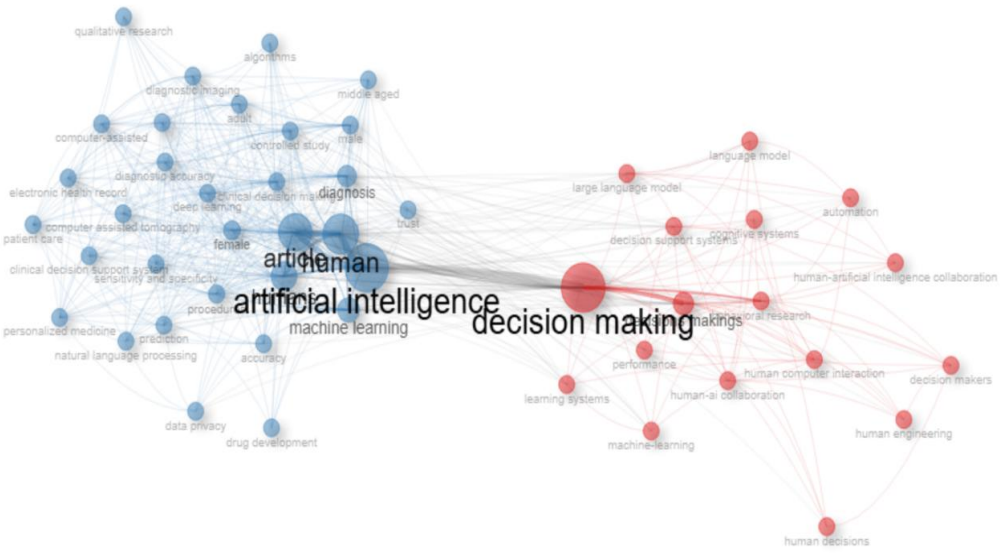


Figure 9: Co-Occurrence Network

The keyword co-occurrence network reveals two main interconnected clusters shaping research on human–AI collaboration in product selection.The initial cluster which focuses on Artificial Intelligence, human and Machine Learningrepresents the technological and methodological basis of AI systems such as algorithms, deep learning and natural language processing. The second cluster is on decision making and it centers on human to AI collaboration, decision support systems and human to computer interaction

which is behavioural and interaction oriented in the field. These close links between these clusters emphasise the fact that technological changes are highly intertwined with humandecision making processes. It means that AI-assisted consumer decision-making is collaborative in nature.

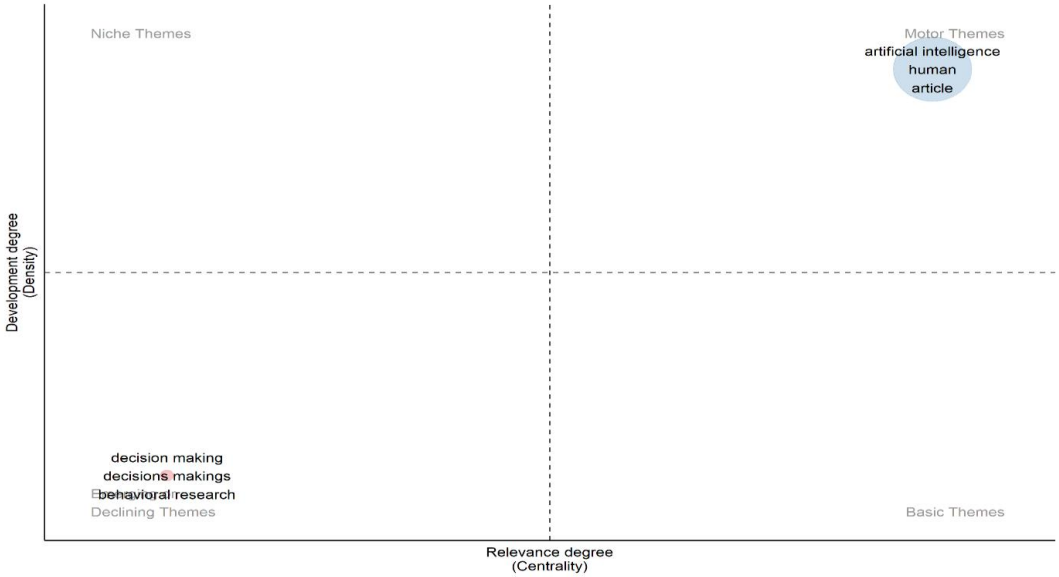


Figure 10: Thematic Map

The thematic map reveals that the studies on the collaboration between humans and AI in product selection are highly focused on Artificial Intelligence and human-related themes. It can also be found as well-developed and very central motor themes of the field. Decision-making and behavioural research are placed as developing or less-developed themes. It implies the increasing yet emerging concerns of the aspects of consumer behaviour. The lack of niche and basic themes implies that the field will converge on basic AI-driven concepts and the future research prospects will be in enhancing behavioural and decision-making perspectives in human-AI collaboration.

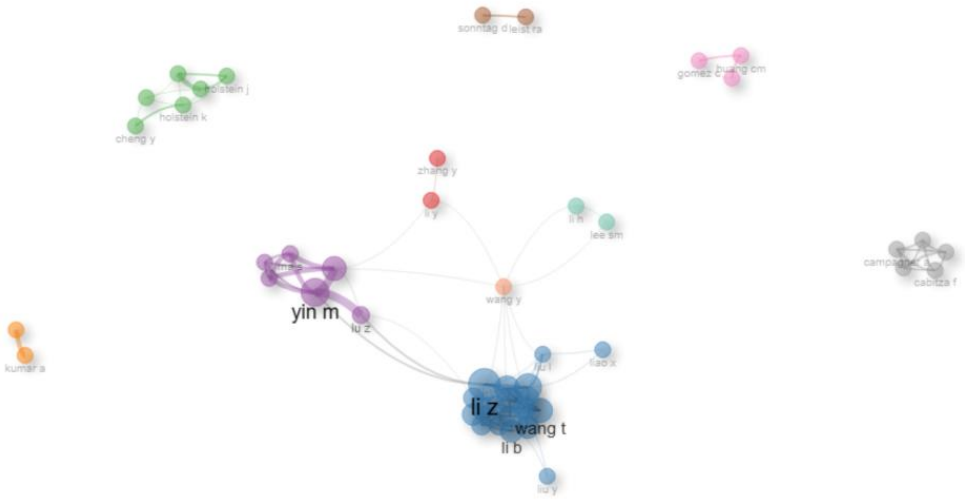


Figure 11: Collaboration Network

The author collaboration network shows that studies about human-AI collaboration in the selection of products are clustered into a few various co-authorship groups with the most prominent co-authorship groups including Li Z and Yin M. The result also suggests that Li Z has close collaboration with authors likeWang T, Li B and Liu Y. While Yin M works in collaboration with Lu Z and others. All these results indicate the common research interests in AI-assisted decision-making and human-AI interaction. Smaller clusters, including those involving Cheng Y, Holstein K, and Cabitza F indicate more specialised collaborations along with some isolated contributors.The network emphasises the cluster-based form with a small number of central authors playing the role of key connectors and it facilitates the knowledge creation in this dynamic area of research.

Discussion

Digital commerce and AI-enabled retail are driving consumer product selection into a new phase of interconnected tracks, in which the development of AI skills, advanced consumer research and new paradigms of collaboration are converging to transform the decision-making process. In the current literature, the development of AI within consumer settings can be seen through the development of interactive agents, personalised recommendations and real-time assistance surrounding online and mobile shopping experiences (Kothari et al., 2024; Elgheit, 2024; Kamoonpuri&Sengar, 2024; Diale, 2025). With the spread of these technologies, consumer research no longer focuses on understanding unchanging adoption but on capturing subtle behaviours like the calibration of trust, privacy trade-offs and the efficacy of explainability in purchasing choices. It shows expectations of transparency and control are core to long-term engagement (Dangi, 2025; Ameen et al., 2021). This direction also presents new themes such as (1) the primacy of collaboration between people and intelligent systems to influence decisions instead of aiding in automating them; (2) the formation of context-rich, omnichannel environments where e-commerce platforms and mobile interfaces interact; and (3) increased focus on governance concerns related to data privacy, algorithmic bias and the explainability of AI-driven recommendations in retail settings (Velasquez, 2025; Rana et al., 2021; Lopes et al., 2024; Canhoto et al., 2023; Mehrotra, 2025).

The trend towards co-operation is acute in this changing environment. Research is focused on human-in-the-loop architectures that maintain agency, provide clear explanations of why a recommendation is made and allow users to override them when needed. Studies emphasise human-in-the-loop designs that preserve agency. It offers transparent rationales for recommendations and enablesuser overrides when appropriate rather than presenting outputs as unilateral dictates. This collaborative stance is seen in research on AI-mediated consumer interactions, where trust emerges from reliable performance joined with clear, socio-technical explanations and commitments to privacy and data protection (Selten et al., 2023; Shafik et al., 2024; Kaplan et al., 2021; Ameen et al., 2021). The literature also highlights the importance of social and psychological dimensions such as perceived usefulness, ease of use and interpersonal trust in AI-enabled services- as determinants of acceptance and continued use in shopping contexts (Lopes et al., 2024; Ameen et al., 2021; Elgheit, 2024). Researchers warn that the lack of alignment between explanations and consumer mental models may erode trust and that, to resolve the issue, user-centered explanation design and governance should be applied to consider different consumer groups (Selten et al., 2023; Hallowell et al., 2022; Bhattacharya et al., 2024).

Despite these advances, several research gaps warrant specialised attention. First, while there is growing attention to trust and transparency, there is limited consensus on standardised metrics for evaluating explainability and trust in everyday shopping tasks outside healthcare contexts. Future work could adopt multi-method designs combining behavioural data, self-reports and contextual interviews to capture how explanations influence revision, risk perception and autonomy in decision-making (Shafik et al., 2024; Hallowell et al., 2022; Zeleti et al., 2025). Second, the literature would benefit from longitudinal studies that track how consumer trust in AI in digital commerce evolves with exposure, experience and regulatory changes (Bostrom et al., 2023; Mentzas et al., 2024; Zeleti et al., 2025). Third, there is a need for cross-channel and cross-cultural studies to understand how omnichannel experiences and regional data-privacy norms shape expectations of AI transparency and consumer acceptance(Mill et al., 2023; Dangi, 2025; Gouveia, 2025). Fourth, while privacy concerns are repeatedly raised, more work is required to operationalise privacy by design in rapidly evolving retail environments. It includes the balance between personalisation benefits and perceived intrusiveness across diverse product categories and shopping tasks (Qureshi, 2024; Hermann, 2021; Sharma, 2025;Canhoto et al., 2023). Lastly, the literature could profit from integrated frameworks that explicitly connect trust, explainability, perception of

risk and behavioural intention within the broader digital-commerce ecosystem, informing theory and guiding practitioners toward ethically responsible, consumer-centric AI deployments (Dlugatch et al., 2023; Singh et al., 2024; Brown et al., 2024).

The growth of AI in digital commerce, the expanding corpus of consumer research and the emergence of cross-cutting themes around collaboration, governance and experience design point towards a future in which omnichannel retailers harness AI not merely to optimise sales but to support meaningful, autonomous and trustworthy decision-making. The next wave of inquiry should weave together rigorous measurement of trust and explainability, longitudinal assessments of consumer-AI relationships and culturally agreed investigations of privacy and personalisation to illuminate how best to sustain value, protect rights and foster durable consumer confidence in a rapidly digitising marketplace (Ghazali et al., 2023; Goisauf et al., 2025; Bhattacharya et al., 2024; Dangi, 2025; Kovari, 2025; Hennighausen et al., 2025).

Research Gap

Existing research indicates that consumers respond differently to AI and human recommenders depending on product type, task objectivity and contextual factors with mechanisms such as trust, perceived competence, personalisation, anthropomorphism and autonomy influencing decision outcomes. Other types of human-AI collaboration formats and their impacts on evaluation and usage intentions have also been studied in the context of different fields such as healthcare, finance and technology. Most previous studies consider individual recommendation scenarios and rarely think about human-AI joint decisions in the daily product selection scenario. The literature tends to focus on either rational, relational and emotional factors without considering them aspart of one conceptual framework of consumer decision-making. Limited attention has been given to comparing different collaboration configurations such as human-led versus AI-led decision-making across diverse product categories and real-world shopping environments with most studies relying on single-category experimental designs.Though bibliometric reviews have woven larger themes like AI adoption, consumer trust and personalisation, they consider human-AI collaboration as a secondary theme and fail to address how collaboration forms influence micro-level product selection processes and decision-quality outcomes. As a result, the literature has been divided by field and does not include a unified framework that combines collaboration patterns, psychological processes and quality of decisions in consumer product selection, thus, the necessity to conduct specifically targeted research on human-AI collaborative decision making during daily purchases.

Conclusion

This bibliometric study mapped the intellectual structure of research on human–AI collaboration in product selection and consumer decision-making. It highlights the growing importance of AI-driven decision support, personalisation and human-centered interaction in digital commerce. The results show that the themes of artificial intelligence and decision-making are still predominant and collaborative human-AI decision-making processes are still developing and dispersed across fields. Although these contributions have been made, the study has its limitations. This study is limited to the Scopus database and English-language publications, which might not have contained the relevant studies indexed in other databases or published in other languages. Also, the research was based on bibliometric methods, which place emphasis on publication patterns and word associations. This study can be expanded in future studies by using multiple databases, systematic literature reviews and the development of empirical models to study the effect of various human-AI modes of collaboration on the selection of products. Future research can also consider real world shopping settings, longitudinal consumer behaviour and psychological aspects like trust, autonomy and satisfaction of decision to understand more about how humans and AI collaborate in decision making in various commerce settings.

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