

# CREEPY OR COOL?

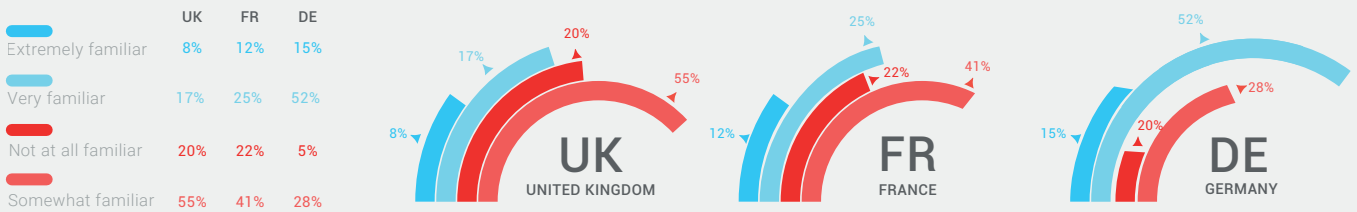


RichRelevance surveyed over 2500 consumers across Europe to find out their attitudes towards today's shopping experiences, including the use of artificial intelligence (AI). The survey delved into what Europeans really think about AI and how willing they are to share data.



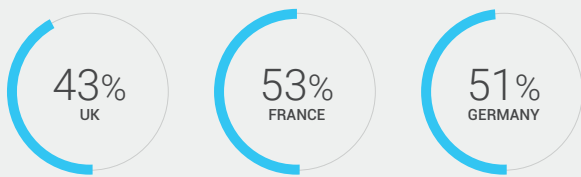
## FAMILIARITY WITH AI

German consumers were the most familiar with AI with 67% either very or extremely familiar with the technology. UK consumers were the least familiar with AI with 75% of those surveyed either being somewhat familiar or not at all familiar with the technology.



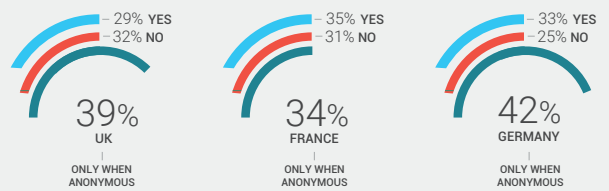
## VALUE OF PERSONALISATION

Over 50% of German and French consumers and 43% of British consumers agreed the value of AI to personalise the shopping experience with more relevant and appealing products and services.



## WILLINGNESS TO SHARE DATA

When asked if consumers would allow companies to collect more data in order to improve the overall shopping experience, consumer opinion was more divided. It is apparent consumers would be more willing to share more of their data if the data is kept anonymous.



## TOP 5 CREEPY RATED TECHNOLOGIES IN THE UK



## TOP 5 COOL RATED TECHNOLOGIES IN THE UK

