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Investigating the effect of personalized online shopping services on purchase intention or the mediating role of product hedonism: Amazon store in Baghdad

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Keywords:
Personalized online shopping services; personalized marketing; online purchase intention; product hedonism

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Abstract: This study examines the effect of personalized online shopping services on customers' purchase intention, with an emphasis on the mediating role of product hedonism, in the context of the Amazon platform in Baghdad. In the era of digital transformation, personalizing shopping services using big data, artificial intelligence, and machine learning algorithms has become a key factor in creating a unique user experience and increasing customer engagement. However, challenges such as privacy issues, cultural adaptation, and weak infrastructure, especially in emerging markets such as Iraq, affect the effectiveness of these services. In this study, the statistical population comprised 384 active Amazon Baghdad customers with experience using personalized services. Data were collected through a standard questionnaire based on the Likert scale and analyzed using structural equation modeling based on PLS-SEM. The results showed that personalized services, in addition to having a direct effect on purchase intention, also indirectly strengthen this intention by increasing shopping pleasure. Additionally, product hedonism can enhance customers' positive perceptions of personalization quality and foster a cycle of engagement and repurchase. These findings, while confirming all of the research hypotheses, emphasize the importance of combining advanced technology with an understanding of emotional and cultural drivers in developing effective marketing strategies for similar markets.

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التحقيق في تأثير خدمات التسوق الشخصية عبر الإنترنت على نية الشراء أو الدور الوسيط للأسلوب في المنتج: متجر أمازون في بغداد

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المستخلص

تبحث هذه الدراسة في تأثير خدمات التسوق الشخصية عبر الإنترنت على نية شراء العملاء، مع التركيز على الدور الوسيط لأسلوب المتعة في المنتج، في سياق منصة أمازون في بغداد، وهي دراسة وصفية تحليلية. في عصر التحول الرقمي، أصبح تخصيص خدمات التسوق باستخدام البيانات الضخمة والذكاء الاصطناعي وخوارزميات التعلم الآلي عاملا رئيسيا في خلق تجربة مستخدم فريدة وزيادة مشاركة العملاء. ومع ذلك، فإن التحديات مثل قضايا الخصوصية والتكيف الثقافي وضعف البنية التحتية، وخاصة في الأسواق الناشئة مثل العراق، تؤثر على فعالية هذه الخدمات. في هذه الدراسة، وبما ان مجتمع البحث واسع لمستخدمي هذا النوع من الخدمة فقد شملت العينة 384من عملاء أمازون بغداد النشطين الذين لديهم خبرة في استخدام الخدمات الشخصية .تم جمع البيانات من خلال استبيان وتحليل البيانات باستخدام مقياس ليكرت وكذلك استخدام نمذجة المعادلة الهيكلية على أساس الثابتة والمتنقلة-سيم. أظهرت النتائج أن الخدمات الشخصية، بالإضافة إلى تأثيرها المباشر على نية الشراء، تعزز هذه النية بشكل غير مباشر من خلال زيادة متعة التسوق. أيضا، يمكن أن تعزز مذهب المتعة المنتج التصور الإيجابي للعميل لجودة التخصيص وتشكيل دورة من المشاركة وإعادة الشراء .تؤكد هذه النتائج، مع تأكيد جميع فرضيات البحث، على أهمية الجمع بين التكنولوجيا المتقدمة وفهم الدوافع العاطفية والثقافية في تطوير استراتيجيات تسويقية فعالة لأسواق مماثلة.

الكلمات المفتاحية: خدمات التسوق عبر الإنترنت الشخصية، التسويق الشخصي، نية الشراء عبر الإنترنت، مذهب المتعة المنتج.

المقدمة

Introduction

In the era of digital transformation, online shopping is recognized as one of the main streams of global trade, and the development of data-driven technologies has made personalized services in online environments a vital competitive advantage for platforms. Using big data analytics, artificial intelligence, and machine learning algorithms, these services provide specialized content and product recommendations tailored to consumer needs and preferences. Recent research shows that personalization not only affects performance measures of shopping but also emotional perceptions, such as shopping pleasure play an important role in converting intention into purchase action (Riegger et al., 2022). However, the quality of personalization in many cases relies only on past behavioral data, and the

cultural, emotional, and psychological aspects of the target market have received less attention (Tuan et al., 2025).

In the Iraqi market, especially in the city of Baghdad, there are unique conditions that make it necessary to study this issue. Internet and online payment infrastructures are still developing, customer trust levels in e-commerce systems are lower than the global average, and cultural and linguistic differences with models designed for Western markets are significant (Al-hafidh et al., 2023). Amazon, which is expanding its presence in the region, is particularly facing difficulties adapting personalization algorithms to the Arabic language and cultural preferences, limited access to accurate behavioral data on local customers, and a less-than-enjoyable user experience. This situation shows that even accurate product recommendations, without being accompanied by an enjoyable shopping experience, do not necessarily lead to the conversion of visitors into buyers (M. Mallookee, 2024).

The importance of this study is both scientific and practical. From a scientific perspective, examining the mediating role of shopping enjoyment in the relationship between personalized services and purchase intention in the Iraqi market can fill a gap in the literature, as most similar studies have focused on developed markets. From a practical perspective, the findings can provide localized solutions for large stores such as Amazon to strengthen their competitiveness with local stores by improving the quality of the user experience, increasing shopping pleasure, and adapting services to local culture. This will not only drive the growth of e-commerce in Baghdad, but it can also be a model for other Middle Eastern markets with similar conditions (Alsabah et al., 2021).

Finally, given the specific circumstances of Baghdad, there is a need for research focused on the combination of technical and emotional components of personalized services to determine how the capacity for shopping pleasure can be harnessed to increase purchase intention. Therefore, the main research question is, how can online shopping and personalized online shopping services increase the purchase intention of Amazon store customers in Baghdad through the mediating role of shopping pleasure?

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Research literature

Personalized online shopping services: In the dynamic e-commerce environment, personalized online shopping services are recognized as one of the main pillars of the success of sales platforms worldwide. These services, relying on data mining and machine learning algorithms, shape the shopping experience according to the individual characteristics and specific needs of each customer. Personalization can include product recommendations, user interface customization, special discount offers, or targeted marketing content, all of which aim to increase customer engagement and loyalty (Riegger et al., 2022).

Recent research shows that effective personalization is based on several key pillars. First, the use of multidimensional data that includes behavioral, demographic, and even psychometric information about customers (Nwobodo & Weissmann, 2024). Second, using advanced behavioral prediction models that can estimate future customer needs and preferences based on past patterns. Third, creating an atmosphere of trust through transparency in the use of data and adherence to ethical principles in the personalization process (Xu & Sang, 2022). Second, using advanced behavioral prediction models that can estimate future customer needs and preferences based on past patterns. Third, creating an atmosphere of trust through transparency in the use of data and adherence to ethical principles in the personalization process (Xu & Sang, 2022).

Despite the significant benefits, the successful implementation of personalized online shopping services comes with technical and managerial challenges. One of the most important challenges is the quality and completeness of the data collected. Incomplete or inaccurate data can lead to offers that do not match customers' actual needs, which not only reduces purchase volume but also undermines trust in the platform (Wu & Liao, 2021). Furthermore, excessive use of personalization without considering privacy can threaten the customer's sense of control and autonomy and provoke a negative reaction (Gotmare, 2022).

The development of new technologies, especially artificial intelligence and predictive analytics, has pushed the future of personalization towards greater adaptation to each user’s individual circumstances. Deep learning models are able to provide a deeper understanding of preferences and their changes over time, which increases the accuracy of

recommendations and a more efficient shopping experience (Elov & Tojiyev, 2024).

Overall, personalized online shopping services are central to e-commerce success by creating targeted interactions and a unique experience for each user. But achieving their maximum effectiveness requires a combination of advanced technology, a deep understanding of consumer behavior and psychology, managing data challenges, and maintaining privacy. Among them, the role of personalization in creating a link between the rational and emotional values of shopping is what makes the difference between successful and unsuccessful stores (Casaca & Miguel, 2024).

online purchase intention: Online purchase intention, as one of the main indicators of predicting consumer behavior in digital environments, indicates the customer's desire and mental readiness to complete the purchasing process through internet platforms. This concept, unlike actual purchasing, which is an observable behavior, is considered a psychological and attitudinal state that is influenced by a set of individual, social, and technological factors (Jadil et al., 2022). Studies have shown that online shopping intention is largely the result of the interaction between a customer's evaluation of the benefits of online shopping—such as convenience, time savings, and access to a variety of products—and their perception of potential risks (Napawut et al., 2022).

Within the framework of behavioral models such as the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM), variables such as attitudes toward online shopping, subjective norms, and perceptions of ease of use play a decisive role in the formation of purchase intention (Mainolfi & Vergura, 2022). A positive attitude towards online shopping is usually created when a customer feels that they will receive a simple, reliable, and tailored experience. Among them, trust in the online store is one of the key factors that can positively or negatively affect the customer's final decision, even if there are functional benefits (Juliana et al., 2024).

A major theme in recent research is the relationship between service personalization and increased online purchase intention. When platforms use personalization techniques—such as suggesting products based on purchase history or offering special discounts to loyal customers—the likelihood of triggering purchase intention increases because the customer feels that their

shopping experience is unique and valuable (Hammouri et al., 2021). Furthermore, positive emotional experiences, including shopping pleasure, can significantly enhance the effect of personalized services on purchase intention (Naseri et al., 2021). In other words, the combination of using accurate data for personalization and creating positive emotions in the purchase process lays the foundation for converting intention into actual purchase action.

Product hedonism: Product hedonism in online environments is defined as a positive emotional response and pleasurable psychological experience that occurs or is felt through the shopping platform. This concept includes a sense of fun, personal satisfaction, excitement, and pleasantness that is created from the combination of visual, functional, and communicative factors of the online shopping space (Gu et al., 2025). Shopping pleasure goes beyond functional benefit and focuses on the experiential and exciting aspects of shopping; for example, a beautiful and user-friendly site design, accompanying music or visual effects, and an easy product search process can enhance this feeling (Roux & Maree, 2021).

Studies have shown that product hedonism is a key driver in increasing customer engagement and loyalty, as a positive emotional experience causes the consumer to spend more time on the platform and become more likely to review and purchase recommended items (Adibfar et al., 2022). Also, shopping pleasure plays a strong mediating role between service quality and purchase intention. That is, even if functional benefits such as ease of use, loading speed, or personalization accuracy are present, it is the emotional experience resulting from shopping that can reflect these effects more strongly on purchase intention (Cachero-Martínez et al., 2024).

Personalization of online shopping services is directly related to increasing shopping pleasure, as this approach evokes a sense of special attention to individual needs and preferences. When offers and user interfaces are tailored to customer interests, the shopping process is transformed from a purely transactional activity into an enjoyable experience (Titiloye et al., 2023). For this reason, many leading platforms focus not only on technical performance but also on creating emotional triggers through intelligent user interactions.

With the development of experience-enriching technologies, such as augmented reality (AR), virtual reality (VR), and artificial intelligence-based

interactions, the pleasure of online shopping is expected to take on new dimensions in the future. These tools are able to place the customer in an immersive and personalized space that simultaneously covers emotional, interactive, and efficient aspects (Al-Fraihat et al., 2023). Therefore, product hedonism is not only a psychological indicator but also a strategic factor in the design and development of successful e-commerce platforms.

Assumptions and Conceptual Model

Hypothesis 1: Personalized online shopping services have an impact on purchase intention, or the mediating role of product hedonism in the Amazon store in Baghdad.

Hypothesis 2: Personalized online shopping services affect purchase intention at the Amazon store in Baghdad.

Hypothesis 3: Personalized online shopping services affect product hedonism at the Amazon store in Baghdad.

Hypothesis 4: Product hedonism affects personalized online shopping services in the Amazon store in Baghdad.

Based on the studies conducted in previous studies, the researcher intends to investigate and measure the effect of personalized online shopping services on purchase intention, and the mediating role of product hedonism in the Amazon store in Baghdad, with the following conceptual model:

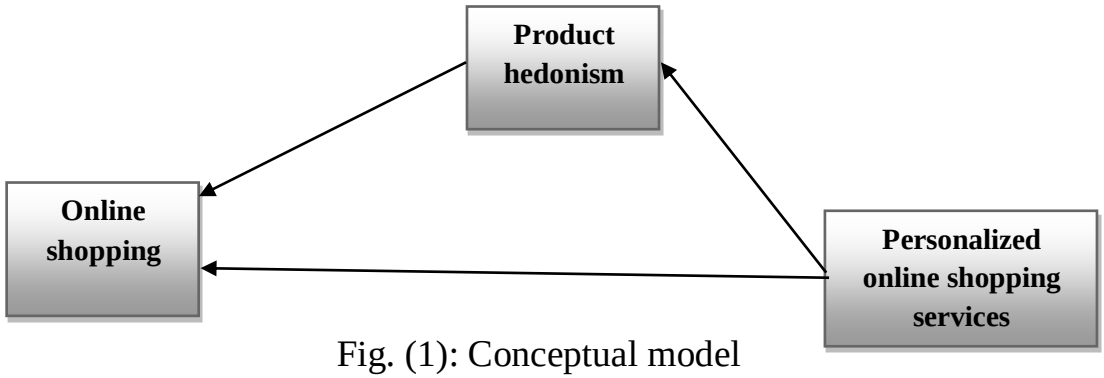

Fig. (1): Conceptual model

Research methodology: In this study, a quantitative methodological approach has been chosen to analyze and test the conceptual model of the effect of personalized online shopping services on purchase intention, with the mediating role of product hedonism. The quantitative method, relying on numerical data and statistical analysis, allows for accurate measurement of relationships between variables and generalization of results to the statistical population. The statistical population includes active customers of online shopping platforms in the Amazon store in Baghdad, who have had

experience using personalized services. For sampling, a convenience approach was used. The sample size was determined to be 384 people based on the Cochran formula and taking into account the necessary indicators for structural equation modeling.

The data collection tool is a standardized, researcher-made questionnaire that includes items to measure three main constructs—personalized shopping services, product hedonism, and purchase intention. This questionnaire is designed based on a five-point Likert scale, and before implementation, its content validity is assessed through expert opinion, and its construct validity is assessed using confirmatory factor analysis. To ensure the reliability of the instrument, Cronbach's alpha and composite reliability (CR) tests were conducted on the primary data.

Data analysis was performed using Smart PLS software, as this software is suitable for working with complex models and non-normal data and allows simultaneous estimation of the measurement model and the structural model. The first step in the analysis is to evaluate the measurement model by examining the factor loadings (Outer Loadings), convergent validity (AVE), divergent validity, and reliability indices. Then, the structural model was estimated using the partial least squares algorithm (PLS-SEM), and the direct and indirect paths between the variables were examined. Hypotheses were tested using t-values and significance levels to confirm or reject the mediating role of product hedonism in the relationship between personalized services and purchase intention. This analytical approach provides high accuracy in identifying and measuring effects and is fully suitable for the present study, which is based on predictive modeling.

Table 1 examines the characteristics of the audience group, including gender, age, level of education, and purchasing history.

Table (1): Characteristics of the study sample

	Description of features	**frequency**	**percentage**
Gender	Male	161	41.9%
	Female	223	58.1%
Ege	Under 30 years old	91	23.7%
	31-40	139	36.2%
	41-50	108	28.1%
	Over 50 years old	46	12%
Literacy	A diploma and less	35	9.1%

	Description of features	frequency	percentage
	postgraduate	51	13.3%
	Bachelor's	114	29.7%
	Master's	88	22.9%
	Ph.D.	96	25%
Online shopping history from the Amazon store	Less than 3 years	88	22.9%
	3-6	124	32.3%
	7-10	97	25.3%
	Over 10 years	75	19.5%

Table 2 presents descriptive statistics related to the research variables.

Table (2): Descriptive statistics of research variables

	Min	Max	Mean	SD	Kolmogorov-Smirnov test	Sig.
Personalized online shopping services	1	5	3.780	0.681	0.094	0.000
Product hedonism	1	5	3.819	0.718	0.113	0.000
Online purchase intention	1	5	4.000	0.530	0.111	0.000

Based on the results obtained, the average of personalized online shopping services is 3.780, product hedonism is 3.819, and online purchase intention is 4, which can be said to be above average. Based on the Kolmogorov-Smirnov test presented in Table 2, the research variables are not normal, so the partial least squares method was used to examine the research hypotheses using SmartPLS3 software.

Research findings: To confirm the validity of the measurement tool, content validity, construct validity, convergent validity, and divergent validity were examined. Content validity is established by ensuring consistency between the measurement indicators and the existing literature. This validity was achieved by a survey of professors. Construct validity examines the accuracy and significance of the selected indicators, which indicates whether the indicators provide appropriate factor structures for measuring the studied constructs in the research model. To examine this issue, t-values are used, which, if greater than 1.96, at a 95% confidence level, provide appropriate factor structures for measuring the dimensions under study in the research model. Convergent validity refers to the principle that the indicators of each

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construct have a moderate correlation with each other. According to Fornell & Larcker (1981), the criterion for convergent validity is that the average variance extracted (AVE) is greater than 0.5. Also, in this study, Cronbach's alpha coefficient and composite reliability (CR) were used to determine the reliability of the questionnaire. Values above 0.7 of these coefficients indicate the reliability of the questionnaire. Table 3 shows the complete results of the reliability and validity of the measurement tool.

Table (3): Reliability and validity of the measurement tool

Variables	scale item	Factor Loading	T-Value	Ave.	CR	Cronbach's alpha
Personalized online shopping services	Product suggestions tailored to my interests and needs are provided on the online shopping platform.	0.786	24.223	0.628	0.910	0.881
	Product search is optimized for me based on past purchase history.	0.776	30.876			
	Discounts and special offers are designed and sent based on my shopping behavior.	0.821	53.566			
	Advertising and informational content are tailored to my personal preferences.	0.812	45.520			
	The shopping platform's homepage has a layout and offers that are unique to me.	0.820	36.681			
	The platform's recommendation system prioritizes products that I am most likely to purchase.	0.734	29.607			
Product hedonism	The online shopping process is exciting and fun for me.	0.804	50.880	0.641	0.914	0.888
	Searching and viewing products makes me feel satisfied and happy.	0.811	43.352			
	Using a shopping site or app creates an enjoyable experience for me.	0.791	42.467			
	The platform's design and user interface reinforce my positive feelings about shopping.	0.818	41.150			
	Browsing products and checking details makes shopping time enjoyable for me.	0.797	41.375			
	Interacting with the platform's features and offerings makes me feel good.	0.781	34.159			
Online purchase intention	I plan to use this online shopping platform in the future.	0.770	30.523	0.505	0.858	0.801
	There is a high probability that I will purchase the products offered by this platform.	0.772	38.734			
	This platform will be my first choice when I need to make a purchase.	0.825	51.147			
	I would like to make my online purchases from this platform.	0.676	19.230			
	I plan to make more purchases through this platform.	0.621	15.733			
	I will recommend this platform to others for online shopping.	0.565	13.274			

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Finally, divergent validity is the third criterion for measuring validity in the PLS method. In this study, the Fornell & Larcker (1981) method was used to examine divergent validity. Acceptable divergent validity indicates that a construct in the model interacts more with its own indicators than with other constructs. Fornell & Larcker state that divergent validity is acceptable when the AVE for each construct is greater than the shared variance between that construct and other constructs, or in other words, the square root of the AVE is greater than the correlation coefficients. This matrix is shown in Table 4. This model has acceptable divergent validity if the numbers in the main diameter (AVE root) are greater than their underlying values:

Table (4): Discriminant validity analysis

	Personalized online shopping services	**Product hedonism**	**Online purchase intention**
Personalized online shopping services	0.792		
Product hedonism	0.742	0.800	
Online purchase intention	0.348	0.703	0.711

According to the above matrix, since the AVE square root value for each variable is greater than the correlation values between the variables, it can be said that the model variables interact more with their indicators than with other variables. In other words, the divergent validity of the model is adequate. According to the results of Tables 3 and 4, it can be concluded that the measurement tools have appropriate validity (content, convergent, and divergent structure) and reliability (Cronbach's alpha coefficient and composite reliability).

Goodness of fit: Figures 2 and 3 of the research model are related to the research hypotheses. The coefficients in these graphs are divided into two categories. The first category is the relationship between latent variables (oval) and manifest variables (rectangle), which are called factor loadings, and the second category is the relationship between latent and manifest variables, which are called path coefficients and are used to test hypotheses. All coefficients are tested using the t-statistic. This statistic (t-value) is significant when its absolute value is greater than 1.96.

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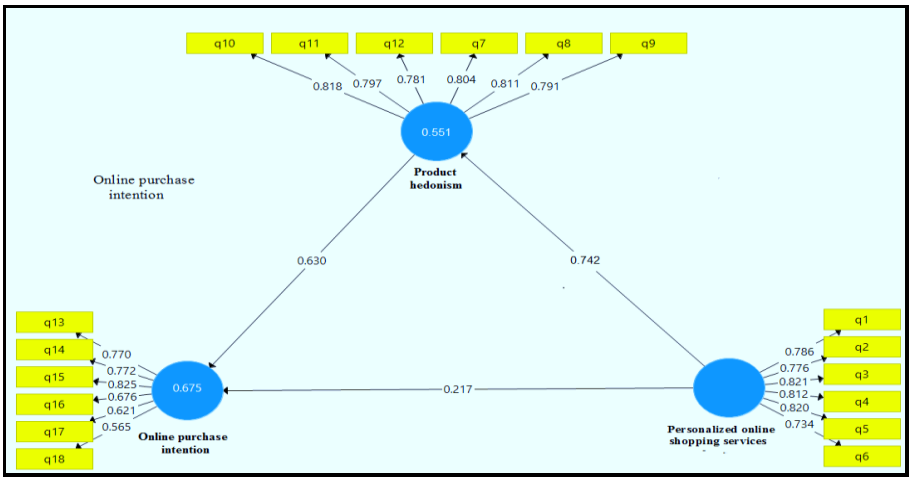

Fig. (2): Factor coefficients and path coefficients of the research model

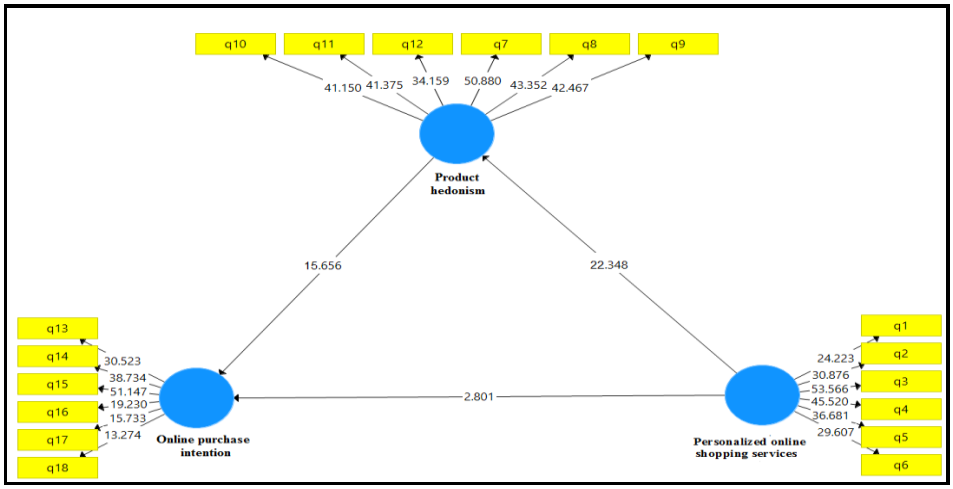

Fig. (3): Significance of the path coefficients of the research model

According to the data analysis algorithm in the PLS method, after fitting the measurement models, the fit of the structural model of the research is examined. Model fit refers to the extent to which the model is consistent and agrees with the relevant data. In structural equation analysis, after parameter estimation and before interpretation, the model fit must be ensured. For this purpose, the coefficient of determination (R^2), Stone-Geisser criterion (Q^2), and goodness of fit (GoF) test have been used.

The predictive power of the designed model is analyzed using the variance explained value (R^2) for the dependent variables. Coefficient of determination analysis helps to understand how much of the variance of the dependent variable can be explained by a set of predictors. Three values of 0.19, 0.33, and 0.67 serve as criteria for the coefficient of determination values, which indicate weak, medium, and strong coefficients of determination, respectively. Another criterion for the predictive power of the

model is the Q2 criterion. If the Q2 value for an endogenous construct (dependent variable) reaches three values: 0.02, 0.15, and 0.35, it indicates the weak, medium, and strong predictive power of the construct or exogenous constructs related to it, respectively.

Table (5): Model fit indices

	R^2	Q^2
Product hedonism	0.551	0.424
Online purchase	0.675	0.319

According to the results obtained in Table 5, the suitability of the structural model is confirmed.

The overall measure of goodness of fit that encompasses both the measurement and structural model components is called goodness of fit (GOF). The goodness of fit value is obtained from the following formula:

$$\mathbf{GOF}=\sqrt{\overline{\mathbf{AVE}} * \overline{\mathbf{R^2}}}$$

In this relation, $\overline{(AVE)}$ means the average of the extracted variance, and $\overline{(R^2)}$ is the average coefficient of determination.

$$\mathbf{GOF}=\sqrt{\mathbf{0.591} * \mathbf{0.613}} = \mathbf{0.602}$$

Considering the values of 0.01, 0.25, and 0.36 as weak, medium, and strong values, obtaining a value of 0.602 indicates a strong fit of the model.

Discussion and conclusion of the results from the hypotheses: In this section, the effect of independent variables on the dependent variable is examined. The significant effect of each of the independent variables on the dependent variables is determined using the T-statistic. If the absolute value of this statistic is greater than 1.96, the hypothesis is confirmed.

Table (6): Examining the relationships between research variables

Paths	Beta	Std. error	t	Sige
Personalized online shopping services or the mediating role of product hedonism on purchase intention	0.467	0.048	9.737	acceptance
Personalized online shopping services based on purchase intention intent	0.217	0.077	2.801	acceptance

Paths	Beta	Std. error	t	Sige
Personalized online shopping services enhance product hedonism.	0.742	0.033	22.348	acceptance
Product hedonism on online purchase intention	0.630	0.04	15.656	acceptance

In examining the effect of personalized online shopping services through shopping pleasure on online shopping intention, based on the bootstrapping method, the path coefficient is 0.467, and the t-statistic is 9.737. It was concluded that personalized online shopping services through shopping pleasure have a positive and significant effect on online shopping intention. In other words, the indirect effect of personalized online shopping services on online shopping intention is significant. Therefore, the first hypothesis of the study is accepted.

To examine the effect of the mediating variable, the VAF (variance-affected factor) index is used. If its value is less than 0.2, the mediation effect is weak; if it is between 0.2 and 0.8, the mediation effect is partial; and if it is more than 0.8, the mediation will be complete.

$$\text{VAF} = \frac{\text{Direct effect value}}{\text{Direct effect value} + \text{Direct effect}} = \frac{0.217}{0.467 + 0.217} = 0.317$$

Considering that the variance inclusion value is equal to 0.317, the mediation is partial.

According to Table 6, it can be stated that the result of testing the second hypothesis, with a path coefficient of 0.217 and a T statistic of 2.801, shows that personalized online shopping services have a significant positive effect on online purchase intention. In testing the third hypothesis, with a path coefficient of 0.742 and a T-statistic value of 348.22, it was concluded that personalized online shopping services have a significant positive effect on purchase intention. In testing the fourth hypothesis, with a path coefficient of 0.630 and a T-statistic value of 656.15, it was concluded that purchase intention has a significant positive effect on online purchase intention.

Discussion and conclusion: Rapid developments in the field of e-commerce in recent years, especially the emergence and spread of personalized online shopping, have led to fundamental changes in the interaction between buyers and sellers. By examining the effects of personalized shopping services on purchase intention and the mediating role of shopping pleasure in the

Amazon store in Baghdad, this study has been able to provide a clear picture of the psychological and behavioral mechanisms behind the success of online commerce platforms in emerging markets. Confirmation of all research hypotheses indicates the theoretical coherence of the conceptual model and strong empirical support for the relationships between variables.

The first hypothesis, that personalized online purchase services affect purchase intention through the mediating role of product hedonism, was confirmed. The findings showed that a shopping experience that is tailored to individual needs, interests, and behaviors can create a higher level of excitement, satisfaction, and positive feelings in the customer. These favorable feelings ultimately increase their willingness to purchase and convert it into a final decision. In other words, personalization not only affects the logical aspect of decision-making but also the emotional path to purchase, and this emotional path plays a key role in translating opportunity into actual purchase behavior.

The second hypothesis, which examined the direct relationship between online personalized shopping services and purchase intention, was also consistent with the research data. This shows that even independent of the product hedonism variable, personalization can be a powerful factor in driving a customer to make a purchase decision. Especially in the Baghdad market, which has its own competitive conditions and cultural preferences, providing a unique experience increases trust, reduces uncertainty, and strengthens the motivation to buy.

The third hypothesis regarding the effect of personalized services on product hedonism showed that the quality and relevance of offers, personalized user interface design, and targeted marketing communications directly affect customer satisfaction and happiness. This suggests that personalization can enhance a brand's emotional place in the customer's mind, especially when algorithms are able to accurately predict interests.

The fourth hypothesis, which examined the relationship between product hedonism and personalized services, was also confirmed, but with a subtle difference: the findings showed that shopping pleasure can increase customer perceptions of personalization quality. When a person feels good during the purchase process, they are more likely to positively evaluate offers and interact with the personalization system, and this positive cycle leads to repeat purchases.

The research results suggest that the relationship between personalization, shopping pleasure, and purchase intention is a multidimensional and dynamic one. These relationships operate not only at the logical level (perceived efficiency, relevance of offers, and reduced search effort) but also at the emotional and psychological level. In emerging market environments like Baghdad, these interactions are particularly important as customers seek a rich and secure experience in the process of transitioning from traditional to online shopping. The study also revealed the place of shopping pleasure as a critical mediator in integrating personalization technology with business outcomes. Personalization without shopping pleasure may still lead to positive outcomes, but its true potential is revealed when the technology can create a joyful and satisfying experience. This is something that the Amazon Baghdad store can use as a sustainable competitive advantage in its strategy.

This study, confirming all hypotheses, showed that personalized online shopping services not only directly increase customers' purchase intention but also indirectly do so through enhancing shopping pleasure and creating a positive emotional experience. Also, shopping pleasure can strengthen customers' perceptions of the effectiveness and attractiveness of personalization, creating a virtuous cycle of engagement and repurchase.

For Amazon's Baghdad store, these findings provide a clear roadmap for designing personalized marketing strategies. Combining advanced technology with a deep understanding of customers' emotional and cultural drivers can create a sustainable advantage and solidify the store's position in the region's competitive market. Ultimately, this study contributes to the scientific literature to better understand the relationship between technology, consumer psychology, and business success and provides practical solutions based on empirical evidence. From the foregoing, the researcher recommends the need for a general culture of remote shopping by displaying products in a striking way to the consumer in order to help producers market their products smoothly, because of this method of ease, low costs, and the speed of arrival of the final product to the consumer.

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