

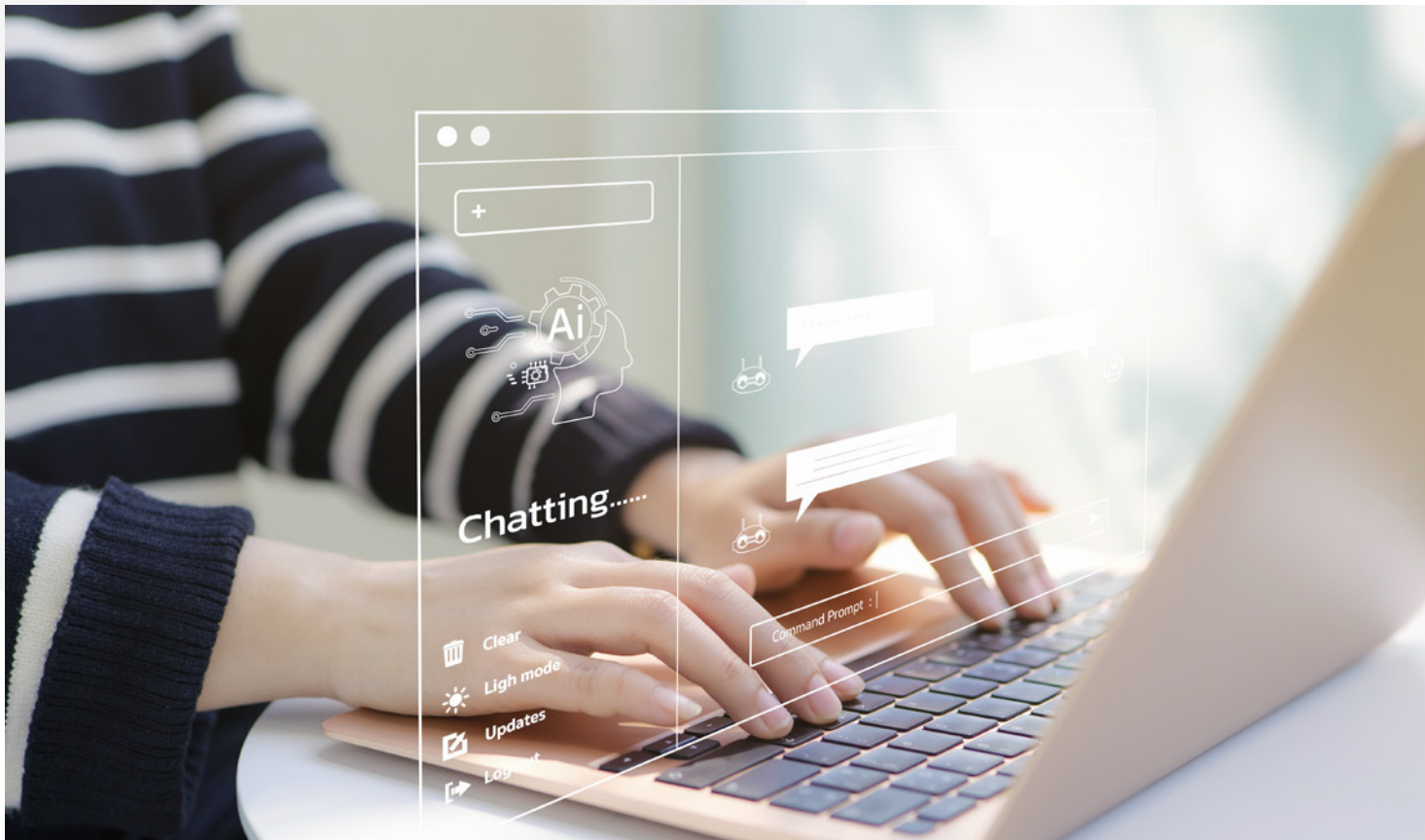
CONSUMER PERSPECTIVES ON AI

Surprising Findings Challenge Preconceived Notions



Ever since generative artificial intelligence (AI) tools like ChatGPT and Midjourney opened the world of artificial intelligence up to the masses, the topic of AI seems as prevalent in dining rooms as it does in boardrooms.

There's a lot of talk about the pros and cons of AI, and opinions swing wildly between extremes, but how do the majority of people actually feel about AI's integration into daily life?



To understand the prevailing consumer perspectives toward AI, CapTech conducted a national survey of U.S. consumers. While some of the skepticism we anticipated from consumers was validated, the larger outcome of our study showed that consumers view AI much more positively than we expected.



THE OBJECTIVES

Honest Insight

To reveal consumers' attitudes about AI, we designed a survey that established:

- 01 Consumers' Level of Familiarity with AI
- 02 Consumers' Outlook on AI
- 03 How Consumers are Interacting with AI Today
- 04 How AI Adds (or Could Add) Value to Consumers' Lives
- 05 When Consumers Begin Feeling Uncomfortable with AI
- 06 Hesitations Consumers Have About AI

THE RESULTS

Consumers Are Ready for AI

01

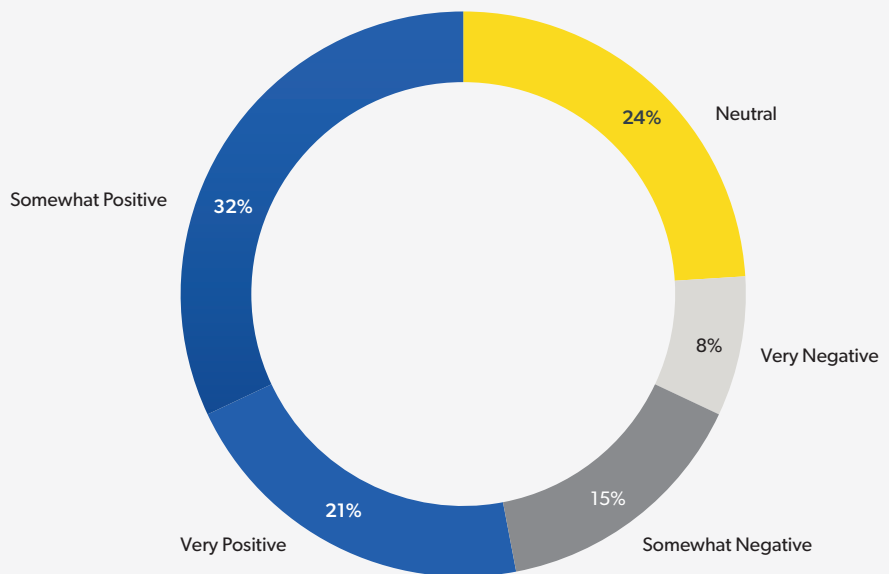
Despite our preconceived notions that consumers may hold negative sentiments toward AI, the results of the survey indicated that most consumers feel positive (or at least neutral) about AI and how it can be beneficial in their everyday lives.

The majority of respondents reported having no negative issues with AI and are willing to try new AI-powered products and features. They believe AI is most helpful when assisting with daily tasks such as online shopping (52%), health monitoring (52%), and automating personal tasks (47%). Even those who said they had no experience with AI-powered products still acknowledged they may have unknowingly used and benefited from them.

These results highlight the opportunity for companies to shape their AI strategy around the practical applications consumers value the most. If consumers are already primed to engage with AI, offering AI-powered shopping or healthcare experiences, for example, will increase consumer engagement and serve as a differentiator for the companies that offer these features.

SENTIMENT

Only 23% of respondents held a negative view of AI



THE RESULTS

The More They Use It, The More They Like It

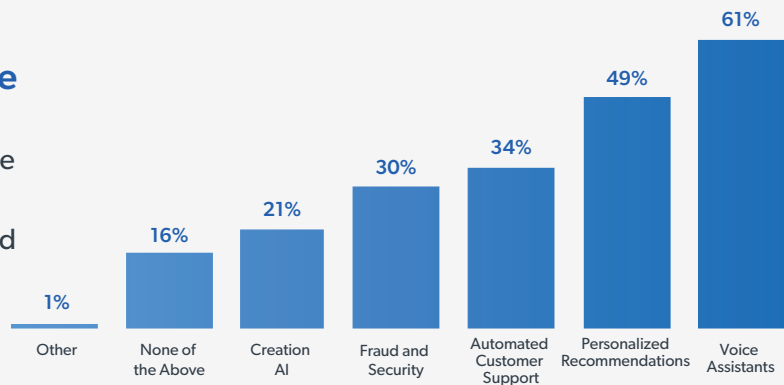
02

Not only are the majority of consumers ready for AI, but exposure to AI also dramatically accelerates adoption. Our study found a compelling correlation between consumers' familiarity with AI concepts and their use of AI-powered features or products. In fact, over three-fourths of respondents that have used AI reported that they have had no negative experiences.

The more they understand these concepts, the more likely they are to incorporate them into their daily lives. This indicates that when the veil is pulled back and AI becomes less mysterious and intimidating, consumers find it more helpful, not less.

AI-Powered Features Consumers Found Valuable

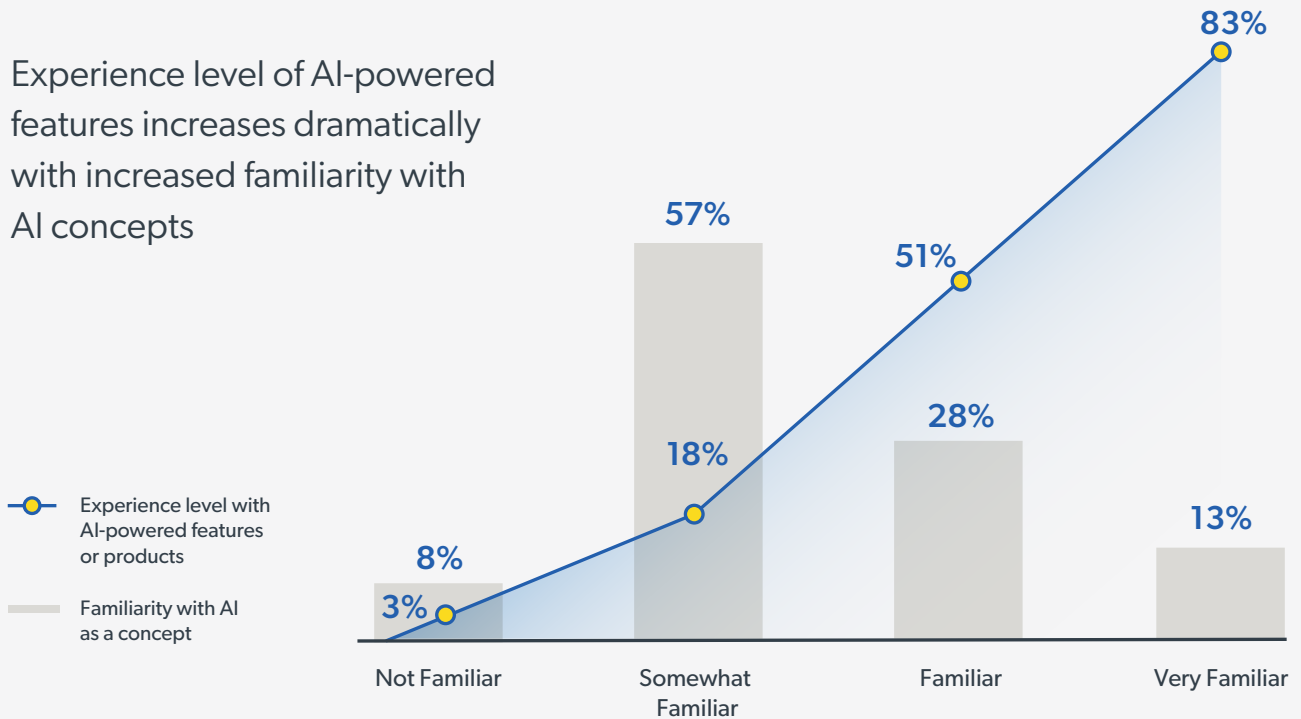
Consumers found the most valuable AI-powered feature to be voice assistants, followed by personalized recommendations.



Furthermore, consider the consumers who have not knowingly used AI, but acknowledged they may have unknowingly used or benefited from it. These consumers understand that AI has been working in the background of some of their everyday tasks for longer than ChatGPT and similar tools have been in the news. Consumers found the most valuable applications of AI to be voice assistants (61%) and personalized recommendations (49%), based on their experiences. It's been invisibly powering technologies they use and appreciate, and because it may have already benefited them, they understand it could continue benefiting them in the future.

FAMILIARITY

Experience level of AI-powered features increases dramatically with increased familiarity with AI concepts



These results highlight the significance of education and awareness in shaping public perceptions and acceptance of AI, suggesting that companies' efforts to enhance familiarity with AI could boost consumer loyalty and pave the way for widespread adoption. A vital caveat to note, though, is that it's not as important for consumers to understand how AI works as it is for them to understand what it can do for them in practical terms.



It's not as important for consumers to understand how AI works as it is for them to understand what it can do for them in practical terms.

03

Improved Communication Can Alleviate Concerns

While 50% of consumers are likely to interact with a brand they know is providing AI as part of its service, respondents are concerned about data privacy. They expressed apprehension about sharing private data with AI and were unsure they could trust AI to make decisions that are in their best interests. Respondents, in general, felt that companies weren't doing a good enough job of communicating the benefits, risks, and limitations of AI.

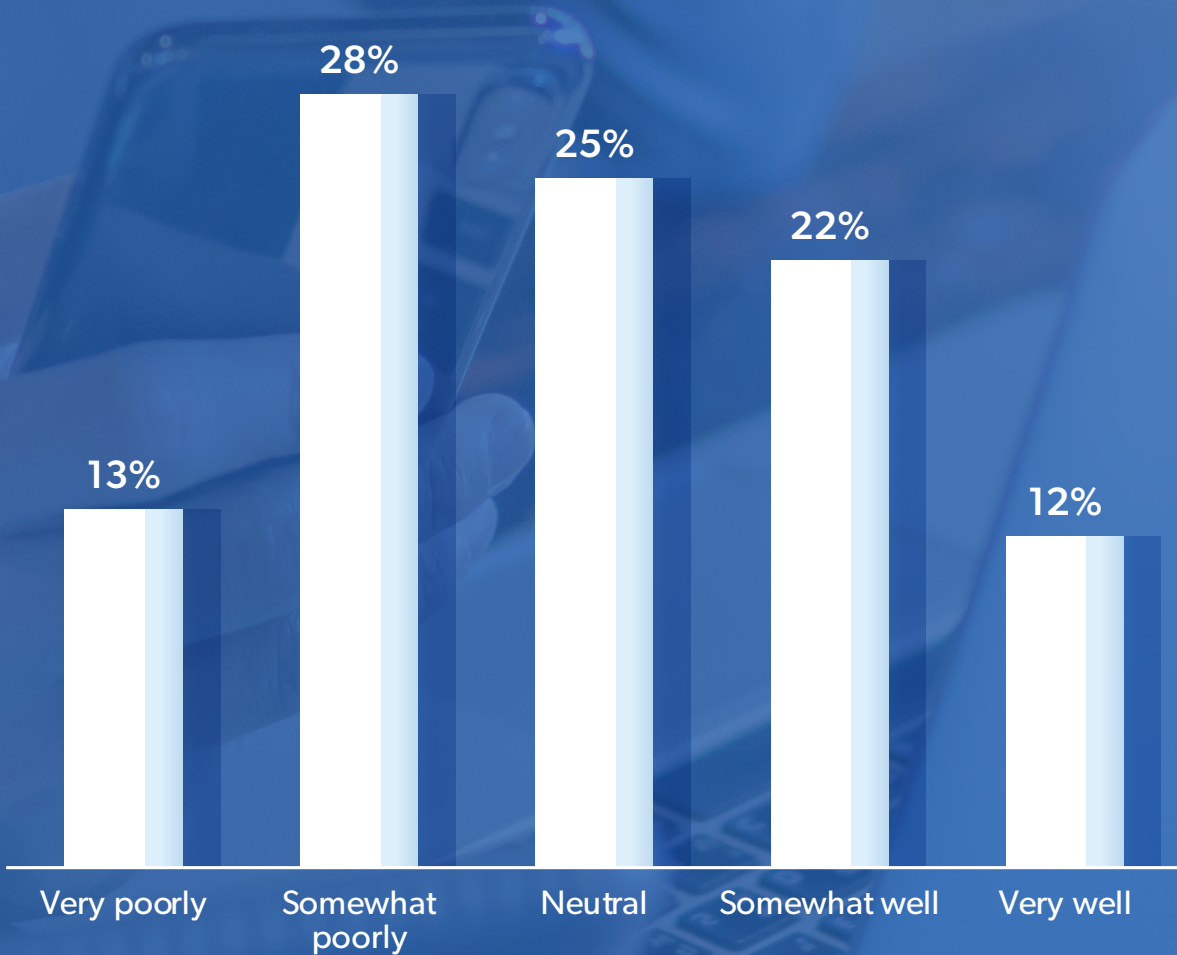
This highlights the importance of effective communication strategies for informing customers and fostering trust. Accurate and clear information around how, for example, their data is used, empowers consumers to make informed decisions, allaying fears and promoting a responsible AI ecosystem that aligns with shared values. Such positive measures strengthen relationships between consumers and brands, thereby enhancing loyalty and trust.

Only 34% of respondents reported that companies have done a good job in communicating the benefits, risks, and limitations of AI.



COMMUNICATION

How well do you feel companies communicate the benefits, risks, and limitations of AI-powered products or services to consumers?



TAKEAWAYS

Consumers Are Ready, Companies Should Be, Too

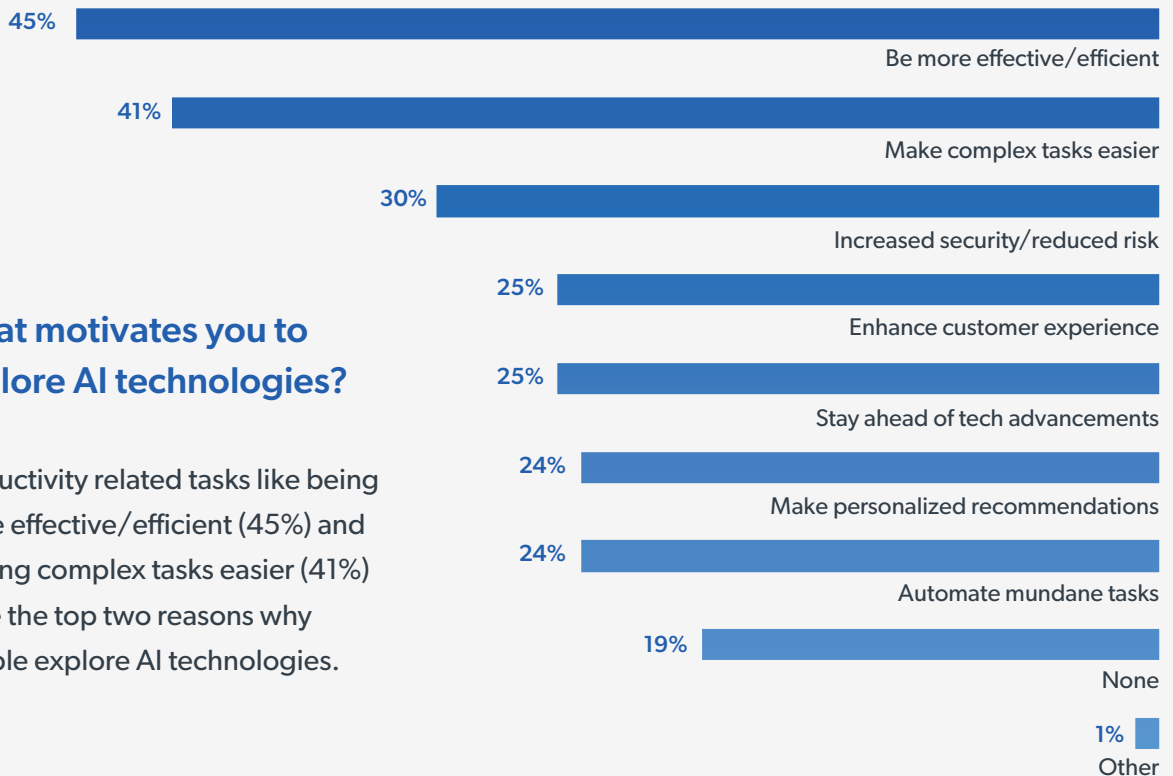
If companies are hesitant to start implementing AI due to perceived negative consumer sentiment, they should feel more confident moving forward.

Consumers are generally familiar with AI and increasingly comfortable using it. And as consumers use AI features more frequently, their comfort level with using them also grows. Positive experiences with AI will lead to greater usage and loyalty to brands that deploy these features effectively.



What motivates you to explore AI technologies?

Productivity related tasks like being more effective/efficient (45%) and making complex tasks easier (41%) were the top two reasons why people explore AI technologies.



Companies should apply AI technology in ways that meet consumers' practical needs. Consider their main motivations to explore AI technologies, which include becoming more efficient or effective, simplifying or automating complex tasks, and feeling more secure.

To address consumer hesitations and foster trust, companies should clearly communicate how they use consumer data and how they are responsibly applying AI to their products and services. Providing ethical statements - including those around AI - can speak volumes to consumers.



Companies should apply AI technology in ways that meet consumers' practical needs.

As consumer demand matures and increases, companies must tap into AI to remain competitive in today's ever-changing market. By integrating AI into their product offerings, companies can unlock unprecedented efficiency, innovation, and value for consumers. Whether optimizing services and products, automating operations, boosting customer service, or personalizing customer engagement strategies – AI can drive growth that responsibly benefits companies and their customers alike.

Let's do next together.

CapTech.

CONNECT WITH US

[in](#) [@](#) [@captech_consulting](#) [t](#) [@captech_tweets](#)

© 2023 CapTech Ventures, Inc.
All Rights Reserved.