Shoppers prefer in-person advice over AI for expensive purchases

Global 68%

India 81%

South Africa 80%

Australia 75%

Canada 74%

Chile 68%

Germany 63%

Japan 32%
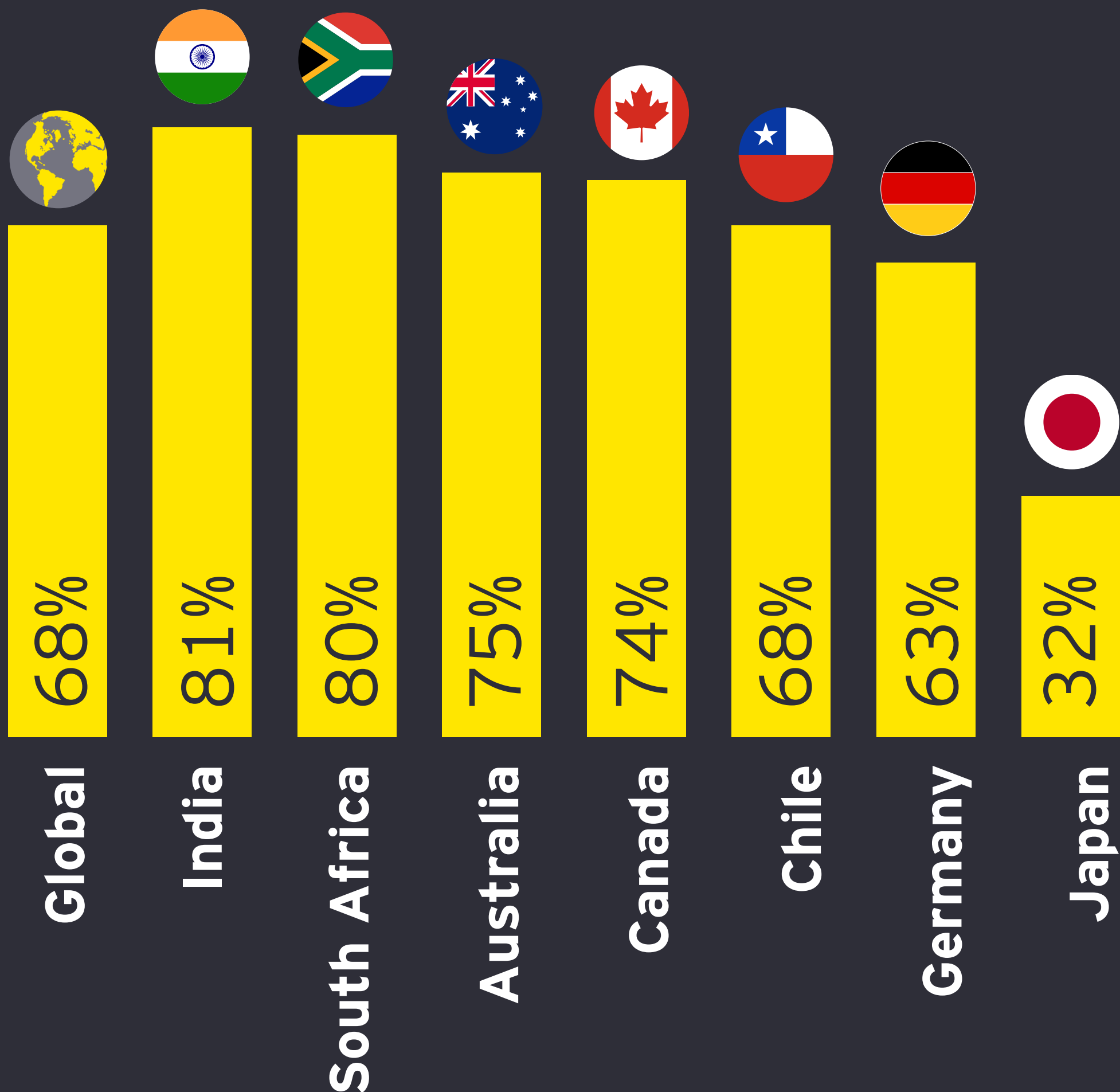
% of consumers who value human interaction or assistance for high value purchases

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Consumers prefer to see, feel and touch an item before they purchase

Global	Spain	Australia	Brazil	United States	India	Saudi Arabia	China
57%	65%	64%	61%	59%	55%	42%	40%
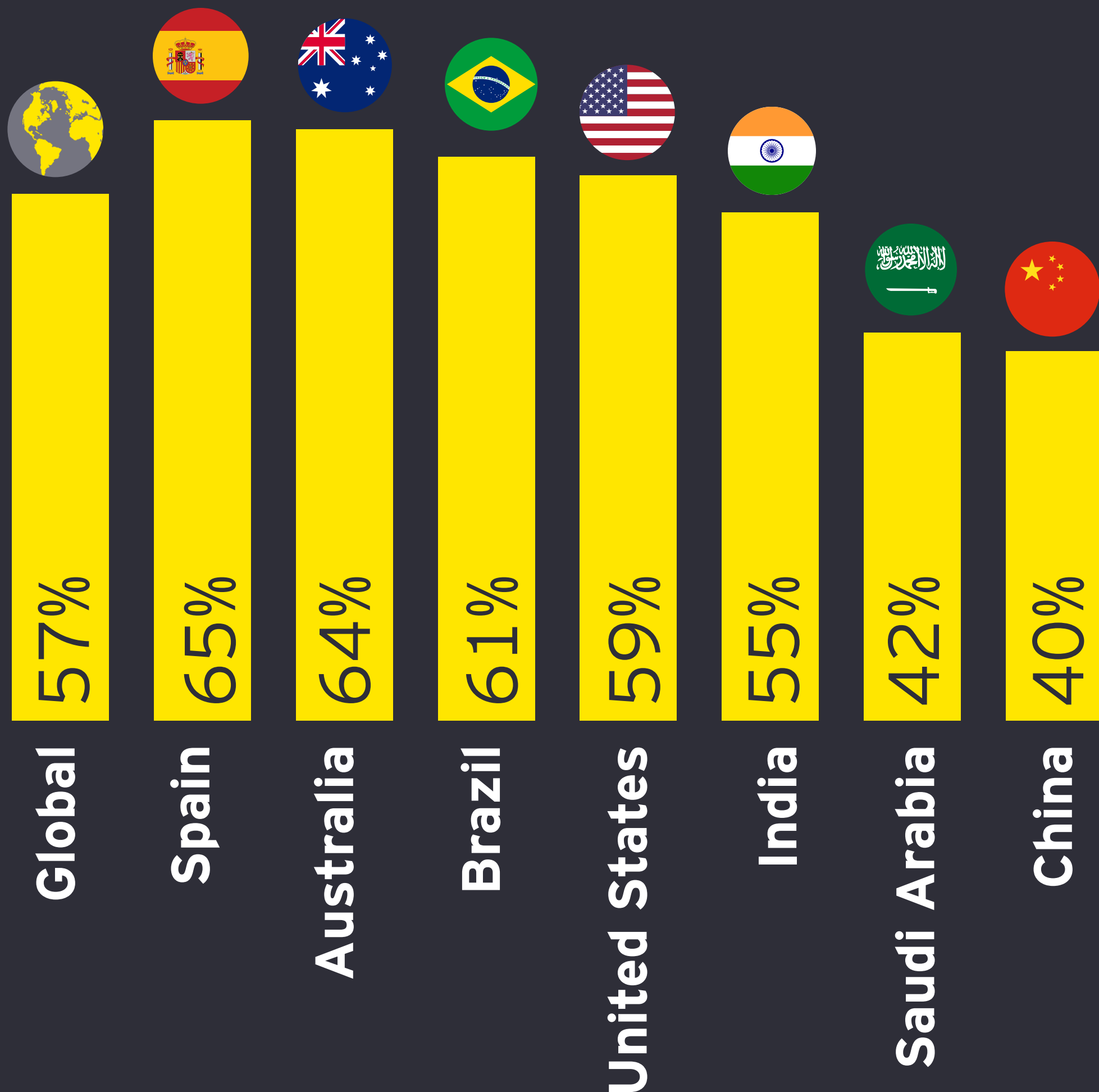
■ % of consumers who go to stores to see, touch, feel and try on items before purchase

Consumers are frustrated with chatbots in resolving their queries

Global	New Zealand	United Kingdom	Canada	Mexico	India	Nigeria	Saudi Arabia
50%	75%	66%	60%	44%	21%	20%	18%
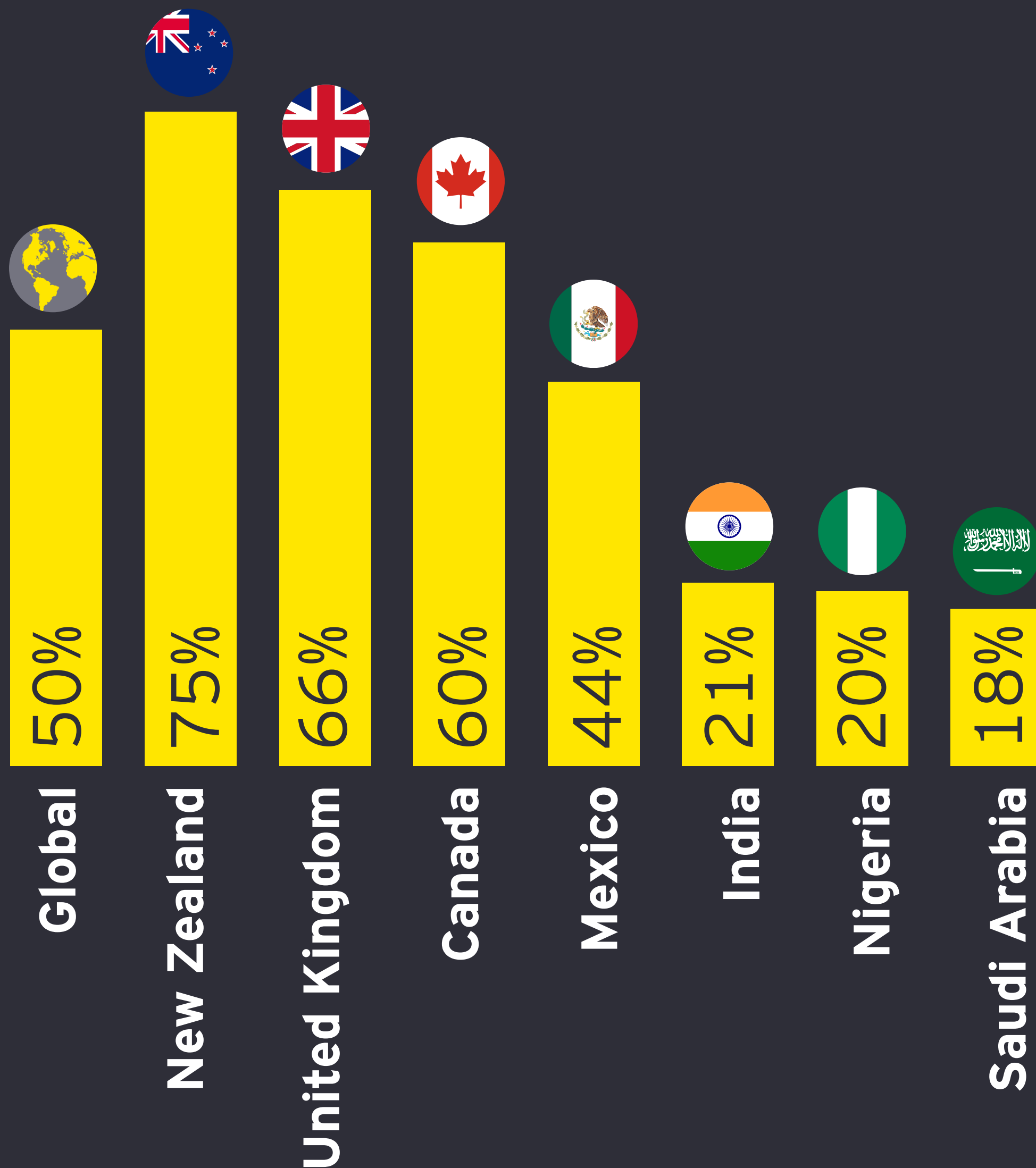
█ % of consumers who find chatbots less effective in resolving queries compared to a human

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