



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



Isabella Dos Anjos, Ross Elis: Chassity Jackson

Background

In today's technology-heavy society, the influx of innovations has completely altered the way businesses and individuals operate. Particularly, the use of artificial intelligence allows businesses to analyze and identify patterns within millions of data values. Several businesses have adopted AI into their business model to improve the consumption of their product or service. This research project aims to identify the relationship between artificial intelligence and conspicuous consumerism. Knowing this relationship will allow businesses to gain a competitive advantage by leveraging the benefits AI can provide to their business.

Abstract

Purpose: This project evaluates the relationship between consumerism and artificial intelligence (AI), and how cutting-edge technologies affect consumer experiences. Furthermore looking into the intergenerational differences that occur in conspicuous consumerism due to the influences each respective generation has on AI and the digital world. Topics studied pertain to:

- Artificial intelligence (AI) technologies and the effects it has on the consumer industry.
 - The expansive growth of AI-based hyper-focused marketing.
 - Machine learning
 - Natural language processing
 - Recommendation systems
 - Analysis of generational influences
- How artificial intelligence (A.I.) algorithms improve personalization, speed up decision-making, and influence consumer behavior.
- The ethical ramifications of artificial intelligence applications in consumer goods.
- Generational trends concerning the implementation of AI and conspicuous consumerism

Methods encompass:

- Systematically assessing the corpus of existing research and case studies.
- Conducting consumer-centric polls and surveys

Results include:

- Intergenerational Differences:
- Effect of A.I. and consumerism:
- AI and Conspicuous Consumerism:

Conclusions imply:

- Literature Review:
 - Baby boomer generational cohorts exhibit greater hesitancy towards integrating artificial intelligence (AI) in consumerism
 - Generation Z and Millennials are more inclined to acknowledge the benefits of AI implementation in consumer practices, such as enhanced recommendations and brand recognition.
- Consumer-centric polls

Methodology

Due to the online nature of the project, it was found best to use a purely online survey to obtain all data. Approaches used:

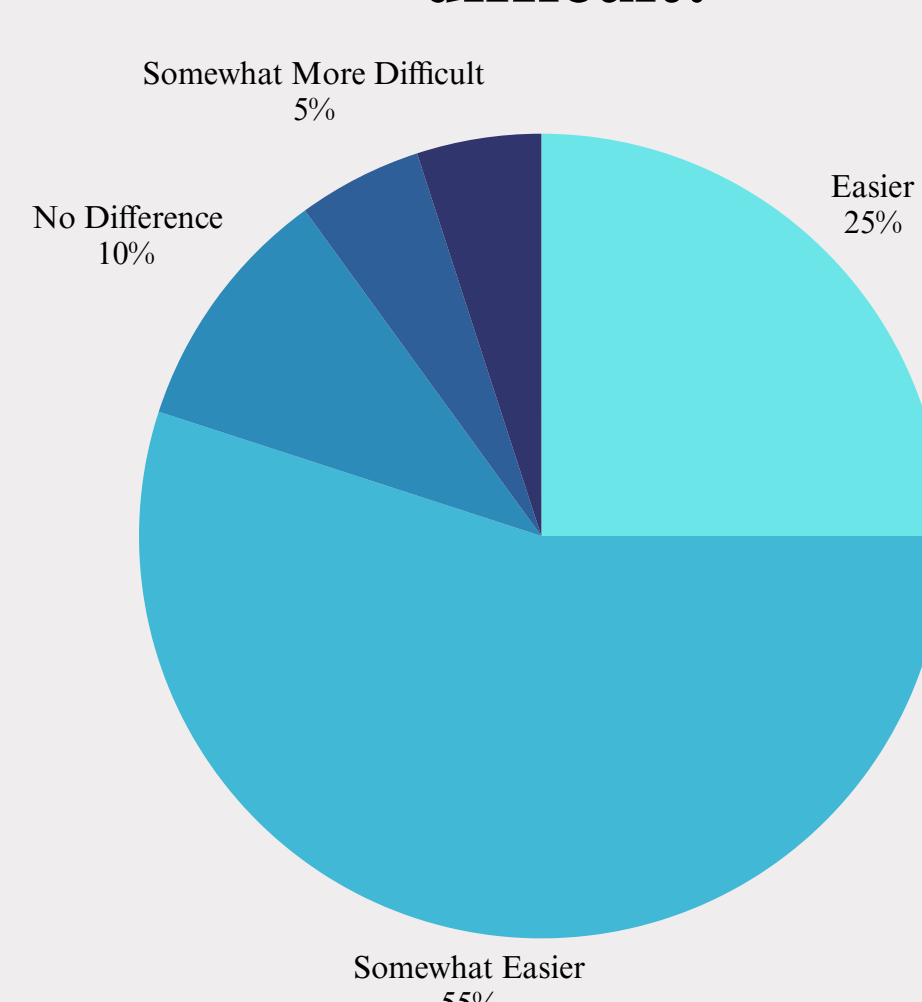
- Open-ended and Likert scale questions done through quadratics
 - Allows survey participants to voice some opinions that may not have been caught through our questions.
- Created teams to focus on certain areas of the population.
- Networking sites such as LinkedIn and Facebook were useful areas to obtain data for the older generations.
 - Campus resources such as FSU student groups will be used to obtain data on the younger generations along with reaching out to local schools to possibly obtain survey participants.

Results/Conclusions

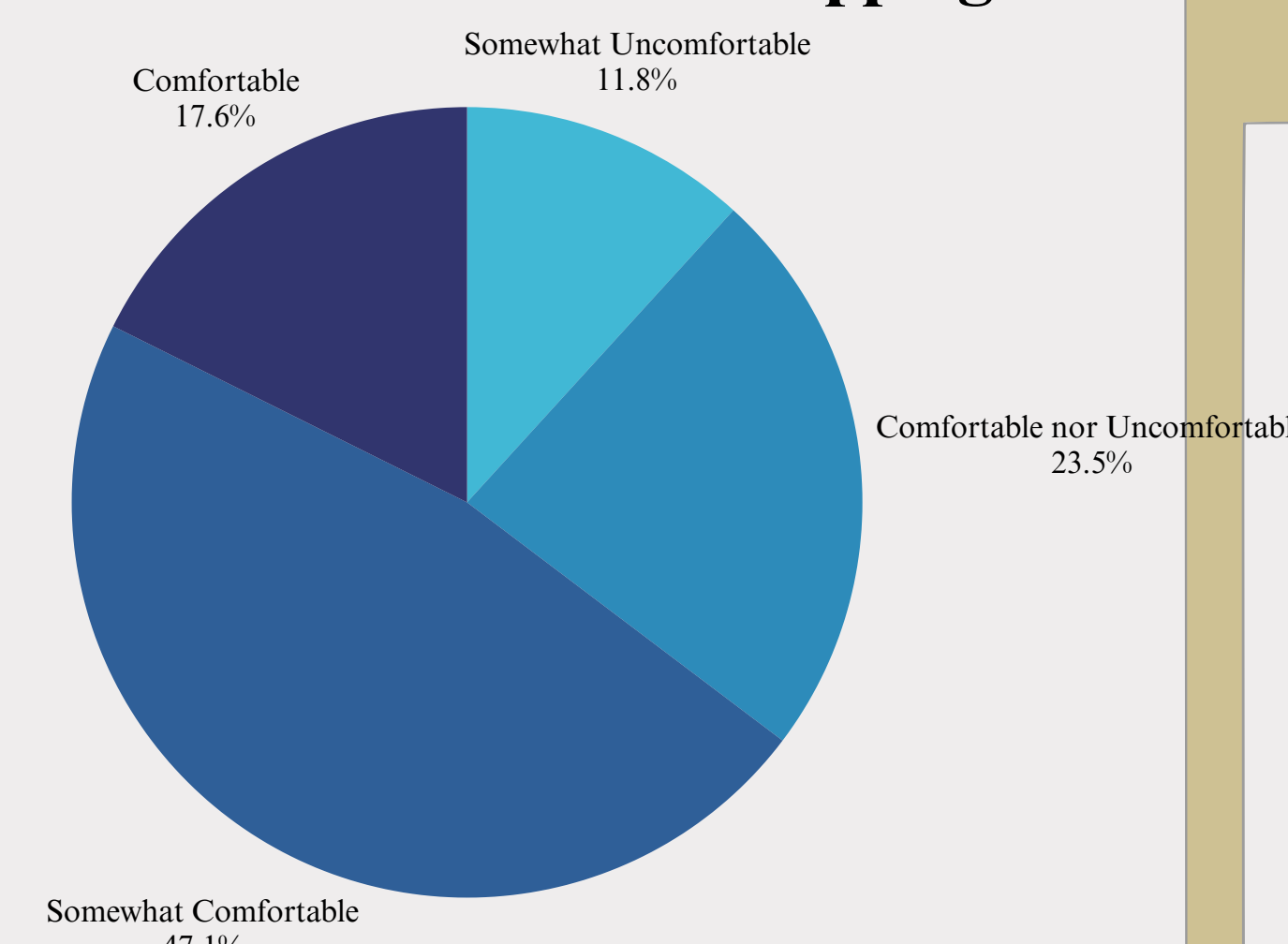
Within the literature review portion of the project, the overarching theme remained that the baby boomer generational cohorts are more hesitant towards the incorporation of artificial intelligence in consumerism because of the ethical and security concerns associated. We predict that the results of the survey that is distributed to the participants will most likely mirror this notion. On the contrary, Generation Z and Millennials are more likely to recognize the benefits of implementing AI in consumerism practices such as improved recommendations and improved brand recognition. The results of this survey will benefit businesses and corporations that are attempting to gain more insight into their consumer base and are trying to learn more about whom they can target their products and/or services. The survey that will be distributed will also ask about the participant's overall knowledge of artificial intelligence technology, therefore being familiar with how much people know about AI will allow businesses and corporations to assess what aspects of their business they should integrate AI technologies to.

Observations

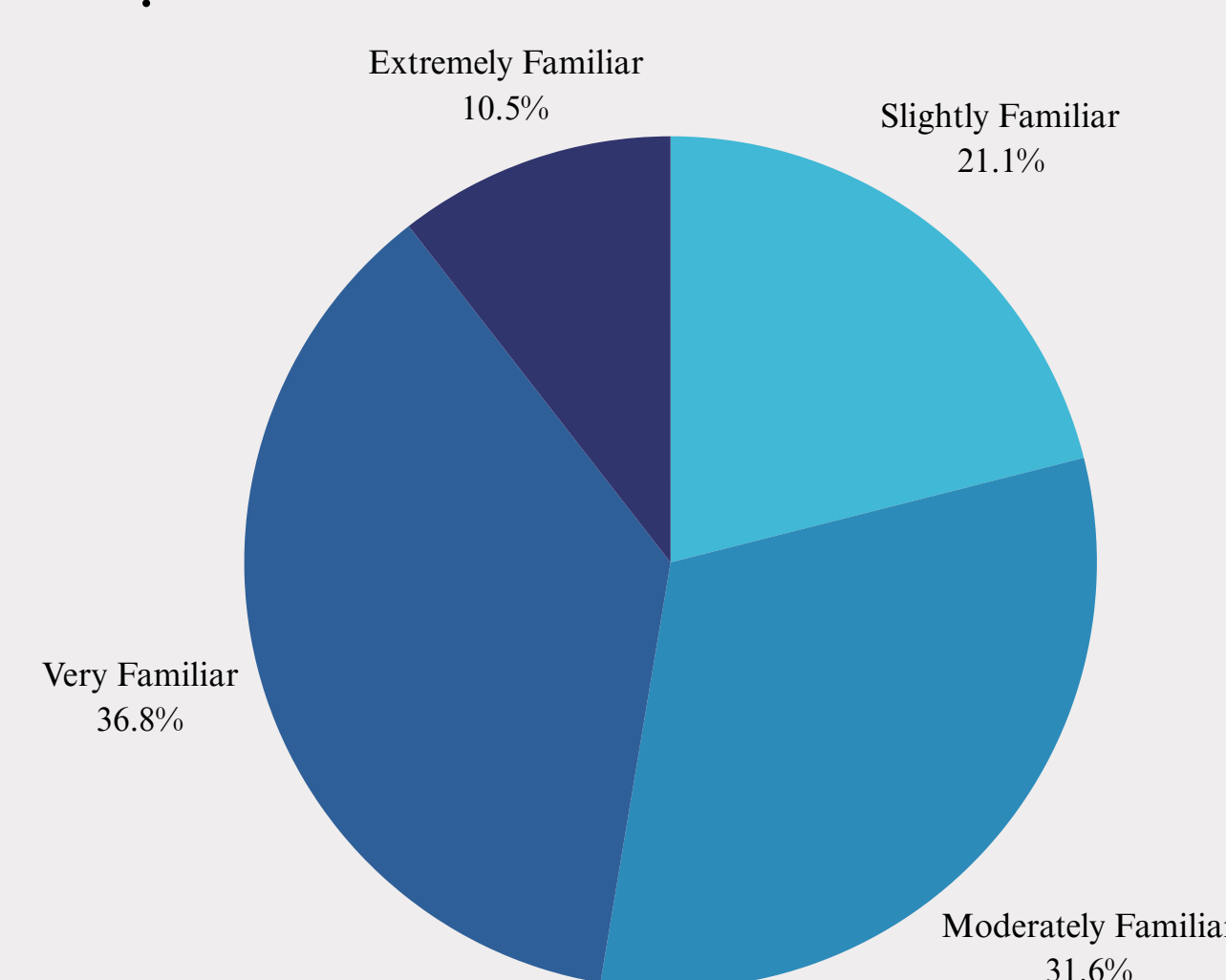
Do you believe AI recommendations make shopping easier or more difficult?



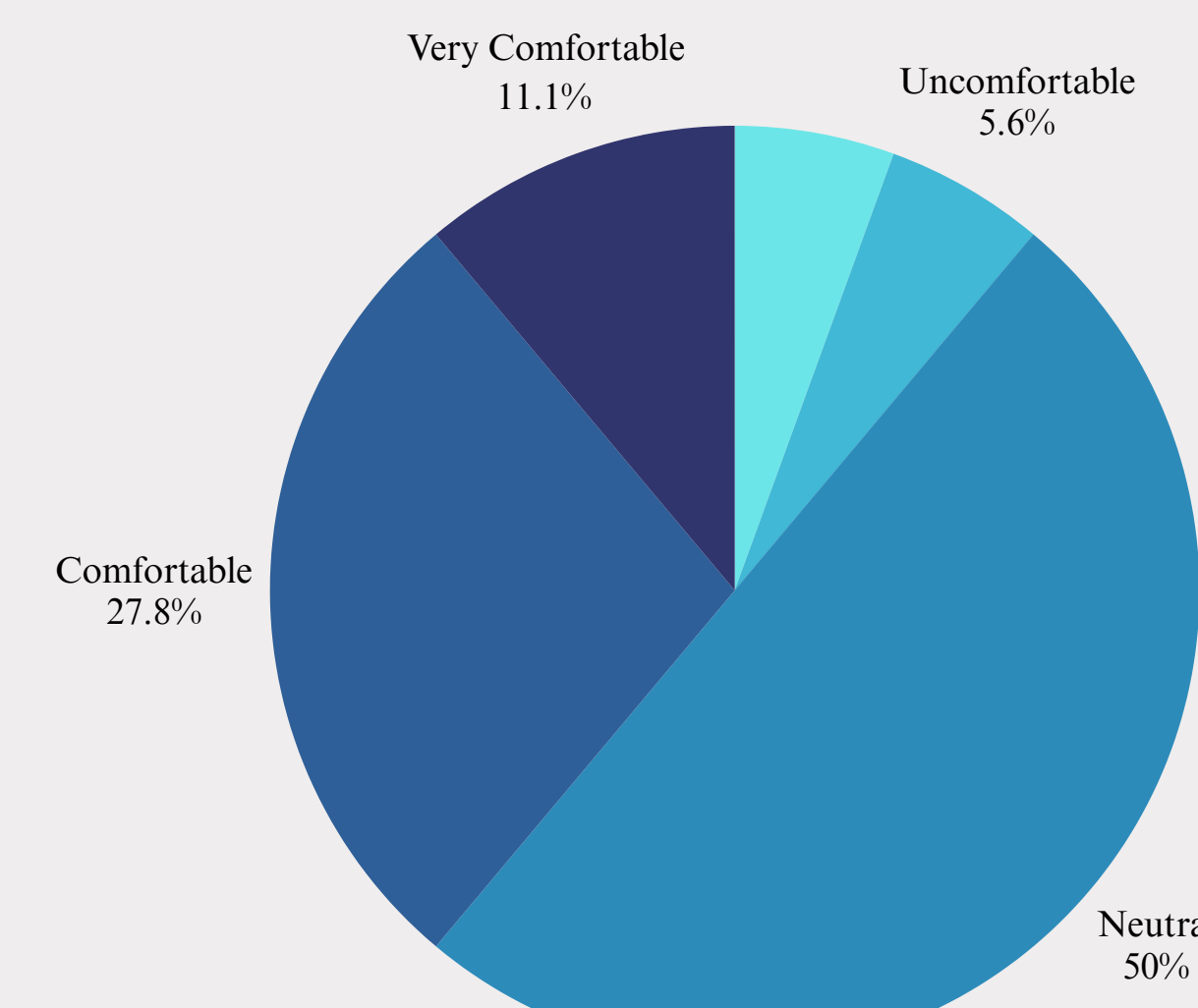
How comfortable are you with AI technologies being used for personalization in online shopping



How familiar are you with Artificial Intelligence (AI) technologies?



How do you feel about the use of AI technologies in retail stores?



References

“Digital trust: Why it matters for businesses.” *McKinsey*, 12 September 2022, <https://www.mckinsey.com/capabilities/quantumblack/our-insights/why-digital-trust-truly-matters>. Accessed 21 February 2024.

Bhattarai, Abha. “Generational spending gap: Baby Boomers are splurging, Millennials are not.” *The Washington Post*, 14 June 2023, <https://www.washingtonpost.com/business/2023/06/14/generation-spending-gap-baby-boomers-millennials/>. Accessed 21 February 2024.

Egan, Matt. “Gen Z and Millennials are scrimping. Boomers? Living it up.” *CNN*, 12 June 2023, <https://www.cnn.com/2023/06/12/economy/consumer-spending-baby-boomers-millennials/index.html>. Accessed 21 February 2024

Sharma, S. (2023). Ethical considerations in AI-based marketing: Balancing Profit and Consumer Trust. *Tuijin Jishu/Journal of Propulsion Technology*, 44(3), 1301–1309. <https://doi.org/10.52783/tjpt.v44.i3.474>