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 respondents equally distributed across the US, UK, and Germany to help brands navigate emerging technologies and changing consumer expectations.

IN THE AGE OF AI, CUSTOMERS STILL COME FIRST

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

UNFAMILIARITY BREEDS SKEPTICISM

27% of respondents reported familiarity with AI before completing the survey.

38% of German consumers claimed AI familiarity, outpacing US and UK counterparts.

The promise of personalization

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

36% worry about data security and AI, and nearly half have privacy concerns.

34% cite improved search capabilities as a benefit of AI.

54% cite better personalized recommendations.

42% would allow AI to automate orders, compared to 33% in Germany and just 21% in the US.

THE PROMISE OF PERSONALIZATION

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

63% prefer to shop in person rather than online.

60% prefer to compare prices online or with a mix of online and in-store research.

37% cite ease of finding items as a benefit of online shopping.

EMBRACING THE OMNICHANNEL

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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 58% 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 67% prefer fine furniture for electronics.

IT TAKES TIME FOR NEW INNOVATIONS TO BE WIDELY ADOPTED, SO IT’S NO SURPRISE THAT SHOPPERS ARE SLOW TO WARM TO AI. TO WIN OVER CONSUMERS, BRANDS SHOULD EMPHASIZE BENEFITS LIKE ENHANCED PERSONALIZATION AND FOCUS ON CUSTOMER-FRIENDLY EXCUSES.