

# AI

**It's coming to get you**

**What does ChatGPT  
think about online  
shopping experiences?**

**Lets find out...**





# **Why don't people buy online?**

- **Security concerns**
- **Safety of personal and financial information**
- **Hard to access to the internet**
- **Not familiar with online shopping**
- **Can't see and touch the items they are buying**



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## **What are the more specific reasons they don't checkout?**

- Security of their personal and financial information
- Comparing prices or looking for a better deal
- Added items to their cart but then changed their mind
- Experienced technical difficulties
- Slow unresponsive website
- Unable to find the information they needed



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## **When they have purchased online, what are they least happy about?**

- Item they received was not what they were expecting (quality / appearance)
- Item they received was damaged or defective
- Website was difficult to use or navigate
- Checkout process was slow or cumbersome



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**When they have purchased online, what are they least happy about?**

- Shipping process was slow or unreliable
- Customer service was unhelpful or unresponsive
- Return process was difficult or inconvenient





## **What makes a good experience for purchasing online?**

- **Website is easy to navigate and use**
- **Clear and concise information about the products and services**
- **Checkout process is simple and straightforward**
- **Checkout has clear instructions and options for payment and shipping**





## **What makes a good experience for purchasing online?**

- **Customer service is responsive and helpful**
- **Clear policies for returns and exchanges**
- **Shipping process is fast and reliable**
- **Accurate tracking information and timely delivery**
- **Product is of good quality and meets the customer's expectations**





## **How will people shop online in the future?**

- **The use of mobile devices, such as smartphones and tablets, will continue to increase**
- **Virtual and augmented reality technology will become more widespread**
- **AI and machine learning will improve, making online shopping more personalized and tailored**



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