



## The AI Revolution in UK Retail: A New Era of Shopping



### Market Report

How artificial intelligence is transforming customer experiences and driving innovation.

Number of respondents surveyed  
1000+

### Demographics

UK respondents, between 18-65 years old.

*Independent research commissioned by 4imprint  
and conducted by Perspective Global.*

## Report Summary

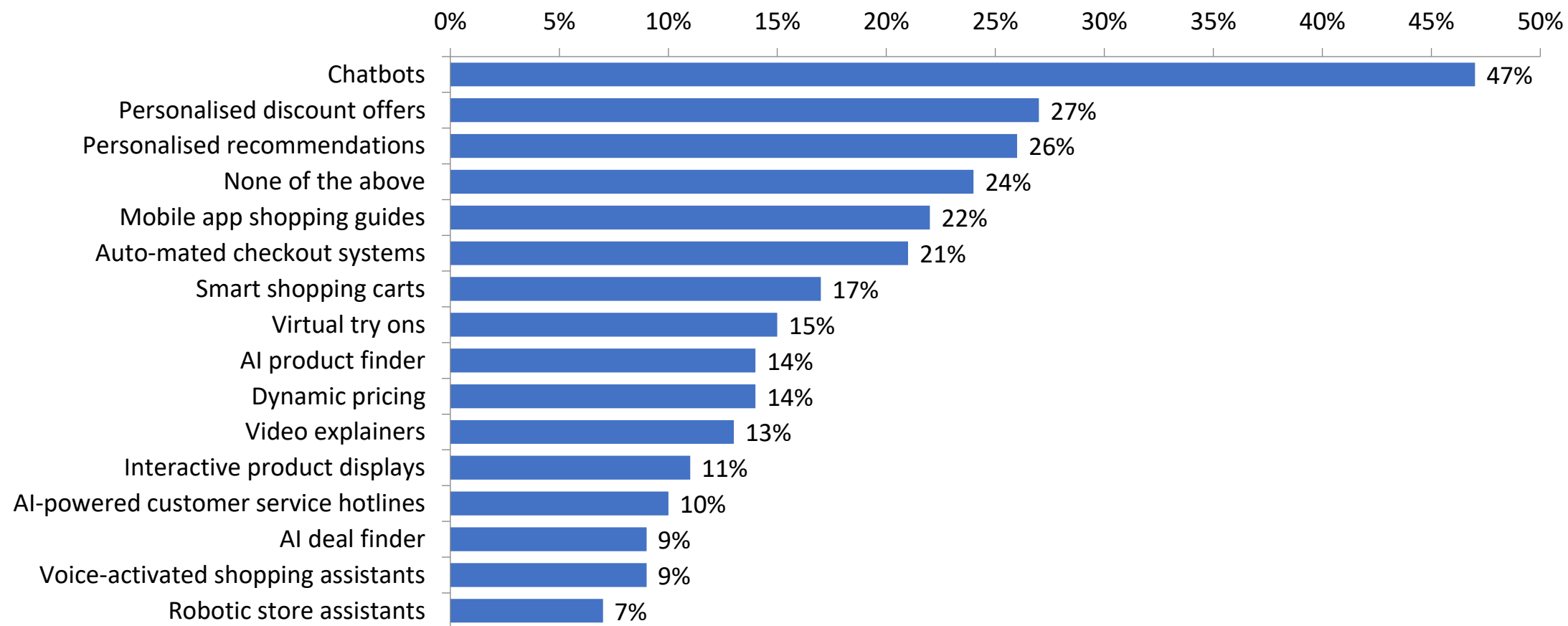
The retail sector in the UK is undergoing a significant transformation with the adoption of artificial intelligence (AI) technologies.

As AI continues to reshape the landscape, the ways customers shop, interact with brands, and engage with products are evolving.

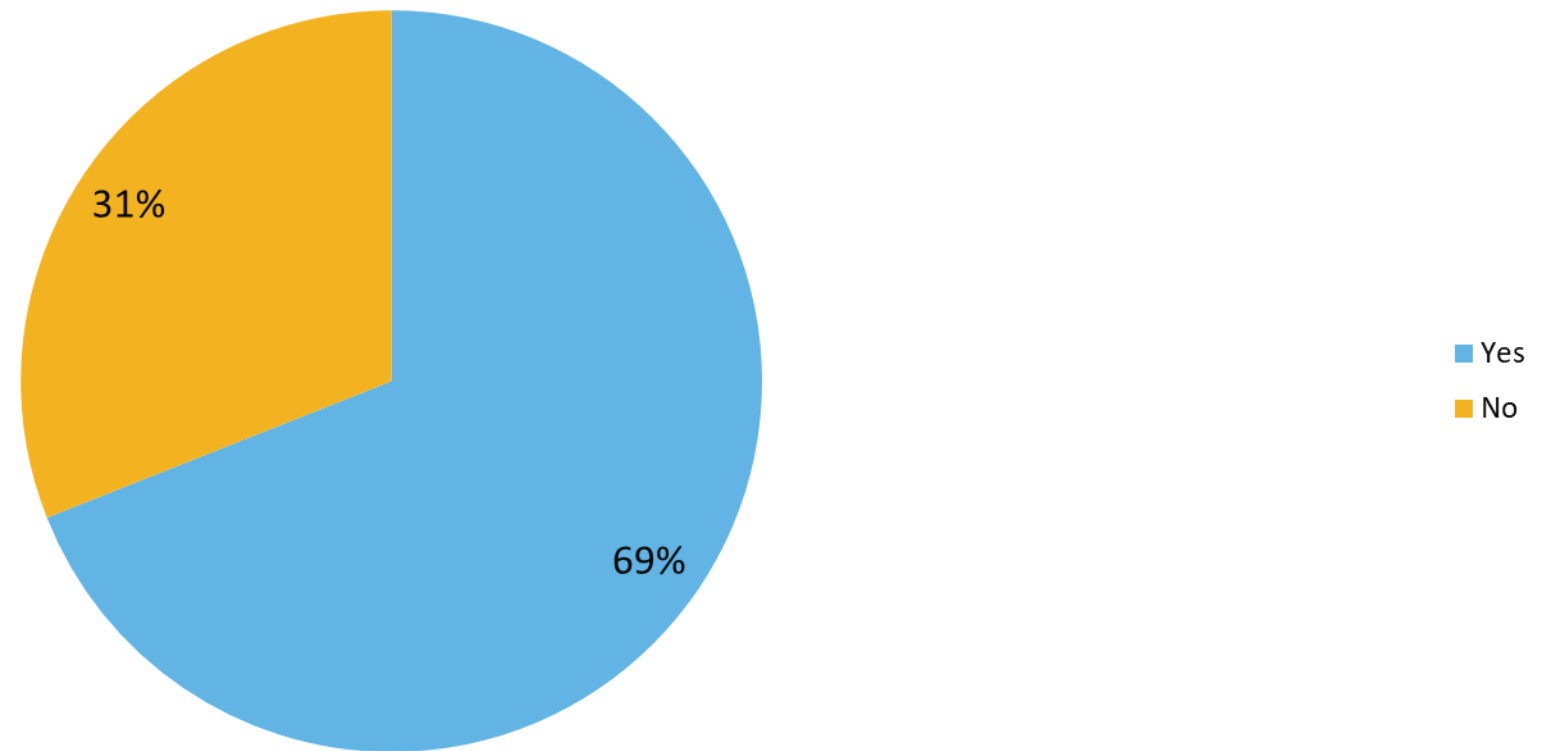
Now, a new study by 4imprint explores customer perceptions, experiences, and expectations surrounding AI-powered retail solutions.

This market report reveals the key aspects of AI's impact on shopping experiences, pricing, customer service, and highlights the importance of striking the right balance between AI automation and human interaction.

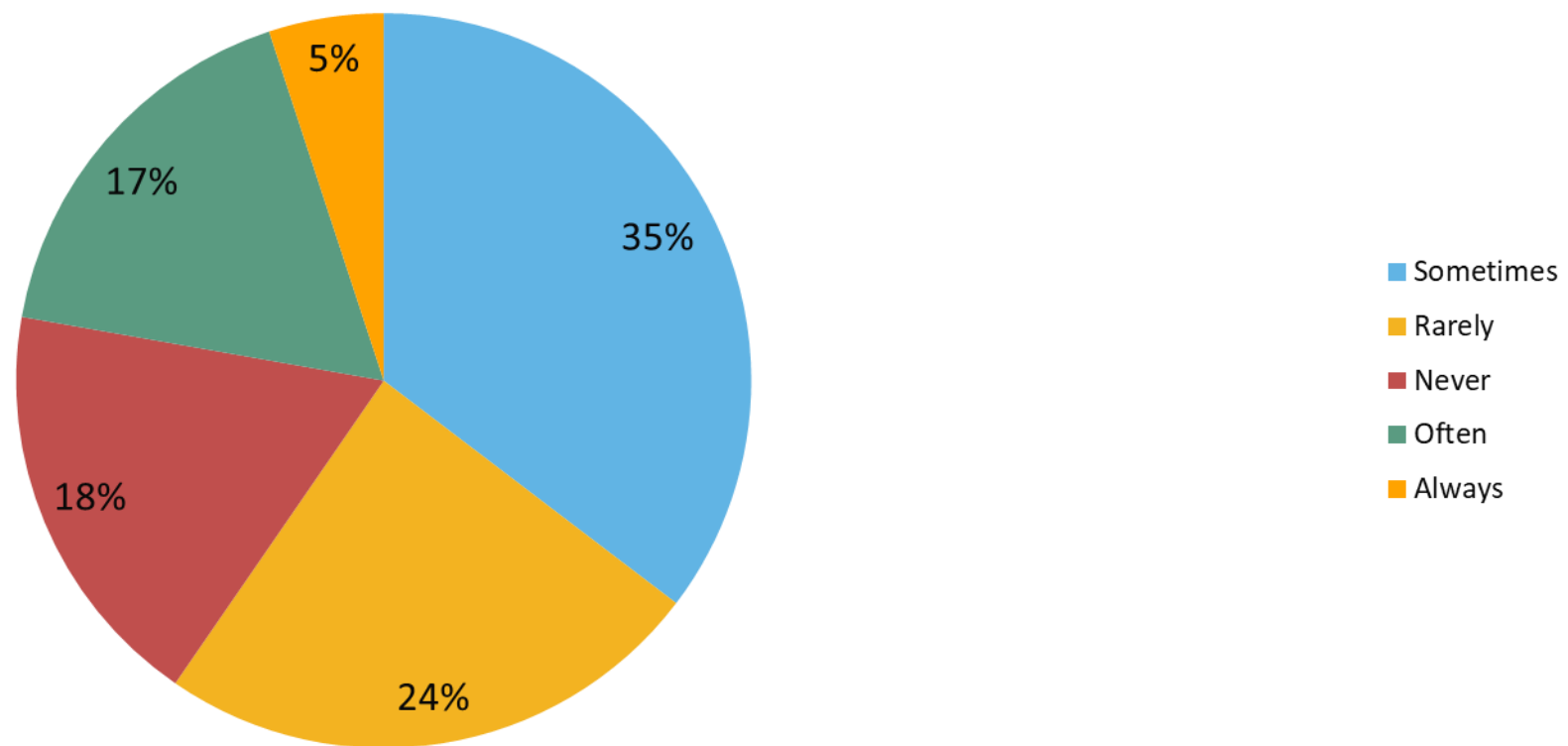
Q1. Are you aware or have you used any of the following?



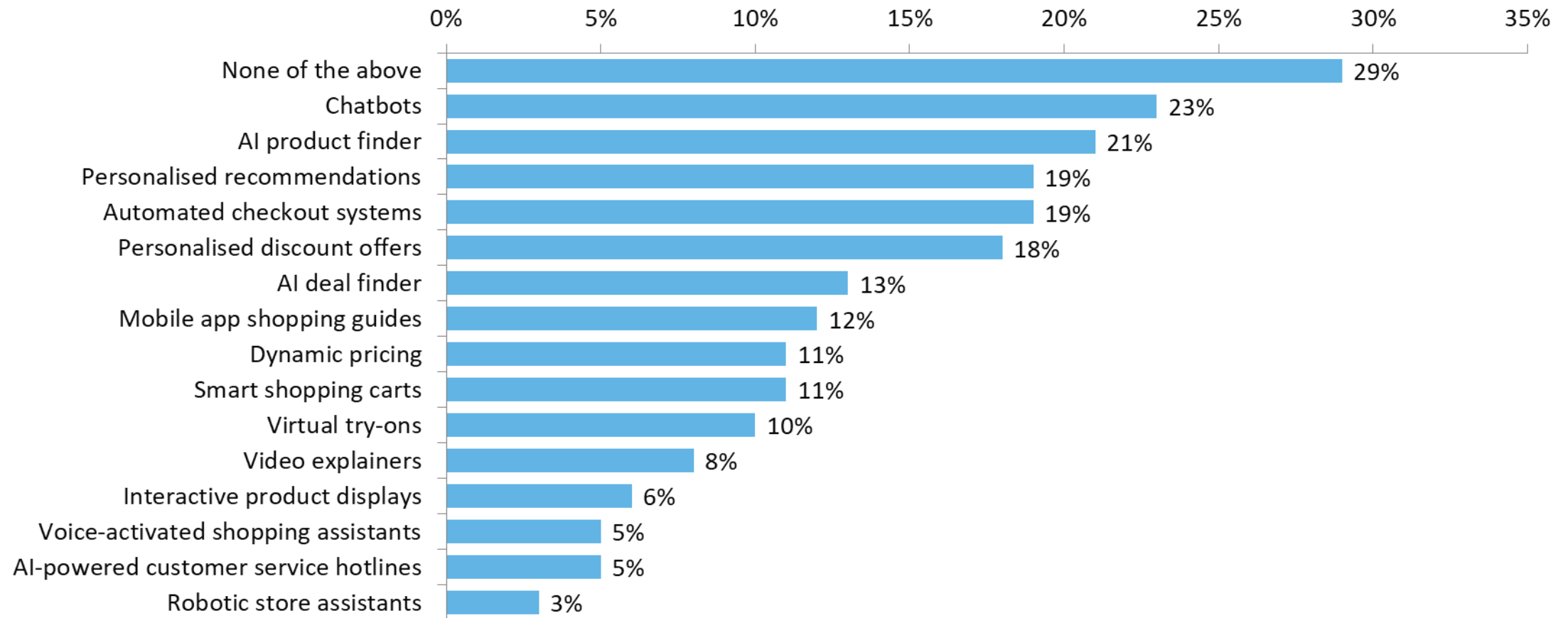
Q2. *Are you aware that all of the above use artificial intelligence?*



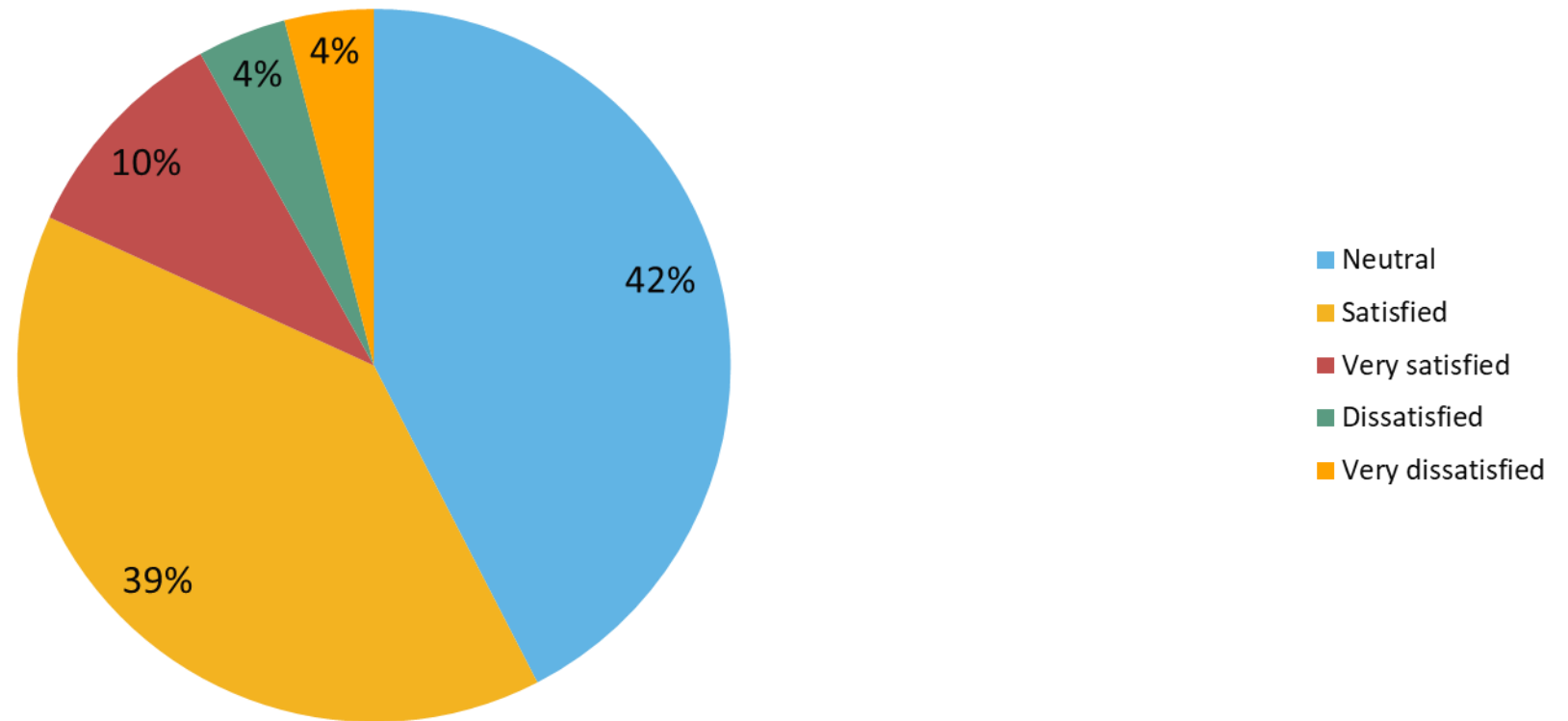
Q3. *How often do you knowingly use AI features while shopping?*



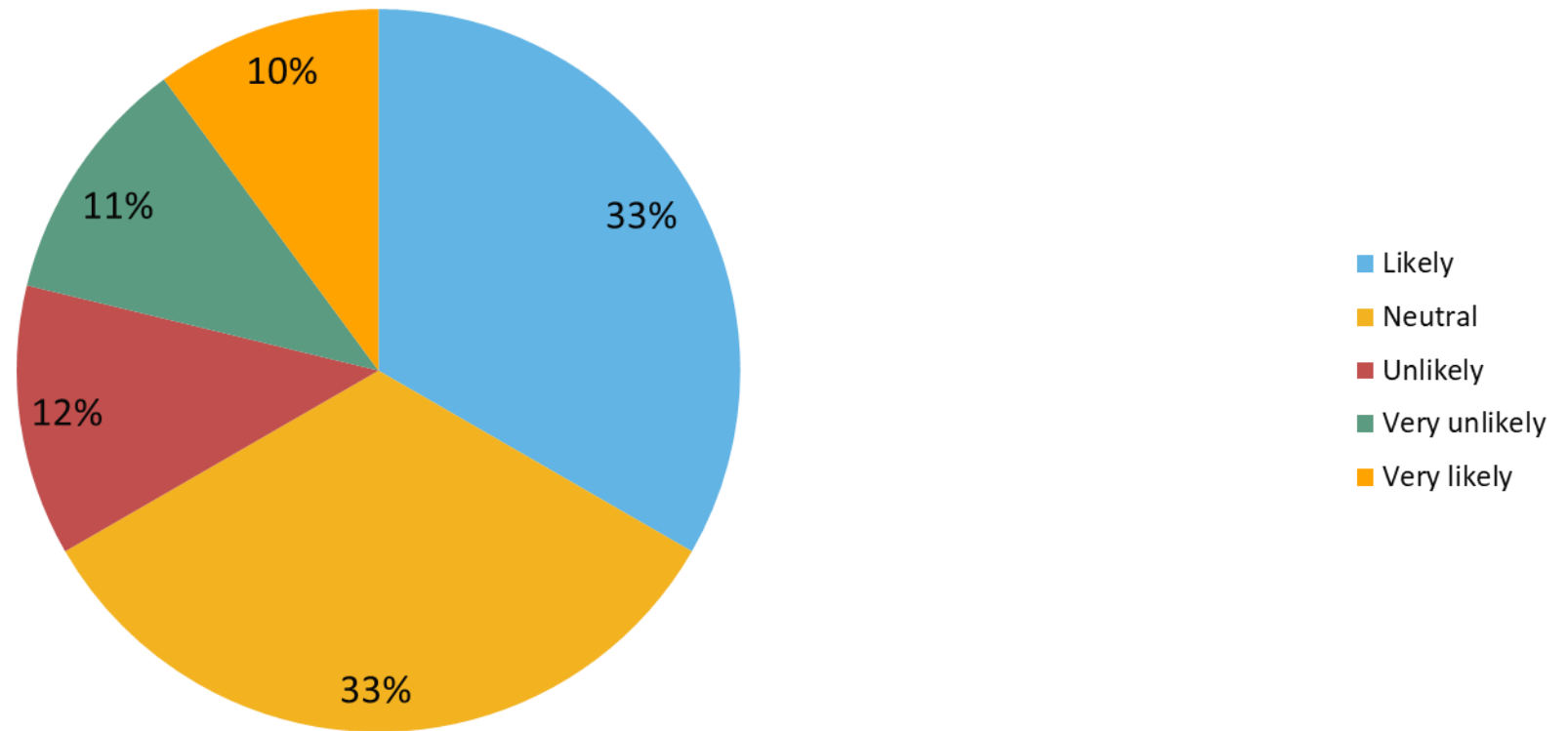
Q4. Which of the following AI features do you find more useful while shopping?



Q5. *How satisfied are you with the accuracy of AI-generated recommendations / solutions?*

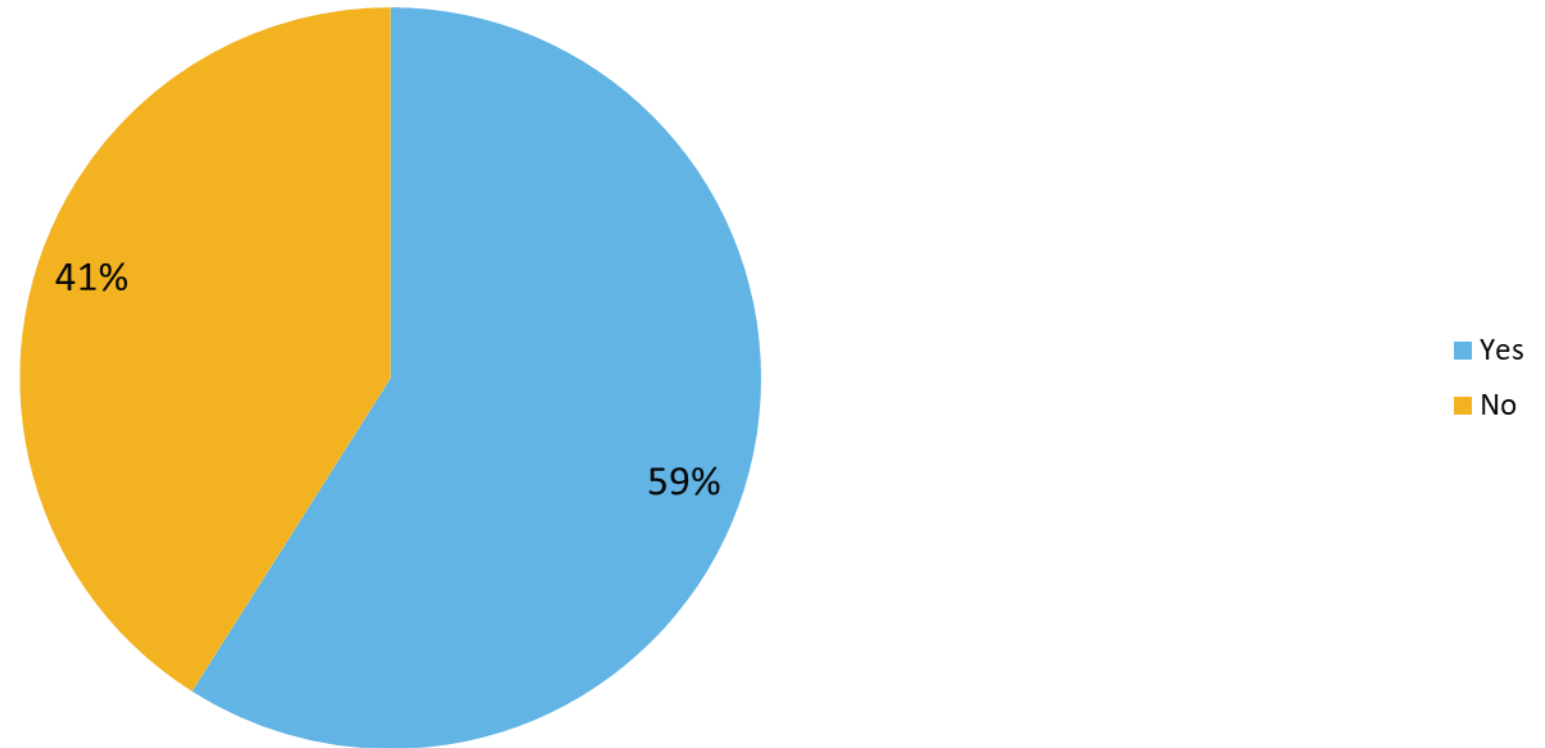


Q6. How likely are you to recommend AI-powered features to others?

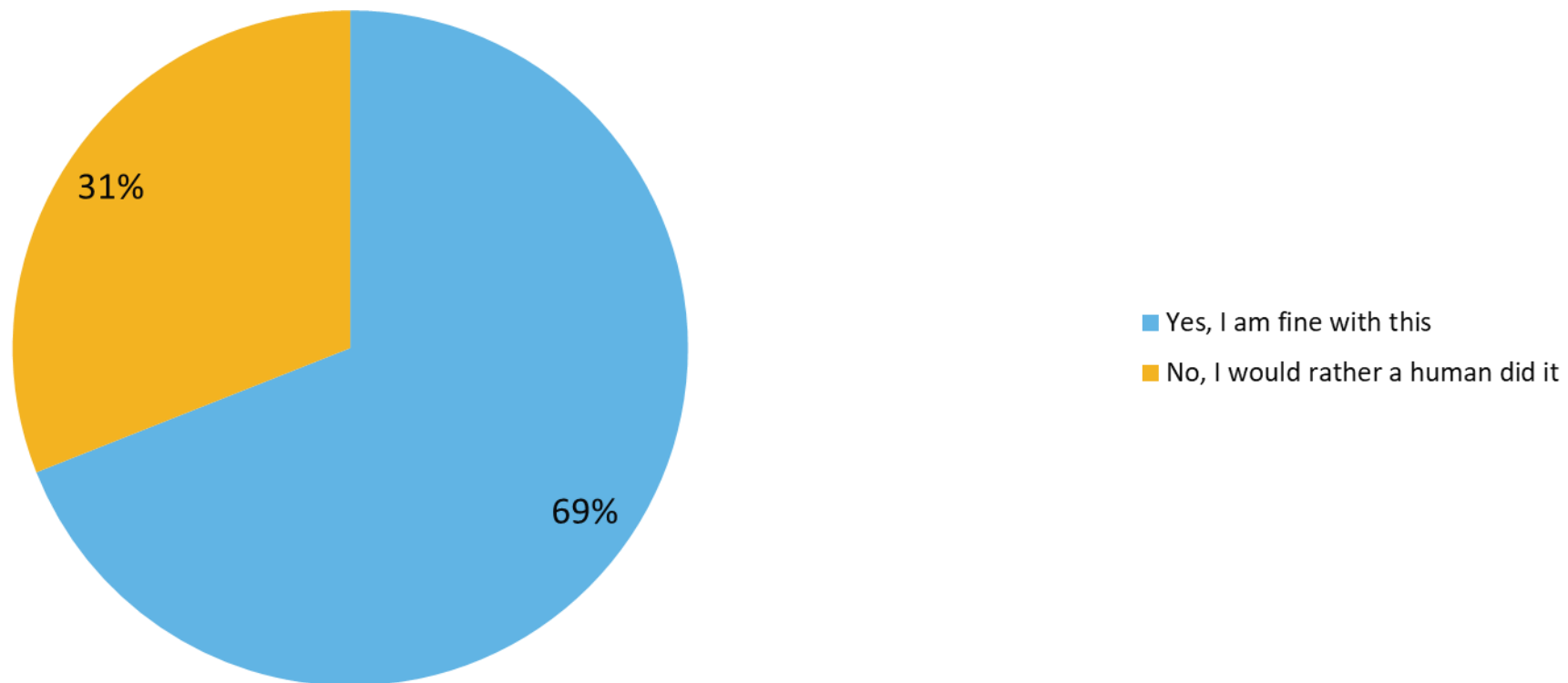




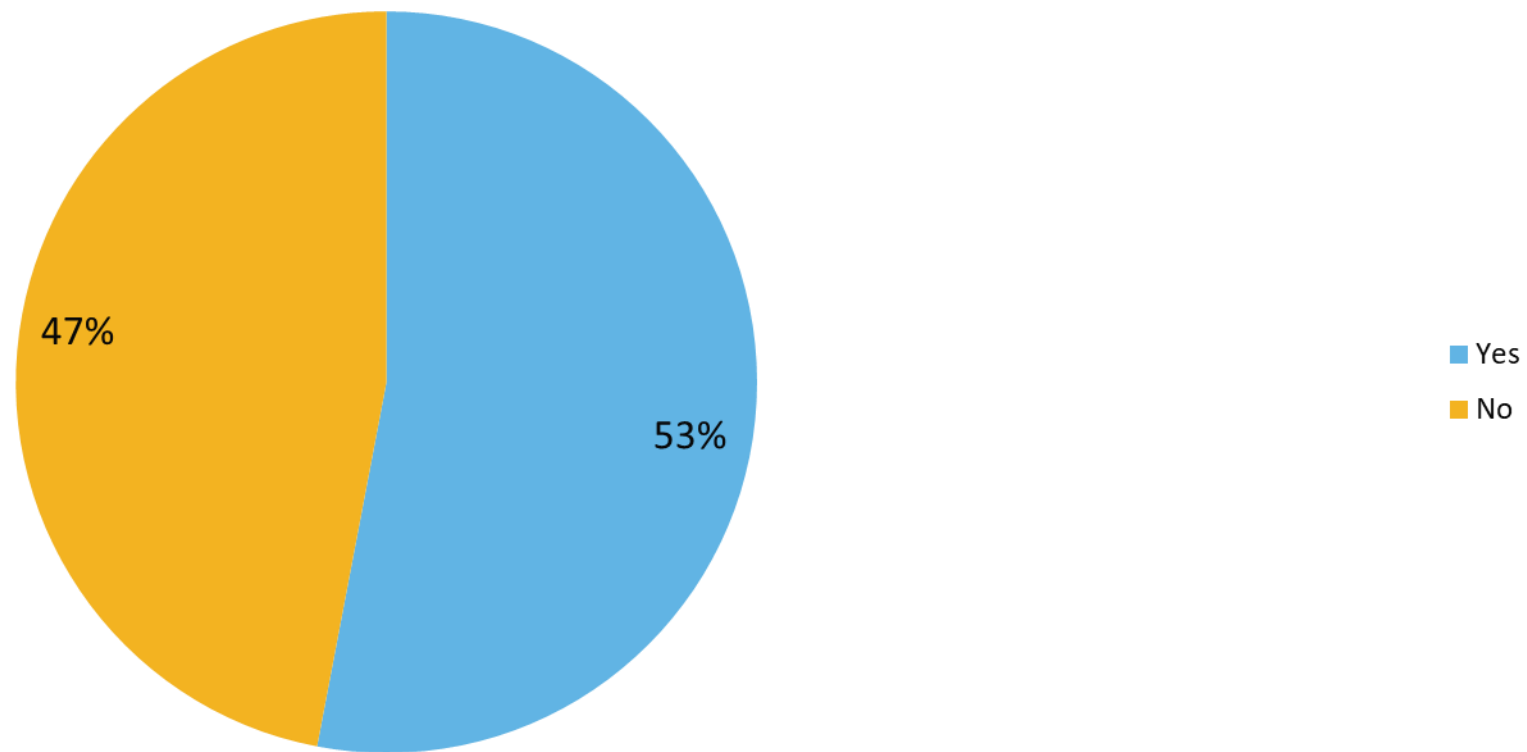
Q7. Have you ever noticed that pricing and promotions are aimed at you personally?



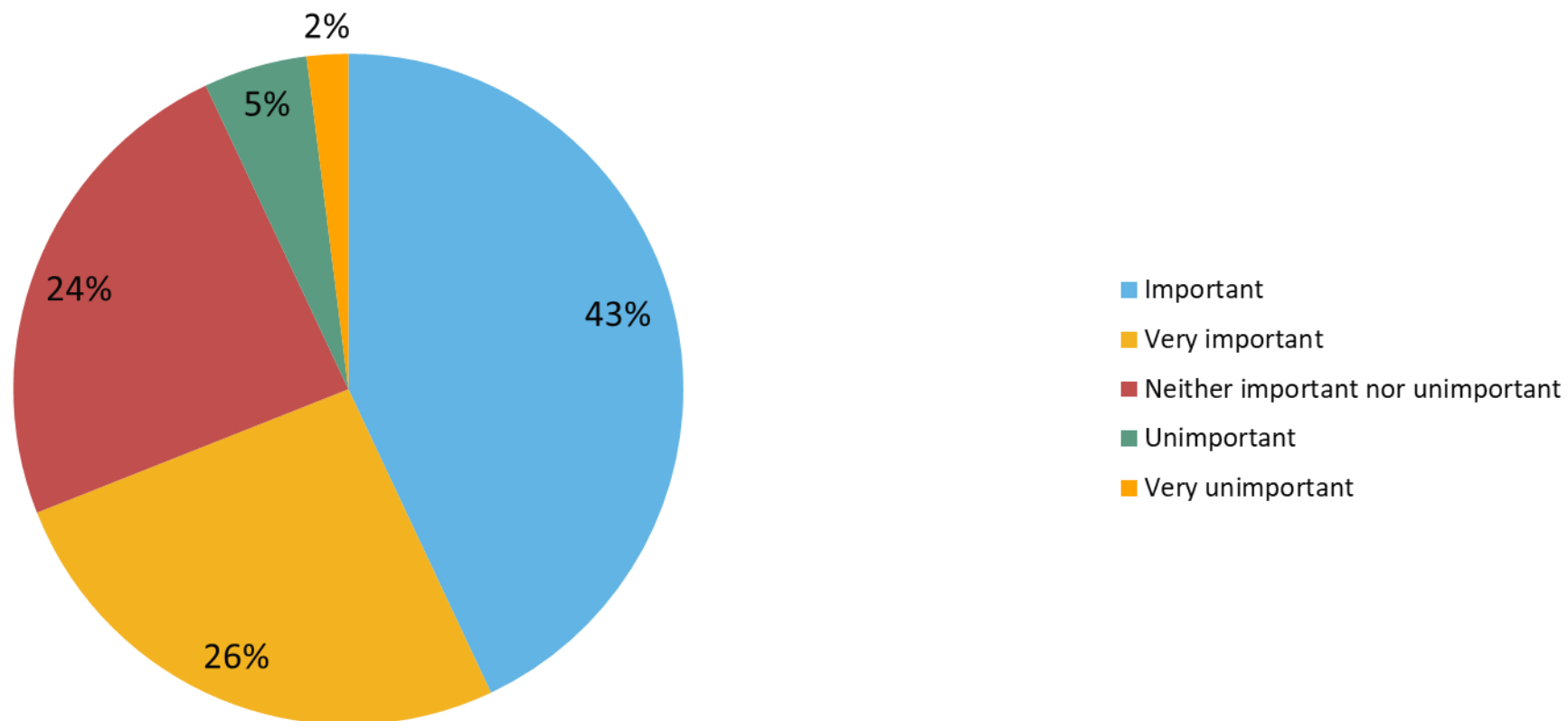
Q8. Are you happy that 'a computer' could be deciding what deal or promotions to offer you?



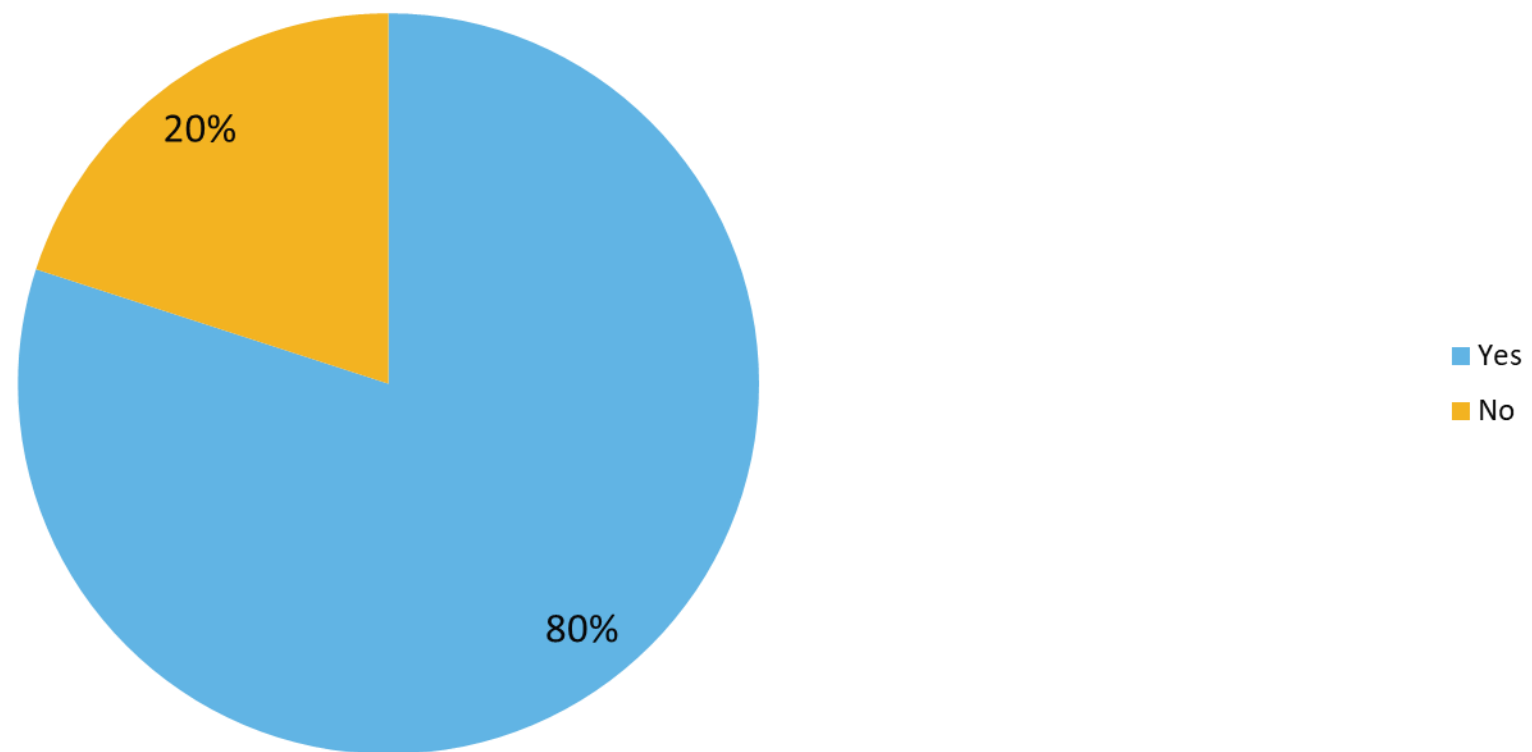
Q9. *Do you believe that you have benefited from personalised promotions driven by AI?  
For example, saved money.*



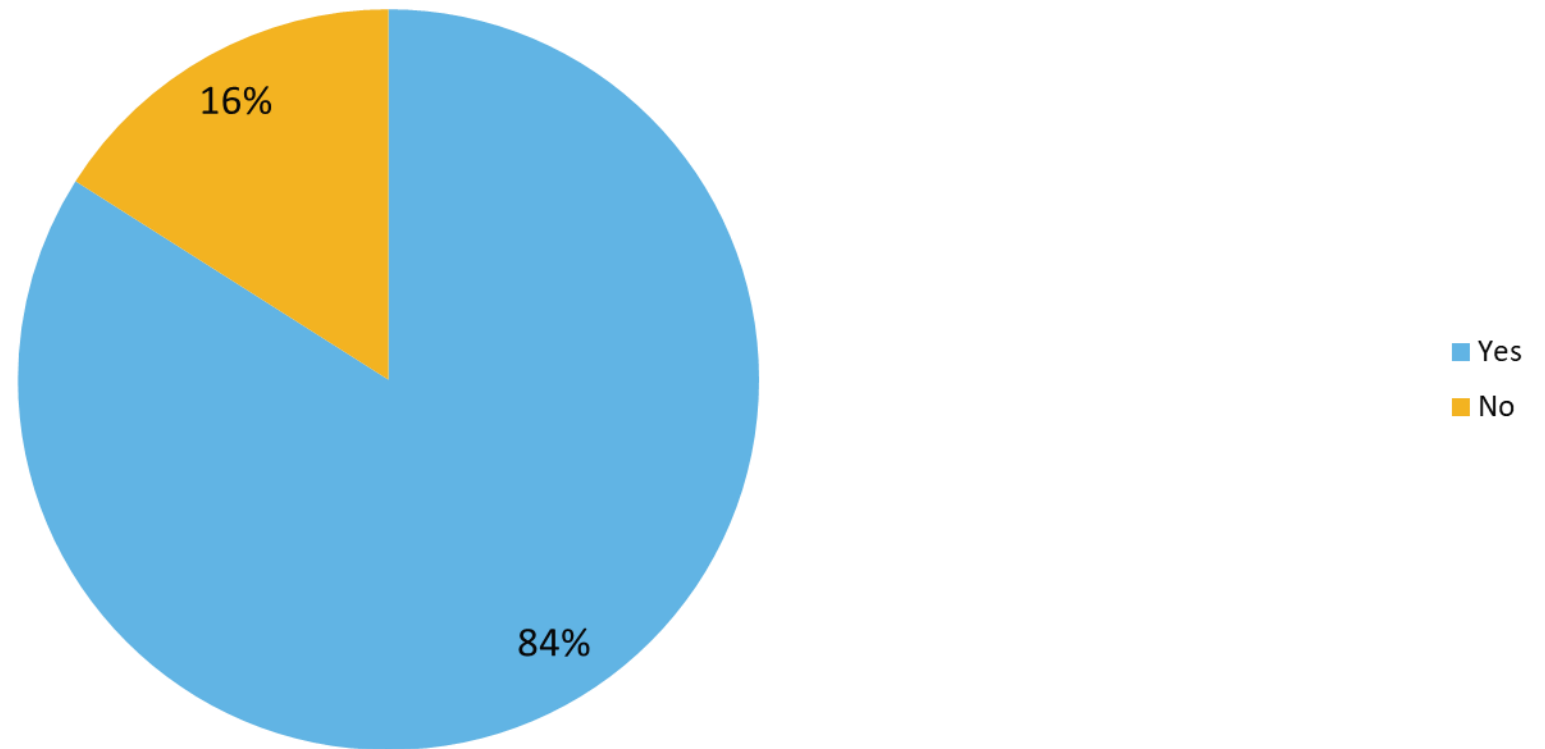
Q10. *How important is human interaction to you when shopping?*



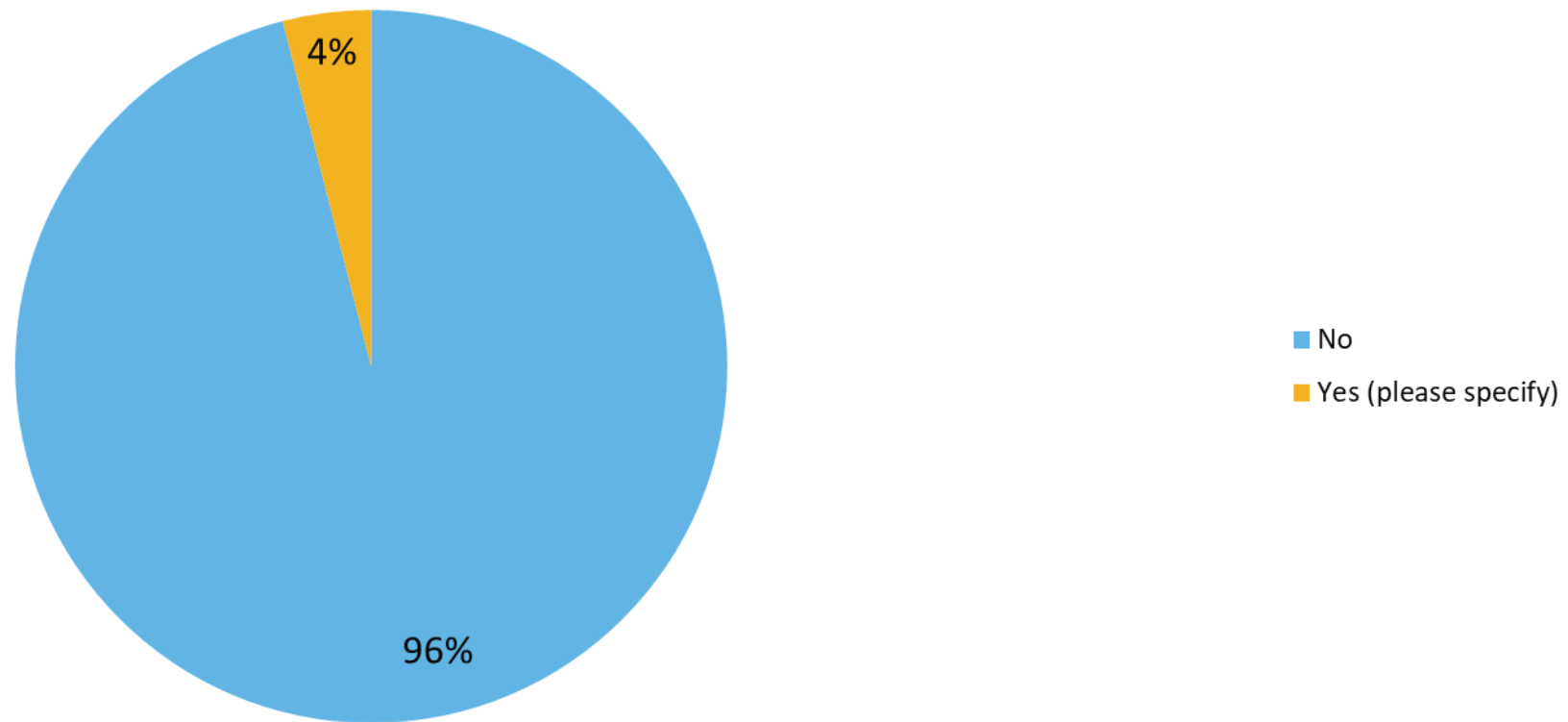
Q11. *Do you believe that humans will always play a role in the shopping experience?*



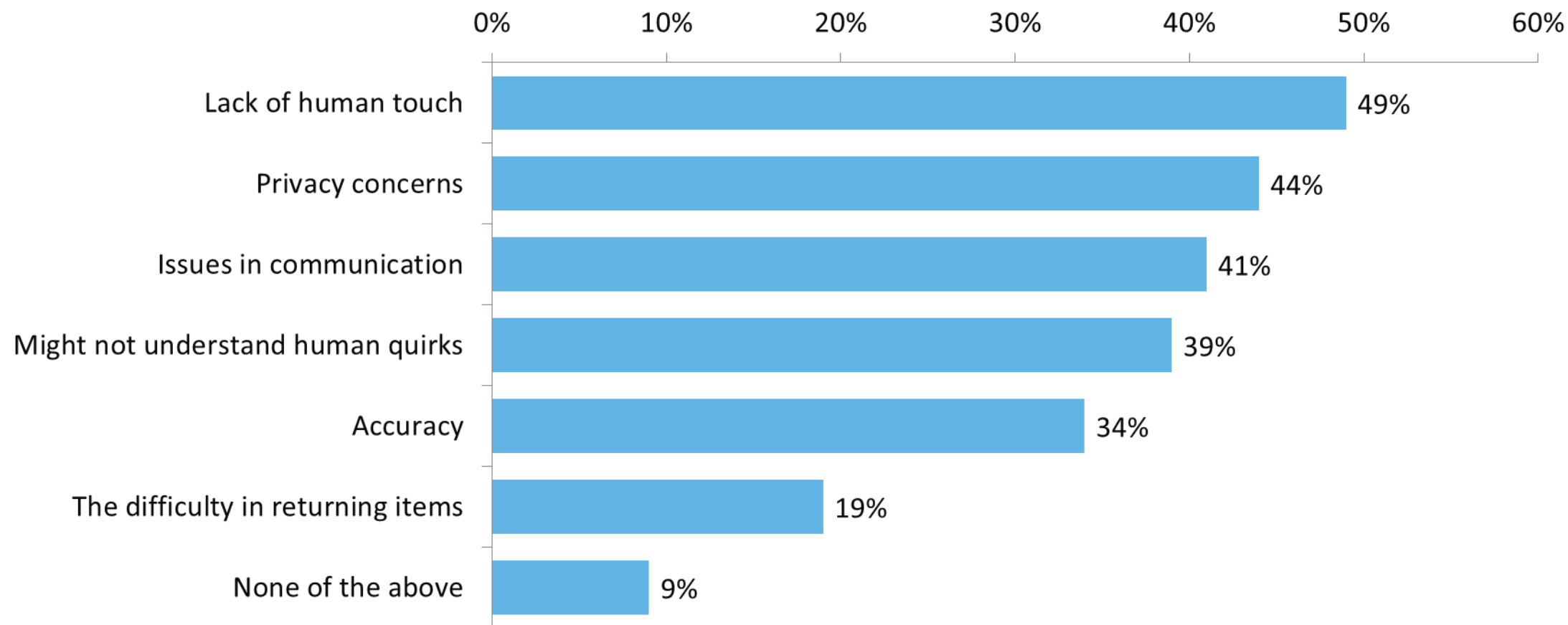
Q12. Do you think that more 'exclusive brands' might employ more humans to give 'better' service?



Q13. *Have you ever had a negative experience with AI while shopping?*



Q14. *What concerns do you have about using AI in shopping?*







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