



Your best customers trust AI more than your website

3 findings from the shoppers leading the shift and what to do about each one.

We asked 1,046 online shoppers in the U.S. and U.K. how they use AI to find, trust, and choose products.



84%

AI shopping adoption peaks among households earning \$100K to \$150K

64%

of shoppers under 28 buy on AI's word alone, without checking anywhere



The shoppers with the most to spend, and the ones who'll define the next decade, moved first.

1. Shoppers take AI's word for it



Shoppers ask AI what to buy and take the answer at face value.



95%

never check the answer on a retailer or brand site

When AI gets it wrong, you take the blame, whether you supplied the information or not:

58%

More than half lose trust in the brand

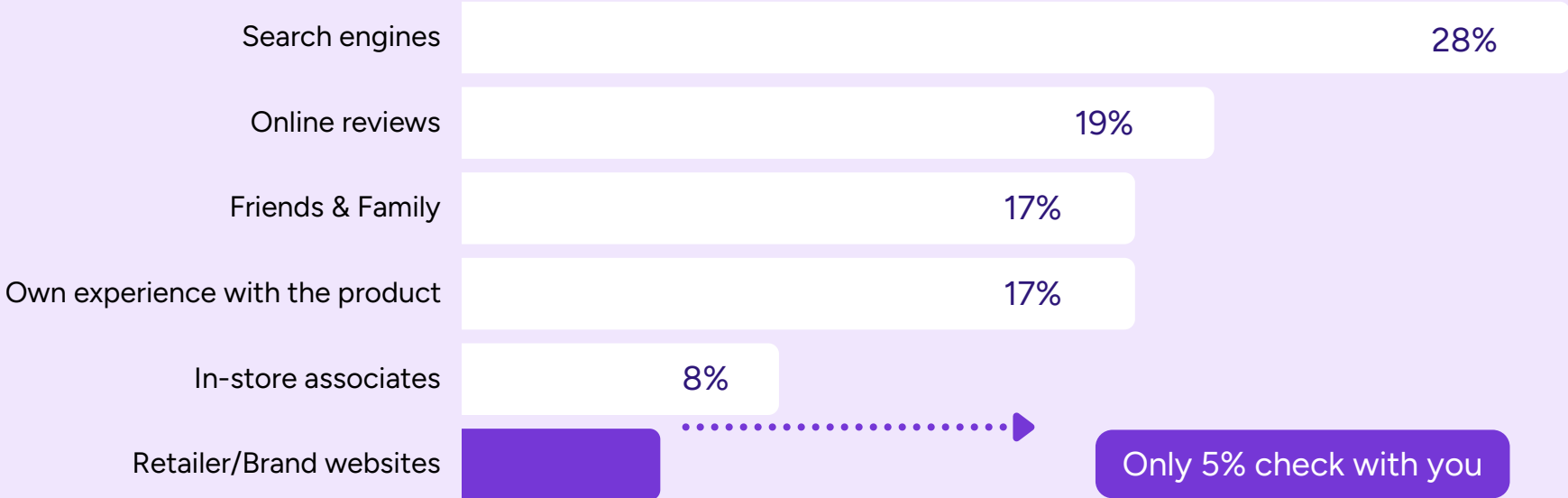
1 in 6

walk away from the sale entirely

YOUR MOVE:

Assume no safety net. Shoppers won't come to your site to catch an error, so the information AI pulls has to be right the first time, everywhere it appears.

WHERE SHOPPERS TURN FIRST to double-check AI's shopping advice



Only 5% check with you

2. One wrong price loses every kind of shopper

Bargain hunters use AI to find the best price — they spot a pricing error instantly and leave. Wealthier shoppers use AI to skip shopping around, and they rarely check the answer at all. A wrong price loses one group on sight and quietly misleads the other.

Households under \$30K
THE BARGAIN HUNTER



43%

use AI mainly to find the best price

Households over \$150K
THE TIME SAVER

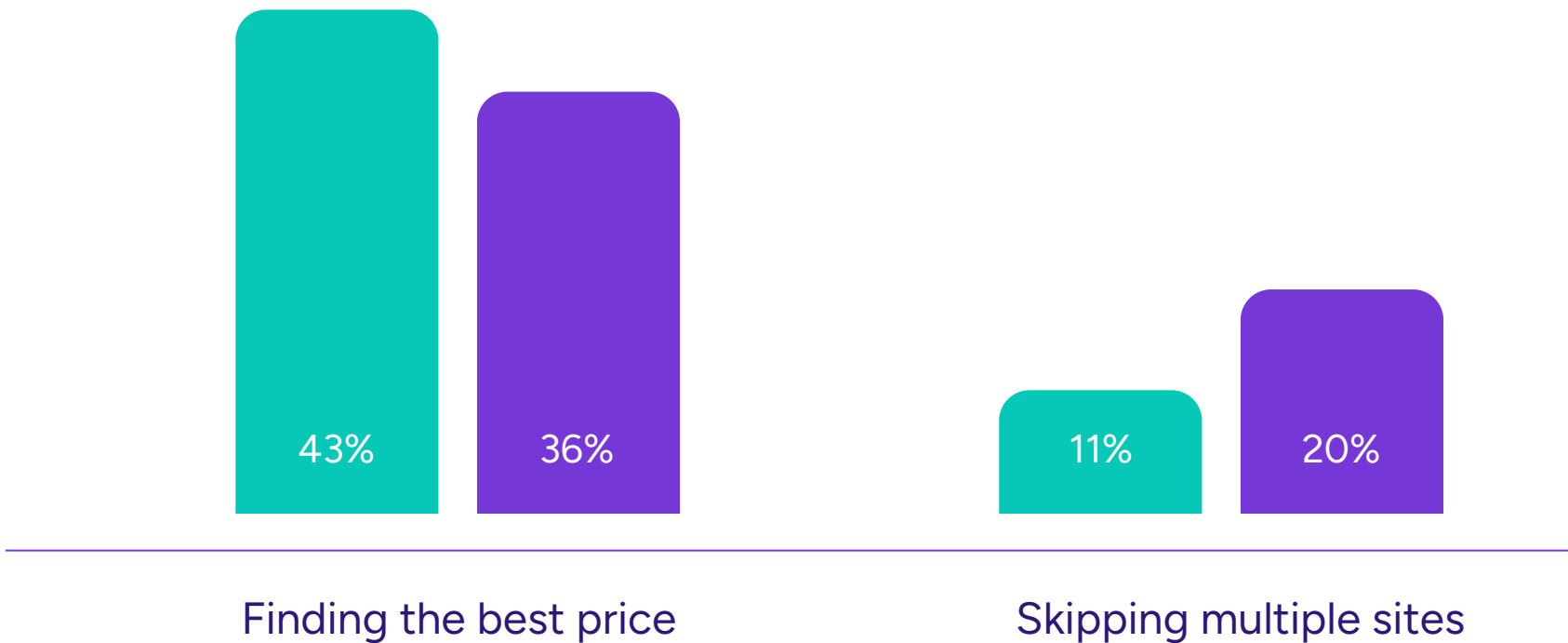


20%

use it mainly to skip browsing multiple sites

What matters most
WHEN SHOPPING WITH AI

● Under \$30K ● Over \$150K



YOUR MOVE:

Start with price. 67% say it's the number one thing AI must get right, nearly double the next factor. Keep it consistent across every feed, marketplace, and page AI pulls from.

3. Get the data right and AI sends you new customers

AI will introduce you to shoppers you've never reached. Whether they buy depends on the product data behind the pitch.

1 IN 5 SHOPPERS

19%

have bought from a brand they'd never heard of because AI recommended it

NEARLY HALF

49%

say the biggest trust builder is knowing why AI picked a product

YOUR MOVE:

Give AI the material to explain why you're the pick. Specific titles, complete attributes, and real use cases, consistent across every channel, are what turn your product into the recommendation.

YOUR NEXT MOVE

Shoppers already ask AI what to buy. Make sure it has the right answers.

Rithum keeps product data, pricing, and availability accurate and in sync across 900+ retail destinations, so the information AI pulls is right at the source.

[READ THE FULL REPORT](#)