

# Podcast | Facial Recognition in Retail

**AUDIO** |

**eMarketer Editors**

**I**n China, consumers can “smile to pay” in some stores, but in the US, facial recognition systems for shopping are more theory than fact. Will that change? In today’s episode of “Behind the Numbers,” we sit down with Peter Trepp, CEO of facial recognition software firm FaceFirst.

## US Internet Users' Attitudes Toward Select Retail Technologies, May 2018

% of respondents

**Robots guide you to specific products within store aisles upon request**



**Use fingerprint scanning to pay for items and get automatic home delivery, all from the store floor**



**AR app allows you to view products in a store and then displays associated info and recommendations, including whether you need to replenish what you have at home**



**Voice assistants within your home (e.g., Amazon Alexa, Google Home) provides personalized product info and suggested products for you and your family**



**Computer programs (e.g., chatbots) use AI to help you with customer service questions, rather than a real person**



**Facial recognition technology identifies you as a loyal customer and relays your preferences to the salesperson in-store**



**Companies understand your shopping habits so well that they are able to use AI/data to choose and order products on your behalf**



**Clothing includes sensors/tracking devices that allow retailers to track you in exchange for a discount (wearables)**



■ Cool ■ Creepy ■ Indifferent

Note: numbers may not add up to 100% due to rounding

Source: RichRelevance, "Creepy or Cool 2018: 4th Annual RichRelevance Study," June 20, 2018

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