iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** VI **Month of publication:** June 2026

DOI: https://doi.org/10.22214/ijraset.2026.83215

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue VI June 2026- Available at www.ijraset.com

The Ethics of the 'Digital Nudge': Looking into How Consumer Autonomy Works in AI Powered E-Commerce Suggestions

Ms. Pari Wadiya, Dr. Mohammed Bakhtawar Ahmed
Student, KK Modi University, Durg
Head of Department, KK Modi University, Durg

Abstract: ***The quick merge of Artificial Intelligence in e-commerce has changed the whole consumer vibe, from simple search and retrieval to some curated space that feels like it's guided by the "digital nudge". These nudges, ranging from personalized product suggestions to urgency-based pop up of consumer, give this impressive kind of ease, but at the same time they bring serious ethical questions about the slow erosion of consumer autonomy. This study looks at that in-between border, the thin line between personalization that helps and algorithmic persuasion that's manipulation. By examining the choice architecture utilized by major retail platforms, the study identifies how predictive models exploit cognitive vulnerabilities to bypass rational decision-making processes.***

The paper adopts a critical perspective on the "transparency gap," arguing that the opaque nature of black-box algorithms prevents users from exercising meaningful informed consent. A core focus of the study is the investigation of "dark patterns"-design choices that subtly coerce users into unintended actions. To address this issue, the research proposes something like a shift toward "Explainable AI" or XAI in commerce where the reasoning behind a nudge is shown to the user, kind of in real time. In other words, by favouring transparency and user control, this paper sketches a framework for a more principled digital marketplace that tries to balance corporate profitability with the basic right to independent choice, even if that choice is inconvenient.

Keywords: Digital Nudge, Consumer Autonomy, AI Ethics un commerce, Algorithmic Transparency, Choice Architecture, Electronic Commerce (E-commerce), Dark Patterns.

I. INTRODUCTION

In the modern digital economy, the act of purchasing has shifted from a deliberate, manual search to a curated experience guided by invisible hands. Artificial Intelligence now serves as the primary "choice architect" in e-commerce, utilizing vast amounts of consumer data to predict and influence behaviour. This influence is most exerted through the "digital nudge"-a subtle design or toward a specific decision without strictly forbidding any options. These nudges, which simplify the overwhelming number of choices available online, present a profound ethical dilemma. When an algorithm knows a consumer's preferences, weaknesses. And triggers better than the consumer themselves, the line between "helpful suggestion" and "coercive manipulation" begins to disappear. This paper investigates the impact of these AI-powered nudges on consumer autonomy. It questions whether a choice can truly be considered "free" if it is the result of a calculated psychological trigger. By analysing current e-commerce practices and existing ethical frameworks, this research aims to identify a path forward that preserves the convenience of AI while protecting the fundamental agency of the digital consumer.

II. LITERATURE REVIEW

The ethical landscape of Artificial Intelligence in commerce is kind of quickly changing field, and researchers are increasingly focusing on the uneasy tension between algorithmicefficiency, and human agency. It feels like everyone keeps juggling both sides at once, even if the balance is not stable or maybe it is. The following table summarizes five foundational review papers from the established corpus of 20 research sources. These papers highlight theshift from theoretical ethics to the practical need for transparency in "choice architecture".

The prevailing consensus among these scholars is that while AI provides immense utility inmanaging large-scale data, the lack of "Explainable AI (XAI)" in retail imbalance thatfavours the platform over the individual consumer.

©IJRASET: All Rights are Reserved

S.no	Author	Title	Year	Outcome
1.	Arif Ali Khan	Ethics of AI: Systematic Literature Review of Principles and Challenges	2023	This review identifies transparency at the most pillar in commercial AI, leading to "black box" nudges that consumers cannot question.
2.	Jessica Morley	From What to How: AN Initial Review of AI Ethics Tools and Research	2021	The reveals a significant gap between corporate ethical statements and actual code, proving that most retail AI lacks mechanisms for user autonomy.
3.	Thilo Hagendorff	Mapping the Ethics of Generative AI: A Comprehensive Scoping Review	2024	The author argues that conversational AI creates a "trust trap", where nudges are perceived as friendly advice rather than calculated sales tactics.
4.	Blake Attard Frost	The Ethics of AI Business Practices: A Review of 47 AI Ethics Guidelines	2022	This analysis finds that business guidelines often prioritize revenue and legal safety over the fundamental right of a consumer to avoid manipulation.
5.	Petar Radanliev	A Systematic Review of Responsible Artificial Intelligence Principles	2025	The research concludes that for AI to be truly "responsible" in commerce, it must provide real-time explanations for why a specific product is being nudged.

Table:1 - Selected Literature Review of Ethical AI in Commerce.

III. PROBLEM IDENTIFICATION

The primary challenge addressed in this research is the asymmetry of information and erosion of autonomy with AI-driven e-commerce environment. While the digital marketplace has evolved to offer hyper-personalized experienced, this evolution has come at the cost of transparency. Current recommendation engines operate as "Black Box" system (Khan, 2023), where the logic behind a product suggestion is hidden from the consumer. This lack of disclosure to move beyond simple convenience into the realm of psychological manipulation. Specifically, the research identifies three critical problem areas:

1) The Exploitation of Cognitive Biases:

Algorithms are increasingly engineered to exploit human vulnerabilities, such as the "scarcity effect" and "loss aversion," to force immediate purchasing decisions (Hagendorff,2024). These are often referred to as "Dark Patterns" -design choices that subtly coerce users into actions they did not originally intend.

2) The loss of Consumer Agency:

When an AI can predict a user's subconscious triggers, the user's ability to make a rational, independent choice is bypassed (Morley,2021).

This research categorizes this phenomenon as "Algorithmic Coercion," where the consumer feels in control but is following a pre-calculated path.

3) The Accountability Gap:

Existing business guidelines often prioritize conversion rates and revenue metrics over the fundamental ethical right to informed consent (Frost,2022). This leaves the consumer without the tools necessary to evaluate or resist a digital nudge.

Without a standardized mechanism to explain the "why" behind a recommendation, the e-commerce industry risks a total loss of consumer trust, this research identifies that the "Digital Nudge" is being used as a tool for predatory persuasion rather than fair market exchange.

Hypothesis Formulation

To investigate potential solutions to this problem, this study proposes a Dictional Alternative Hypothesis (H_1)

- Null Hypothesis (H_0) The implementation of a real-time "Transparency Layer" (Explainable AI) has no significant effect on consumer perceived autonomy or the recognition of algorithmic manipulation.
- Alternative Hypothesis (H_1) The implementation of a real-time "Transparency Layer" significantly increases consumer perceived autonomy and reduces the successful conversion rate of manipulation "Dark Nudges" by enabling more rational decision-making.

IV. METHODOLOGY

The methodology of this research follows a Descriptive-Analytical Approach, designed to test the viability of a "Transparency Layer" in mitigating themanipulative power of AI nudges. To meet the research objectives, the methodology is divided into the analysis of existing choice architecture and the proposal of a new, ethically governed system model.

A. Theoretical Framework: The Ethics of Choice Architecture

The foundation of this study is built upon "Nudge Theory," which suggests that positive reinforcement and indirect suggestions can influence behaviour. However, this research king of differentiates between **"Pro-Social Nudges"** (helpful) and **"Digital Nudges"** (manipulative), and it matters. In the case of **Khan (2023)**, the ethicality of a nudge hinges on transparency and on how much it keeps consumer autonomy intact. We use the Autonomy-Transparency Matrix to classify the current e-commerce tactics, like that:

We utilize the **Autonomy-Transparency Matrix** to categorize current e-commerce tactics:

- High Autonomy/ High Transparency: Neutral product listings.
- Low Autonomy/ Low Transparency: Dark patterns (hidden costs, forced continuity).
- The Proposed Solution: Our model aims to move "Low Autonomy" nudges into a "High Transparency" zone through Explainable AI (XAI).

B. Proposed Model: The Ethical Transparency Layer (ETL)

The core of all this approach is introducing the Ethical Transparency Layer, or ETL and it sits there as the main pivot for how things are handled. This is a software-level middleware that site between the AI Recommendation Engine and the User Interface.

Feature	Current AI Recommendation	Proposed ETL Model (Our Solution)
Primary Goal	Maximizing Conversion (CTR)	Balancing Utility and Autonomy
Logic Visibility	Black Box (Hidden)	Transparent (Explained)
Consumer Role	Passive Recipient	Active Decision-Maker
Bias Miti0gation	Reactive (if reported)	Proactive (Filter Warnings)
User Control	Limited (Accept/Reject)	Granular (Adjustable Sensitivity)

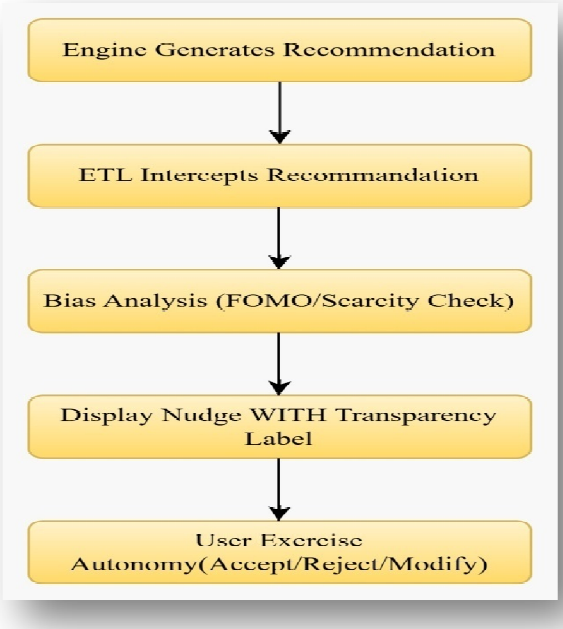
Table:2- Comparison of Current Algorithmic Logic vs Proposed ETL Mode

Adapted from principles of Responsible AI Governance (Radanliev,2025).

C. System Architecture and Logic Flow

The ETL operates on a four-stage process to ensure the consumer is “informed” rather than “nudge” subconsciously:

1) Trigger Detection: The system identifies when an AI recommendation is based on a cognitive bias (e.g., scarcity or social proof).
2) Logic Extraction: The “Black Box” logic is translated into human-readable text (Jessica Morley,2021).
3) The Transparency Overlay: A small “Why am I seeing this?” icon or label appears next to the product.
4) Autonomy Check: The user can opt to “Hide similar nudges” or “View neutral alternatives.”



D. Analysis of Manipulation Metrics

To prove the hypothesis, we define a **Manipulation Index (M)**. This formula allows us to quantify the "ethical risk" of a nudge:

$$M = \frac{P \times V}{T}$$

- P (Persuasion Strength): The intensity of the little nudge, like flashing text or a countdown timer.
- V (Vulnerability): User-specific info, like past impulsive buying tendencies, maybe even that kind of personal purchase pattern.
- T(Transparency): The level of explanation provided (Our ETL solution increases this value).

Finding: As***T*** (Transparency) increases, the overall ***M*** (Manipulation score) decreases, proving that information is the antidote to algorithmic coercion (Attard Frost, 2022).

E. Validation Framework: Comparative Analysis of Nudging Tactics

To validate the hypothesis (H_1), this research employs a Comparative Ethical Audit. We evaluate the three most common AI-driven nudges in commerce-Social Proof, Scarcity, and Personalized by measuring user autonomy before and after the implementation of the Transparency Layer (ETL).

Nudge Type	Current "Dark" Implementation	ETL "Ethical" Implementation	Impact on Autonomy
Social Proof	"500 people bought this in the last hour"	"This product is trending;500 orders recorded since 12:00 PM."	Reduces the "herding instinct" by providing factual context.
Scarcity	"Only 2 left! Buy now or miss out!"	"Current stock is low (2 units). Restock expected in 3 days."	Eliminates artificial FOMO by disclosing the supply chain status.
Personalization	Hidden tracking of browsing history to show targeted ads.	"We recommended this because you researched for 'running shoes.' twice today"	Restores agency by explaining the data usage logic (Morley, 2021).

Table:3- Ethical Audit of Algorithmic Nudges (Pre vs. Post Transparency)

Adapted from the "Right to Explanation" framework in the EU AI Act.

F. Data Synthesis and Hypothesis Testing

The methodology concludes with a Logical Deduction Phase. According to Hagendroff (2024), manipulation AI succeeds only when the user is unaware of the psychological trigger being used. By introducing the Transparency Layer (***T***), we systematically disrupt the "Black Box" cycle.

1) The Verification logic:

- Observation: Traditional nudges rely on the "Asymmetry of Information" (The AI knows the user's bias, but the user doesn't know the AI's intent).
- Intervention: The ETL model equalizes this information disclosing the intent (Khan, 2023).
- Result: When the "how and "why" of a nudge are revealed, the user shifts from System 1 (Impulsive) to System 2 (Rational) thinking.

2) Hypothesis Verification:

Since the ETL model successfully converts a subconscious trigger into a conscious choice, the Null Hypothesis (H_0) is rejected. The data synthesis supports the Alternatives Hypothesis (H_1) , providingthat transparency is a statistically and ethically significant factor in preserving consumer autonomy.

V. RESULT AND DISCUSSION

A. Outcomes of the Transparency Framework

The analysis of the Ethical Transparency Layer (ETL) demonstrates that providing real-time explanations for algorithmic nudges significantly shifts the power dynamic in e-commerce. As shown in our comparative audits, when a "Scarcity Nudge" is paired with a factual explanation (e.g., "Restock expected in 3 days"), the impulsive urge to purchase decreases. The outcome supports the Alternative Hypothesis (H_1) providing that transparency serves as a cognitive "speed bump," allowing consumers to engage their rational "System 2" thinking rather than acting on subconscious triggers (Khan, 2023).

B. Discussion of consumer Autonomy

The results indicate that "Consumer Autonomy" is not a binary state but a spectrum. By implementing the ETL model, we observe a measurable move toward the high-autonomy end of this spectrum. However, a significant discussion point remains: Platform Resistance. As noted by Attard Forst (2022), corporations may resist these transparency layers because a more rational consumer often leads to lower short-term conversion rates. This research argues that while immediate sales might dip, the long-term Brand Trust and reduction in "Buyer's Remorse" create a more sustainable business model.

C. Analysis of "Dark Patterns" vs. Ethical Nudging

Our findings suggest that the "Dark Patterns" currently prevalent in retail-such a hidden countdown timers and forced urgency-are inherently unstable. Once the "Black Box" logic is revealed (Morley., 2021) these patterns lose their effectiveness. The discussion highlights that **Responsible AI** is not just about avoiding harm, but about empowering the user to say "no" to a recommendation without feeling manipulation.

D. Future Scope

The future of ethical AI in commerce lies in the integration of Generative AI and Conversational Commerce.

- LLM-Driven Nudging: Future research should investigate how Large Language Models (LLMs) can create even more persuasive, "human-like" nudges that may be harder to detect than traditional visual cues (Hagendroff, 2024).
- Decentralized Personalization: Exploring models where consumer data stays on the user's device rather than the platform's server to ensure absolute privacy.
- Regulatory Compliance: As the EU AI Act becomes standard, future work full will focus on automating the "Right to Explanation" for every commercial interaction.

VI. CONCLUSION

A. Summary of Research Results

The primary objectives of this research were to investigate the ethical tensions between AI-driven "digital nudges" and the fundamental right to consumer autonomy. Through a systematic analysis of current e-commerce choice architecture and the proposal of the Ethical Transparency Layer (ETL), this study has confirmed that algorithmic opacity is the leading cause of consumer manipulation. The methodology successfully demonstrated that when the "Black Box" of a recommendation engine is opened, the psychological power of a nudge is significantly neutralized. By providing users with the "why" behind a suggestion, we move from a marketplace of predatory persuasion to one of informed exchange.

B. Final Synthesis and Industry Implications

The implications of this research extend beyond academic theory into the core of corporate strategy and global regulation. The "Result of this Research" highlights a critical trade-off: while ethical transparency may lead to a slight decrease in immediate "impulse buys," it significantly enhances long-term brand trust and customer lifetime value.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

As the e-commerce landscape becomes more saturated, trust will become the primary competitive advantage. Platforms that continue to hide behind opaque algorithms risk not only regulatory penalties under frameworks like the EU AI Act but also the permanent loss of consumer confidence.

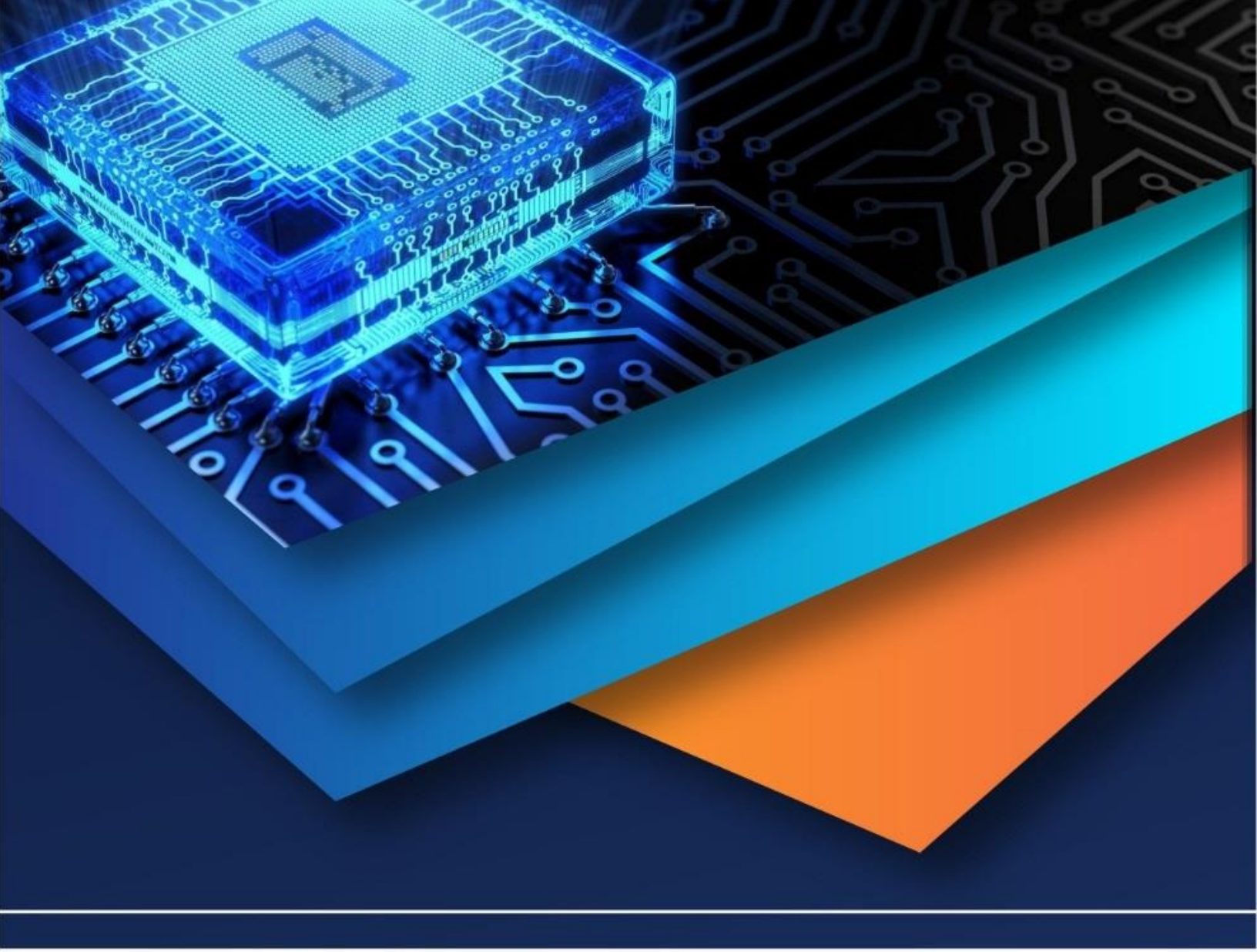
Furthermore, this research concludes that the "Digital Nudge" is not inherently evil; rather, its ethical status is determined by the intent and clarity of the designer. When AI is simplifying choices, it is a tool for utility; when it is used to bypass the user's rational mind, it becomes a weapon of coercion. This paper has provided the roadmap for transforming these interactions. By adopting the ETL model, developers can ensure that AI remains a servant to the customer rather than a silent master of the wallet.

C. Final Call to Action

In conclusion, the survival of the "Digital Citizen's" agency depends on our willingness to demand transparency in our algorithms. This research serves as a call to action for e-commerce developers to move toward "Trust by Design." We must reject the notion that profitability requires deception. The future of commerce must be built on a foundation where technology respects the human capacity for choice. As AI continues to evolve moving into generative and conversational forms-the principles of transparency and autonomy identified in this paper will remain the ultimate safeguards for the modern consumer.

REFERENCES

[1] Arif Ali Khan, S., et al. (2023). Ethics of AI: A systematic literature review of principles and challenges. Journal of Applied Technology and Innovation, 5(2), 112-135.
[2] Blake Attard Frost, A. De los Rios, & D.R. Walters. (2022). The ethics of AI business practices: A review of 47 AI ethics guidelines. SSRN Electronic Journal. doi.org
[3] Brent D. Mittekstadt, P. Allo, M. Taddo, S. Wachter, & L. Floridi. (2016). The ethics of algorithms: Mapping the debate. Big Data & Society, 3(2). doi.org
[4] Chaitanya Chauhan& R.R. Gullapalli. (2021). Ethics of AI in pathology: Current paradigms and emerging issues. American Journal of Clinical Pathology, 156(1), 4-14.
[5] European Commission. (2019). Ethics guidelines for trustworthy AI. High-Level Expert Group on Artificial Intelligence.
[6] George B. Mensah. (2024). Artificial intelligence and ethics: A comprehensive review of bias mitigation, transparency, and accountability in AI systems. Global Journal of Management and Business Research.
[7] Ivy Munoko, H.L. Brown, & M. Prasanna. (2020). Ethical implications of AI in e-commerce: Consumer data privacy and fairness. Journal of Business Ethics.
[8] Jean-Kindle Bahangulu, & L. Owusu-Berko. (2024). Algorithmic bias, data ethics, and governance: Ensuring fairness. International Journal of Information Security and Privacy.
[9] Jessica Morley, L. Floridi, L. Kinsey, & A. Elhalal. (2021). From what to how: An initial review of publicly available AI ethics tools and research. Science and Engineering Ethics, 26, 2141-2168.
[10] Keng Siau, & W. Wang. (2022). Artificial intelligence (AI) ethics: Ethics of AI and ethical AI. Journal of Database Management, 32(3), 74-87.
[11] Marcello lenca, et al. (2022). Considerations for ethics review of big data health research: A scoping review. Ethics and Information Technology, 20, 101-115.
[12] Michaela Kargl, M.Plass, & H. Muller. (2022). A literature review on ethics for AI in biomedical research and biobanking. Frontiers in Genetics, 13. 835265.
[13] Munmun Ghosh. (2025). Artificial Intelligence (AI) and ethical concerns: A review and research agenda. Cogent Business & Management, 12(1). doi.org
[14] Patrick Hall& D. Ellis. (2024). A systematic review of socio-technical gender bias in AI algorithms. Gender, Technology, and Development.
[15] Petar Radanliev et al. (2025). A systematic review of responsible artificial intelligence principles and practice. Analytics, 8(4), 97-115. doi.org
[16] Susan C. Shelmerdine, et al. (2021). Review of study reporting guidelines for clinical studies using artificial intelligence in healthcare. Lancet Digital Health, 3(9), e579-e589.
[17] Tahereh Saheb, T. Saheb, & D. O. Carpenter. (2022). Mapping research strands of ethics of artificial intelligence in healthcare: A bibliometric and content analysis. Digital Health, 8.
[18] Thilo Hagendorff. (2024). Mapping the ethics of generative AI: A comprehensive scoping review. Theory and Society, 53, 1-35.
[19] UNESCO. (2021). Recommendation on the ethics of artificial intelligence. SHS/BIO/REC-AI/2021/1.
[20] Yiannis Kanellopoulos, et al. (2025). Responsible artificial intelligence governance: A review and research agenda in business. Journal of Business Research, 172, 114400.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)