Product research is the leading use for AI chatbots in shopping

Article

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US Adults Who Are Interested in Using AI Chatbots for Select Shopping-Related Activities, Oct 2023
% of respondents

Conduct product research	59%
Get personalized product recommendations	55%
Make shopping lists	54%

Note: ages 18+; respondents selected "somewhat" or "very" interested
Source: SurveyMonkey as cited in company blog, Nov 2, 2023

283747   Insider Intelligence | eMarketer

Key stat: 59% of US adults interested in using AI chatbots for shopping-related activities would use the tech for product research, according to SurveyMonkey.

Beyond the chart:

- Amazon just announced Q, a chatbot akin to ChatGPT. While the product is aimed at professionals, the retailer is innovating in the generative AI space.

- "We want everything that we're looking for to instantaneously appear in front of us, and that's obviously not possible," said our analyst Jeremy Goldman on an episode of our "Behind the Numbers: Reimagining Retail" podcast. Generative AI will enhance how people search for products to get searchers closer to what they want.

Use this chart:

- Plan for AI chatbot use in retail.

- Assess consumer desires for AI interfaces from retailers.

More like this:

- How the OpenAI drama could affect social media

- 3 strategies for boosting retail sales when shoppers have less to spend

- Amazon, Walmart, Google, and Klarna lean into generative AI

- Amazon turns to generative AI to improve the search experience

Methodology: Data is from a November 2023 SurveyMonkey survey. 1,096 US adults ages 18+ were surveyed online during October 30, 2023.