Intergenerational Influences on Conspicuous Consumerism in the Age of Artificial Intelligence: A Cross-Examination of AI's Role in Retail Consumer Behavior

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INTRODUCTION/BACKGROUND:

Existing facts and full picture:

The influence of Artificial Intelligence (AI) has made a significant impact on consumer behaviors from the way the modern customer shops, the experience they desire, and how they search for and find products in physical and online retail spaces. Current research shows that the modern consumer is not drastically different from their predecessors because while they still hold certain values and ideas but the ideas and values they prioritize have changed as the population's demographic has become more diverse in both racial and socioeconomic ways. Furthermore, AI has become increasingly prevalent in the average consumer shopping experience, from personalized advertising to tailored product suggestions, but most consumers are unaware of what AI is and how it is infiltrated into retail and the shopping experience.

Shortcomings (what is left to be known):

The research that has been previously conducted begs the question if there is a generational difference between the knowledge of AI and its uses and the opinions people hold on AI. This experiment begs to further delve into the intergenerational influences of consumer behavior in the age of AI and how people's perception of AI differs from their knowledge of how AI is currently being implemented in their daily lives.

Purpose or Hypothesis:

This research project aims to further explore how different generations react to AI and how that is influenced by their knowledge of AI and how it can be used. This research will also look to seek more general information about the relationship between generations and AI such as which generation is most knowledgeable or experienced with AI, which generation is most fearful of AI, etc.

MATERIALS/METHODS:

Part 1: Participants

This study focuses on different generations and the influence of Artificial Intelligence (AI) on their behavior as consumers. The study will primarily focus on the residents of Tallahassee, Florida as well as individuals from online professional networks such as LinkedIn.

Part 2: Materials/measures

This study measures the participant's knowledge of AI and its uses as well as their opinions on the subject such as how much they believe AI is used in their lives and how comfortable they are using AI in order to gain a comprehensive understanding of the individual and how their survey results impact their behavior as consumers.

Part 3: Procedures

The study will be conducted by reaching out to local organizations that will have a wide range of individuals of different individuals such as the Florida State University Alumni Association as well as the local residents of Tallahassee, Florida through local public events such as farmers markets and grocery stores. The participants will take the survey and their responses will all be documented and analyzed in order to determine possible trends and statistics relevant to the project.

Part 4: Data-analysis

Our data is currently in the processes of being collected and therefore there are no data points to draw conclusions from. Based on our current background research and knowledge we can theorize that younger generations such as Millenials, Gen X and Gen Z are going to be more responsive and adaptive towards AI meanwhile order generations such as the Baby Boomers are going to be more apprehensive and hostile towards the implementation of AI.

FINAL CONCLUSIONS:

Results-

We currently have no results as we are in the process of collecting data.

Conclusion-

The goal of the research project was to study the relationship between artificial intelligence (AI) and consumer behavior as observed over multiple generations. We expect to find that the older, Baby Boomer, generations will be more hesitant to the incorporation of AI into their retail experience, and younger generations, Generation Z, will be more accepting and eager to use AI from product suggestions/recommendations to shopping assistance and will respond more positively than their predecessors. The findings will be significant because it is a reflection of how different generations are responding to the current increased applications of AI in the retail space. In the future, this research can be expanded to include different fields of study such as in academia.

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