

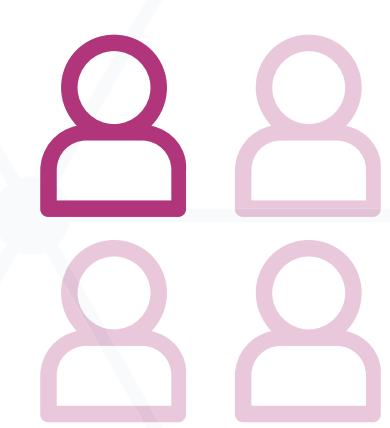
IN THE AGE OF AI, CUSTOMERS STILL COME FIRST

Even as industries rush to adopt AI, online shoppers remain reluctant to embrace these emerging technologies. To thrive in the post-pandemic landscape, businesses need to understand what lies behind this skepticism and how to better court consumers who are flocking to omnichannel shopping.

Digital River surveyed 3,000 respondents¹ equally distributed across the US, UK, and Germany to help brands navigate emerging technologies and changing consumer expectations.

#1 UNFAMILIARITY BREEDS SKEPTICISM

Most consumers remain unfamiliar with AI and are hesitant to embrace the new technology, especially in the US.



27%

of respondents reported familiarity with AI before completing the survey



33%

of German consumers claimed AI-familiarity, outpacing US and UK counterparts



38%

of Germans would allow AI to automate orders, compared to 31% in the UK and just 28% in the US

#2 THE PROMISE OF PERSONALIZATION

Shoppers crave enhanced personalization, but worries about security and control hinder AI adoption.

36%

cite improved search capabilities as a benefit of AI

and

34%

cite better personalized recommendations

54%

worry about data security and AI, and nearly half have privacy concerns

42%

want more control over purchases than offered by AI-automated orders

#3 EMBRACING THE OMNICHANNEL

In the post-pandemic landscape, consumers view in-person and online shopping as complementary.

63%

prefer to shop in person rather than online

60%

start their purchase process online or with a mix of online and in-store research

37%

cite ease of finding sales as a benefit of online shopping

#4 THE GREAT PRODUCT DIVIDE

Consumers look to physical stores for variable, tactile purchases but choose ecommerce for more uniform products.

80%

prefer grocery shopping in-person, and 56% would rather buy clothing at a store

67%

cite the ability to view products as a major reason for shopping in-person

58%

prefer buying books and media online, and more than half prefer ecommerce for electronics

It takes time for new innovations to be widely accepted, so it's no surprise that shoppers are slow to warm to AI. To win over consumers, brands should embrace benefits like enhanced personalization and search capabilities that excite customers. And businesses that adopt a strategic approach to streamlining their omnichannel experience will be poised to prosper in this new era.