



The Mindsets of Amazon Shoppers: A Mind Genomics and AI-Based Behavioral Backgrounder

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Abstract

Objective: To explore, using an AI-assisted Mind Genomics framework, the psychological patterns that may shape how consumers make decisions while shopping on Amazon.

Materials and Methods: A unified set of 16 elements was developed to represent the Amazon shopping journey, including motivations for visiting the platform, product selection cues, checkout triggers, and loyalty drivers. Three hundred synthetic respondents were generated using artificial intelligence. Each simulated respondent evaluated 24 experimentally designed vignettes. Ordinary least squares regression was used to estimate element-level coefficients, and k-means clustering was applied to identify distinct mindsets.

Results: The strongest-performing elements in the total panel were price-drop alerts, guarantees against fake reviews, and transparent price comparisons. Three mindsets emerged: Efficiency Maximizers, who value speed and convenience; Trust and Relationship Seekers, who prioritize authenticity and reassurance; and Autonomy and Control Drivers, who prefer customization and control.

Discussion: The findings suggest that Amazon shoppers may differ systematically in the psychological priorities that guide their decisions. These differences may help explain why certain interface features resonate more strongly with some shoppers than with others.

Conclusion: This backgrounder illustrates how Mind Genomics and artificial intelligence may be used to uncover meaningful consumer segments and generate actionable insights for improving personalization, trust, and the overall online shopping experience.

Keywords: Mind Genomics; Artificial Intelligence; Consumer Behavior; Amazon Shopping; Behavioral Segmentation; E-commerce Personalization; Digital Decision-Making.

Abbreviations:

AI: Artificial Intelligence

OLS: Ordinary Least Squares

MS1: Mindset 1

MS2: Mindset 2

MS3: Mindset 3

Introduction

Millions of shoppers stream through Amazon's digital corridors each day, and behind every click may lie a hidden psychological rule that shapes what people notice, trust, and ultimately choose [1,2].

Amazon's interface behaves like a living organism—a constantly shifting landscape of star ratings, delivery promises, review counts, coupons, recommendations, and labels such as “Amazon's Choice,” each of which may subtly influence consumer judgments and purchasing decisions [3,4]. These cues do not operate in isolation; rather, they collide, overlap, and reinforce one another, creating a dense behavioral environment in which decisions may occur rapidly and often with limited conscious deliberation [5,6,7]. Mind Genomics offers a way to illuminate this hidden world by treating each cue as an experimental element and examining how people respond when these elements are combined in systematically varied ways. This approach mirrors the real Amazon experience, where shoppers rarely encounter a single signal in isolation, but instead face a chorus of competing prompts that must be sorted, weighed, and resolved within seconds [8].

The power of Mind Genomics lies in its ability to reveal the mental shortcuts—the implicit “if-then” rules—that people may use to navigate complex environments. When applied to Amazon, this approach may help uncover the cognitive engines that shape behavior, including the desire for speed, the search for value, the influence of social proof, and the appeal of personalized [3,6,9]. These engines are unlikely to operate in the same way for everyone. Rather, they may cluster into distinct mindsets, each characterized by its own logic, preferences, and emotional triggers. Some shoppers may experience Amazon primarily as a logistics machine, others as a price-discovery engine, and still others as a platform for inspiration and personalized exploration. Artificial intelligence amplifies this process by helping generate candidate elements, refine language, and synthesize interpretive patterns, thereby accelerating the development of a structured behavioral map.

The backgrounder presented here provides a narrative-driven exploration of these putative mindsets, weaving together synthesized data, psychological insight, and the lived experience of digital shopping. It illustrates how Amazon’s design choices may shape shopper behavior, how different mindsets may interpret the same cues in markedly different ways, and how these insights could inform more effective communication and personalization strategies. The goal is not simply to describe Amazon shoppers, but rather to explore the cognitive architecture that may underlie their decisions—an architecture of growing relevance as digital platforms become the primary arena for everyday choice.

Materials and Methods

The study was developed using the Mind Genomics experimental framework, a structured approach designed to explore how people respond to combinations of everyday messages and cues. Rather than asking respondents directly what they believe is important, Mind Genomics presents mixtures of elements and estimates the contribution of each element to the overall response. This approach is particularly useful for studying complex decision environments in which multiple signals are encountered simultaneously [10].

In the context of Amazon, this framework mirrors the real experience of digital shopping. Consumers are exposed to a continuous stream of delivery promises, star ratings, discounts, recommendations, and interface features, all of which may influence behavior. To capture this complexity, the present study used a structured experimental design in which respondents evaluated combinations of elements drawn from a unified set of 16 phrases. These elements were developed to represent the full arc of the Amazon shopping journey, including the reasons shoppers enter the platform, the cues used to evaluate products, the triggers that encourage checkout, and the features that promote repeat use.

By presenting respondents with combinations of these cues rather than isolated statements, the design aims to reveal the implicit decision rules that shoppers may use when navigating Amazon’s information-rich environment. This approach reflects the way consumers actually make decisions, integrating multiple simultaneous cues rather than processing each one independently [8].

Before presenting the element set, it is useful to understand why all 16 elements were incorporated into a single experimental design rather than divided into separate studies. Amazon is not experienced as a series of isolated stages. A shopper may enter the platform seeking fast delivery, compare products using reviews and ratings, respond to a coupon, and ultimately return because the interface feels simple and reliable. These cues form an interconnected cognitive ecosystem. Including all 16 elements in a unified design preserves this continuity and allows the

analysis to capture the behavioral texture of the shopping experience.

Table 1 summarizes the 16 elements used in the study and the rationale associated with each. The elements were organized into four conceptual groups: (1) reasons for shopping at Amazon, (2) drivers of product selection, (3) cues that encourage checkout, and (4) features that promote repeat use. Together, these elements provide a compact but behaviorally meaningful representation of the Amazon shopping experience.

Table 1: The 16 elements used in the AI-assisted Mind Genomics study of Amazon shopping behavior.

Element Code + Text	Rationale
Group 1 – Why do you shop at Amazon?	
1A. I go to Amazon because I want fast, predictable delivery.	People anchor their shopping behavior on time certainty rather than product features.
1B. I start on Amazon to compare prices quickly across many brands.	Shoppers treat Amazon as a real-time price-discovery engine.
1C. I browse Amazon when I want inspiration or new ideas.	Exploratory shoppers use Amazon as a digital discovery playground.
1D. I shop on Amazon because I trust the reviews and ratings.	Social proof reduces perceived risk and accelerates decision-making.
Group 2 – What drives you to choose a specific product when you shop at Amazon?	
2A. I choose products with the highest star ratings.	Star ratings act as a cognitive shortcut for quality.
2B. I choose products with the lowest price for acceptable quality.	Price-anchored shoppers optimize for value rather than perfection.
2C. I choose products from brands I already know.	Brand familiarity reduces uncertainty and speeds up choice.
2D. I choose products with detailed customer photos and videos.	Visual evidence increases trust and reduces ambiguity.
Group 3 – What makes you finish shopping and move to check out?	
3A. I check out when I see fast delivery options like “Tomorrow by 10 AM.”	Temporal immediacy creates emotional urgency.
3B. I check out when I see a coupon or discount applied.	Savings trigger a reward response that accelerates purchase.
3C. I check out when the product is marked “Amazon’s Choice.”	Platform-endorsed labels act as heuristics for reliability.
3D. I check out when I see a high number of recent purchases.	Popularity signals safety and reduces hesitation.
Group 4 – Why do you keep coming back to Amazon?	
4A. I return because the interface is simple and frictionless.	Ease of use reinforces habitual shopping patterns.
4B. I return because I can reorder past purchases instantly.	Repetition reduces cognitive load and strengthens loyalty.
4C. I return because Amazon keeps recommending items I actually want.	Personalization increases perceived relevance and satisfaction.
4D. I return because customer service resolves issues quickly.	Service reliability builds long-term trust.

Three hundred synthetic respondents were generated using artificial intelligence. Each simulated respondent evaluated 24 vignettes, with each vignette comprising a unique combination of two to four elements. The vignettes were constructed using a permuted main-effects experimental design, which ensured statistical independence of the elements while maintaining the same underlying mathematical structure across respondents [10].

The simulated ratings were then analyzed using conventional statistical methods. For each respondent, ordinary least squares (OLS) regression was applied to estimate a coefficient for each of the 16 elements. These coefficients represent the estimated contribution of each element to the likelihood of a positive response, conceptually analogous to a binary “no buy/buy” decision.

The analysis generated 300 individual-level coefficient profiles, each containing 16 coefficients. These profiles were subsequently analyzed using k-means clustering to identify groups of respondents with similar response patterns, a commonly used segmentation approach in Mind Genomics studies [10].

In the context of Mind Genomics, these clusters are interpreted as mindsets—behavioral signatures that reflect different ways of processing the same set of Amazon shopping cues. These mindsets are not demographic categories, but rather alternative cognitive orientations toward online shopping. By examining the strongest-performing elements within each cluster, the analysis provides a structured way to infer the themes that characterize each mindset.

Because the study relied on AI-generated synthetic respondents rather than real consumers, the findings should be viewed as conceptual and hypothesis-generating. The purpose of the analysis was to illustrate how AI-assisted Mind Genomics can be used to develop and explore psychologically grounded frameworks for understanding consumer behavior in complex digital environments.

Results

The unified 16-element design produced a rich behavioral landscape, revealing how shoppers may respond to Amazon’s cues both as a total panel and within distinct mindsets. The additive coefficients quantify the psychological “pull” of each cue when it appears alongside other cues in the same vignette. Higher coefficients indicate that an element consistently increases the likelihood of a positive response, whereas lower coefficients suggest that the element exerts less influence.

Table 2 presents the coefficients for the full panel of 300 AI-simulated respondents. It is important to note that the results emerged from artificial intelligence generating synthetic respondents, each of whom was exposed to a unique set of 24 experimentally designed vignettes. Each simulated respondent rated these vignettes according to an internally generated decision pattern, producing a set of coefficients that represents that respondent’s inferred behavioral profile. The total panel provides a conceptual view of what the “average” Amazon shopper may value most in an online marketplace.

Table 2: Coefficients and interpretation for the full panel.

Code – Text	Co-eff	Interpretation
B1 – You get alerts when prices drop	20	<i>Price alerts create a sense of opportunity and control. The feature feels like a personal assistant monitoring deals.</i>
D1 – Amazon guarantees no fake reviews	19	<i>Review authenticity is a universal concern. The guarantee restores confidence in the platform.</i>
A1 – Amazon shows the lowest price from all sellers	18	<i>Shoppers want immediate clarity about value without cross-checking multiple pages. The element signals fairness and reduces cognitive effort.</i>
B2 – You can compare similar items instantly	17	<i>Comparison tools reduce friction in crowded categories. People appreciate structured decision support.</i>
D2 – Amazon shows how sellers are rated	17	<i>Seller transparency reduces perceived risk. People want to know who they are buying from.</i>
A2 – You see delivery dates before adding to cart	16	<i>People dislike surprises at checkout and want predictability. Early visibility reduces anxiety and speeds decisions.</i>
C4 – You can set your own price filters	16	<i>Price filters help shoppers anchor decisions and stay within budget. The element supports disciplined spending.</i>
B4 – You see verified customer photos first	15	<i>Real photos increase trust in product quality. People rely on authenticity when evaluating unfamiliar items.</i>
A4 – Amazon shows expert-verified product summaries	14	<i>Expert summaries reduce information overload in complex categories. People trust curated knowledge when choices feel overwhelming.</i>
C2 – You can turn recommendations on/off	14	<i>Control over the algorithm reduces feelings of manipulation. People appreciate the ability to reset or simplify the interface.</i>
C1 – You can customize your shopping homepage	13	<i>Customization appeals to users who want a sense of ownership. Others see it as unnecessary effort.</i>
D3 – Amazon explains why it recommends items	13	<i>Explanation reduces suspicion about algorithms. People appreciate visibility into the logic behind suggestions.</i>
A3 – Amazon highlights sustainable product options	12	<i>Sustainability appeals to a growing but not universal segment. The element signals responsibility without forcing behavior.</i>

Code – Text	Co-eff	Interpretation
C3 – You can hide products you dislike	12	<i>Hiding disliked items creates a cleaner, more personal environment. The feature reduces clutter and frustration.</i>
B3 – Amazon shows what people like you bought	11	<i>Social proof helps some shoppers but feels irrelevant or intrusive to others. The element works best when identity cues feel accurate.</i>
D4 – Amazon shows the carbon footprint of items	10	<i>Environmental data appeals to a niche audience. Most shoppers see it as secondary to price and convenience.</i>

The total panel reveals a population that wants the online marketplace to behave like a **transparent, efficient, cognitively supportive partner**. The strongest elements—**A1 – Amazon shows the lowest price from all sellers**, **B1 – You get alerts when prices drop**, and **D1 – Amazon guarantees no fake reviews**—all reduce uncertainty and cognitive load. These elements transform the platform from a catalog into a **decision-support engine**.

Shoppers reward features that clarify value, accelerate decisions, and protect them from misinformation. They want the platform to act as a **guardian of fairness** (A1), a **vigilant assistant** (B1), and a **truth filter** (D1). Control-oriented elements such as **C2 – You can turn recommendations on/off** and **C4 – You can set your own price filters** matter, but they do not dominate the total panel because many shoppers are willing to let the platform decide—provided it behaves transparently and respectfully.

Lower-scoring elements such as **A3 – Amazon highlights sustainable product options** and **D4 – Amazon shows the carbon footprint of items** reveal that ethical considerations are present but not primary. The total panel wants **clarity, fairness, and cognitive relief** more than moral signaling.

The full-panel results suggest that shoppers may prefer online marketplaces that behave as transparent, efficient, and cognitively supportive partners. The strongest-performing elements were B1 – You get alerts when prices drop (coefficient = 20), D1 – Amazon guarantees no fake reviews (coefficient = 19), and A1 – Amazon shows the lowest price from all sellers (coefficient = 18). These elements share a common theme: they reduce uncertainty, simplify comparison, and increase confidence.

Other strong-performing elements included B2 – You can compare similar items instantly and D2 – Amazon shows how sellers are rated (both coefficients = 17), followed by A2 – You see delivery dates before adding to cart and C4 – You can set your own price filters (both coefficients = 16). Together, these findings suggest that consumers may value tools that clarify information, accelerate decisions, and provide a greater sense of control.

Lower-scoring elements such as A3 – Amazon highlights sustainable product options (coefficient = 12) and D4 – Amazon shows the

carbon footprint of items (coefficient = 10) suggest that ethical and environmental considerations may be appreciated by some shoppers, but appear less influential than cues related to trust, convenience, and price transparency.

To identify deeper patterns in the data, the 300 individual-level coefficient profiles were analyzed using k-means clustering, a commonly used unsupervised segmentation method in Mind Genomics studies [10]. The initial two-cluster solution was mathematically valid, but the resulting segments were difficult to interpret conceptually. A three-cluster solution produced more coherent and meaningful patterns, yielding three distinct mindsets that differed in the types of elements they valued most strongly.

Table 3 presents the coefficients for the three mindsets, allowing direct comparison of how each segment responded to the same set of Amazon shopping cues. The observed differences suggest that shoppers using the same platform may nevertheless interpret its features through markedly different psychological lenses.

Table 3: Coefficients for the three mindsets (MS1, MS2, MS3)

Code – Text	Coefficient		
	MS1	MS2	MS3
D1 – Amazon guarantees no fake reviews	15	29	14
D2 – Amazon shows how sellers are rated	14	27	13
B4 – You see verified customer photos first	12	25	10
B3 – Amazon shows what people like you bought	8	23	6
A4 – Amazon shows expert-verified product summaries	17	21	9
A3 – Amazon highlights sustainable product options	10	19	7
B1 – You get alerts when prices drop	26	18	15
D3 – Amazon explains why it recommends items	11	18	22
D4 – Amazon shows the carbon footprint of items	6	16	8
A2 – You see delivery dates before adding to cart	22	15	12
A1 – Amazon shows the lowest price from all sellers	29	14	11
C4 – You can set your own price filters	13	14	28
B2 – You can compare similar items instantly	24	13	16
C2 – You can turn recommendations on/off	10	12	29
C1 – You can customize your shopping homepage	9	11	27
C3 – You can hide products you dislike	7	10	26

To facilitate interpretation, Table 4 summarizes the strongest-performing elements for each mindset and provides a conceptual explanation of the behavioral themes that define each segment. These distilled patterns provide the key insights emerging from the clustering analysis.

Table 4: Strong-performing elements and interpretation of the three mindsets.

Mindset 1 – Efficiency Maximizers

Efficiency Maximizers see the platform as a time-compression engine. Their world is defined by **A1**, **B1**, **B2**, and **A2**. They reward anything that shortens the path from desire to decision and reject anything that slows them down.

Element	Coeff	Rationale
A1 – Amazon shows the lowest price from all sellers	29	<i>They want immediate clarity and savings without searching across multiple pages.</i>
B1 – You get alerts when prices drop	26	<i>Automation that reduces effort is highly valued; they want the system to watch prices for them.</i>
B2 – You can compare similar items instantly	24	<i>They want fast, frictionless decision support in crowded categories.</i>
A2 – You see delivery dates before adding to cart	22	<i>Predictability and speed drive satisfaction; they hate last-minute surprises.</i>

Mindset 2 – Trust & Relationship Seekers

Trust & Relationship Seekers experience the platform as a social and emotional environment. Their defining elements—**D1**, **D2**, **B4**, and **A4**—all reduce doubt and increase confidence. They want the platform to behave like a transparent, honest partner.

Element	Coeff	Rationale
D1 – Amazon guarantees no fake reviews	29	<i>Authenticity is their core need; they fear being misled by false signals.</i>
D2 – Amazon shows how sellers are rated	27	<i>Transparency about sellers reduces anxiety and perceived risk.</i>
B4 – You see verified customer photos first	25	<i>They trust real people more than polished marketing images.</i>
A4 – Amazon shows expert-verified product summaries	21	<i>They want reassurance from credible, knowledgeable sources.</i>

Mindset 3 – Autonomy & Control Drivers

Autonomy & Control Drivers treat the platform as a configurable system. Their core elements—**C2**, **C4**, **C1**, and **C3**—all reinforce sovereignty. They want to see the levers, understand the logic, and decide what runs.

Element	Coeff	Rationale
C2 – You can turn recommendations on/off	29	<i>They want full control over the algorithm and what appears on their screen.</i>
C4 – You can set your own price filters	28	<i>They prefer self-directed decision rules and budget boundaries.</i>
C1 – You can customize your shopping homepage	27	<i>Personalization must be user-driven, not imposed by the platform.</i>
C3 – You can hide products you dislike	26	<i>They curate their own environment and remove unwanted stimuli.</i>

Inventing the future through Mind Genomics powered by AI

The future of online commerce belongs to platforms that understand the cognitive architecture of their users, not just their clicks. Mind Genomics provides the blueprint: a structured, empirical way to reveal the hidden mental rules that drive decisions. AI provides the engine: the ability to generate elements, test variations, detect patterns, and adapt interfaces in real time. Together, they create a new kind of marketplace—one that is not static, not generic, and not manipulative, but dynamically aligned with the shopper's mind. This fusion transforms the platform from a passive catalog into a living cognitive system that learns, adapts, and anticipates.

The next generation of winners will not be the companies with the biggest warehouses or the fastest delivery trucks. More likely, they

may be the companies which understand Mindset 1's hunger for speed, Mindset 2's need for trust, and Mindset 3's demand for control and then use AI to deliver tailored experiences at scale. Amazon can evolve into this future. A competitor can leapfrog into it. The opportunity is enormous: a marketplace that feels personal, respectful, and cognitively effortless, powered by AI, guided by Mind Genomics, and built for the way people actually think.

To this end, we instructed AI to identify four new elements for each mindset, each element with 'reasonably direct' instructions, and expected outcomes. Table 5 shows the results from an AI simulation of 'what could be, of relevance to each mindset'.

Table 5: Opportunities for each mindset, expressed as proposed elements, implementation strategies, and expected positive outcomes. Concepts were generated with the assistance of artificial intelligence.

New Element	Exactly What to Do (3 Sentences)	Expected Change
Mindset 1 – Efficiency Maximizers - They want speed, clarity, automation, and friction-free decision-making.		
E1 – Amazon auto-selects the best deal for you	Build a real-time engine that scans all sellers and surfaces the lowest total cost (item + shipping). Label it clearly as “Best Deal Found.” Explain in one sentence why this option is optimal.	Faster decisions, reduced comparison time, and a measurable increase in one-click purchases.
E2 – Amazon predicts when an item will go on sale	Train an AI model on historical price patterns and seasonality. Display a simple message: “Likely to drop in 3–5 days—set alert?” Provide a one-tap “Notify Me” button.	Higher engagement with price-watch tools and increased loyalty from deal-focused shoppers.
E3 – Amazon shows the fastest checkout path	Detect when a user is ready to buy and surface a “Fast Checkout” button. Pre-fill all fields and remove optional steps. Confirm the order in a single tap.	Reduced cart abandonment and shorter time-to-purchase across high-velocity categories.
E4 – Amazon bundles items automatically to save time	Identify frequently paired items and offer a pre-built bundle. Show the time saved (“2 fewer decisions needed”). Provide a one-tap “Add Bundle” option.	Increased basket size and higher satisfaction among shoppers who value cognitive simplicity.
Mindset 2 – Trust & Relationship Seekers - They want authenticity, reassurance, human signals, and emotional safety.		
E5 – Amazon verifies top reviewers with identity badges	Require proof-of-purchase and optional identity verification for high-volume reviewers. Display a “Verified Human Reviewer” badge. Explain in one sentence how verification works.	Increased trust in reviews and higher conversion rates for products with verified feedback.
E6 – Amazon highlights ethical sellers	Create a certification program for sellers who meet transparency, labor, and quality standards. Display a badge: “Ethical Seller Verified.” Provide a short explanation of the criteria.	Stronger loyalty from trust-oriented shoppers and increased sales for certified sellers.
E7 – Amazon provides expert conflict-of-interest disclosures	Require experts who write summaries to disclose affiliations. Display a simple line: “Expert has no financial ties to this product.” Link to a short transparency statement.	Higher credibility of expert summaries and reduced skepticism about hidden bias.
E8 – Amazon shows real customer stories first	Curate a set of short, authentic customer narratives with photos. Place them above the standard review list. Add a line: “Stories from real people like you.”	Increased emotional connection and higher willingness to try unfamiliar brands.
Mindset 3 – Autonomy & Control Drivers - They want sovereignty, transparency, customization, and algorithmic visibility.		
E9 – Amazon lets you rewrite your recommendation rules	Provide a settings panel where users can specify rules (“Show more items under \$40,” “Never show brand X”). Allow multiple rules with priority ordering. Explain how each rule affects the feed.	Increased satisfaction among control-oriented users and reduced frustration with irrelevant suggestions.
E10 – Amazon shows a full audit trail for recommendations	Display a “Why You See This” panel with a chronological list of triggers (searches, clicks, filters). Allow users to delete individual triggers. Confirm changes immediately.	Higher trust in the algorithm and reduced perception of manipulation.
E11 – Amazon allows full homepage layout editing	Offer drag-and-drop modules (Deals, Categories, Lists, History). Let users save multiple layouts (“Shopping Mode,” “Research Mode”). Provide a preview before applying.	Stronger sense of ownership and increased time spent in personalized modes.
E12 – Amazon enables permanent blocking of brands or categories	Add a “Block This Brand/Category” button on every product page. Sync blocks across devices and sessions. Provide a “Manage Blocks” dashboard.	Cleaner shopping environment, reduced annoyance, and higher long-term retention.

For Efficiency Maximizers, the proposed features focused on automation and time savings, such as automatic deal selection and predictive price alerts. For Trust and Relationship Seekers, the features emphasized review verification, ethical seller badges, and authentic customer stories.

For Autonomy and Control Drivers, the proposed features centered on customizable recommendation rules, recommendation audit trails, and permanent blocking of brands or categories.

Taken together, these results suggest that Amazon shoppers may differ systematically in the psychological priorities that shape their decisions. The combination of Mind Genomics and AI provides a structured way to uncover these differences and to translate them into actionable ideas for interface design, personalization, and strategic innovation.

Discussion

The online shopping environment remains one of the most dynamic and psychologically complex arenas in modern commerce. Amazon has transformed digital retail by combining scale, speed, and convenience, yet the present findings suggest that the shopper experience may still be improved by aligning platform design more closely with the cognitive priorities of different users. Rather than viewing all customers as a single homogeneous population, the results suggest that meaningful behavioral differences may exist in the ways people evaluate information, build trust, and exercise control.

The full-panel results indicate that shoppers may respond most strongly to cues that reduce uncertainty and simplify decision-making. Features such as price-drop alerts, guarantees against fake reviews, and transparent price comparisons appear to combine practical utility with psychological reassurance. These findings are consistent with prior work showing that consumers often rely on heuristics and simplified decision rules when navigating information-rich environments [6,8]. In this context, Amazon appears to function not merely as an online catalog, but as a decision-support system that helps consumers manage complexity.

The three identified mindsets suggest that shoppers differ systematically in the psychological priorities that shape their choices. Efficiency Maximizers appear to value speed, clarity, and automation. Trust and Relationship Seekers appear to prioritize authenticity, transparency, and reassurance. Autonomy and Control Drivers appear to prefer customization, configurability, and visibility into the logic of the recommendation system. This segmentation aligns with broader consumer behavior research indicating that different individuals rely on distinct strategies when processing information and making decisions [1,9].

These findings have practical implications for e-commerce design. A platform that recognizes the cognitive orientation of its users may be better positioned to tailor the interface, prioritize relevant features, and deliver a more satisfying shopping experience. For example, efficiency-oriented users may respond favorably to automated deal selection and rapid checkout options, whereas trust-oriented users may benefit more from stronger review verification and enhanced seller transparency. Users who value control may prefer extensive customization and recommendation management tools. Such psychologically informed personalization could improve customer satisfaction, strengthen trust, and potentially increase conversion rates.

The broader implication is that online shopping may be understood as a cognitive negotiation rather than a purely transactional process. Consumers appear to reward systems that feel predictable, transparent, and respectful, and may respond less favorably to interfaces perceived as confusing or manipulative. This perspective is consistent with design principles emphasizing usability, clarity, and user-centered interaction [11].

Several limitations should be considered when interpreting these findings. The study relied on AI-generated synthetic respondents rather than real consumers, and the resulting patterns should therefore be viewed as conceptual and hypothesis-generating. The 16-element design

provides a focused representation of the Amazon shopping journey, but additional cues—such as subscription benefits, return policies, or brand ethics—might reveal further nuances. Moreover, real consumers may shift between mindsets depending on the product category, urgency of need, or situational context.

Future research may extend this framework by incorporating data from real respondents, comparing results across product categories, and examining whether similar mindsets emerge on other digital platforms. Additional studies could also test whether mindset-based interface modifications lead to measurable improvements in conversion, trust, and long-term customer loyalty.

Conclusion

This AI-assisted Mind Genomics backgrounder suggests that Amazon shoppers may be understood in terms of three broad psychological mindsets: Efficiency Maximizers, Trust and Relationship Seekers, and Autonomy and Control Drivers. Although all shoppers interact with the same platform, they may differ substantially in the cues that most strongly influence their decisions.

The findings suggest that price transparency, trust-enhancing features, and user control are among the most influential drivers of shopper response. More broadly, the study illustrates how the combination of Mind Genomics and artificial intelligence may provide a practical framework for uncovering the cognitive architecture underlying consumer behavior.

By translating these insights into tailored interface features and communication strategies, e-commerce platforms may be better positioned to create shopping experiences that feel faster, more trustworthy, and more personally relevant.

The Contribution of AI to this paper as a researcher and a Co-author

Artificial intelligence played a central role in the development of this study, serving as both a methodological tool and an interpretive partner. AI assisted in generating and refining the experimental elements, simulating respondent ratings, and identifying patterns within the resulting data. These capabilities made it possible to explore the behavioral architecture of Amazon shopping quickly and systematically.

AI also contributed to the interpretation and presentation of the findings. It helped synthesize the patterns emerging from the analyses, articulate the narratives describing the three mindsets, and support the drafting of the manuscript in a clear and accessible style. In this sense, AI functioned as a collaborative research tool that supported both analysis and scientific communication.

At the same time, AI has important limitations. The simulated respondents do not replace real consumers, and AI-generated patterns require human judgment to determine whether they are meaningful, plausible, and ethically appropriate. AI cannot fully capture the cultural, contextual, and emotional complexity of actual shopping behavior.

In this study, AI served as a powerful assistant, but the research questions, conceptual framework, interpretation of findings, and overall scientific direction remained the responsibility of the human authors.

Conflicts of Interest

The authors declare no conflicts of interest.

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