

# Search is changing forever. Are you ready?

## SearchPulse can help you

AI and social media channels are rewriting the rules of online search. Discover the latest trends and what they mean for your strategy.



**SearchPulse Q3 • 2025**



# Your personal AI expert awaits.

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**TALK TO OUR AI AGENT**





As we move towards the last quarter of the year, the evolution of search continues at pace, and so does our understanding of it. This third instalment of SearchPulse builds on our earlier insights, bringing sharper trends and more meaningful behavioural signals to the surface. It's clear now: this isn't just about observing change, it's about leading through it.

Because it's not enough to know that search is shifting, marketers must be active participants in shaping how it works for their brand. AI isn't replacing SEO. Traditional search isn't going anywhere fast. The real opportunity lies in the blend, the emerging multimodal landscape where discovery happens everywhere, with audiences moving fluidly between platforms, formats, and moments.

This is where marketers need to step up, not just tracking what's changing, but deeply understanding audience behaviour and evolving their strategies around it.

What this report offers isn't just answers, it's questions. It's prompts. It's the kind of insight that helps you ask the right questions of your own audience, so your strategy isn't just reactive, it's intentionally designed.

Use these insights to lead, not follow. And as always, we're here to support you along the way.

**Becky Simms**

CEO & Founder, Reflect Digital

# Executive summary.

I get it. Almost every day, you log on to places like LinkedIn, etc - and see that something else new has arrived in search. It's hard to keep up with the sheer volume of information, let alone spend time verifying its authenticity or trusting it.

That's why, here at Reflect Digital, we produce reports like these so you can stay ahead of the curve with actionable insights.

AI and social media are now rewriting traditional marketing rules. Younger generations are leading the way, but older generations stick with the familiar.

## Here are some key findings from the report and what you can do about them:



### Platform behaviour:

People aged 18-44 use an average of five search platforms, but those aged 45+ only use two or three.

### What can you do?

To effectively engage younger audiences, a multi-platform approach beyond Google is key. For older audiences, look to invest in Google, Facebook, and YouTube.



### Search intent:

The four main motivations for people searching are fact finding, crowdsourcing, taste tuning, and streamlining.

### What can you do?

Ensure that you have content that satisfies each of these motivations. Search engines are being used for general tasks, social media is the go to for inspiration and learning, and AI is gaining ground rapidly on research. Be where your audience is.



### Trust in AI:

Over 1/3 of people still have trust issues with AI. They have concerns about privacy, experience, and inaccuracy - despite this, use is on the rise.

### What can you do?

Build trust. Incorporate cues for human expertise, or customer testimonials to build credibility. This is especially important with younger audiences.



# searchpulse

In short, the data is clear. The future of search isn't a single platform, but more of a dynamic, multichannel ecosystem. Brands can simply no longer afford to be passive, so they must actively engage with their audiences on the platforms that they are on.

They need to understand not only what their audience is searching for, but also the WHY. Investing in your brand presence and recognition is key. If you align your strategy with these changing behaviours and build trust, you can ensure that you'll place yourself in the best position to be visible, relevant and ready for whatever change comes next.

**Azeem Ahmad**  
Strategy Director





## Q3 Overview

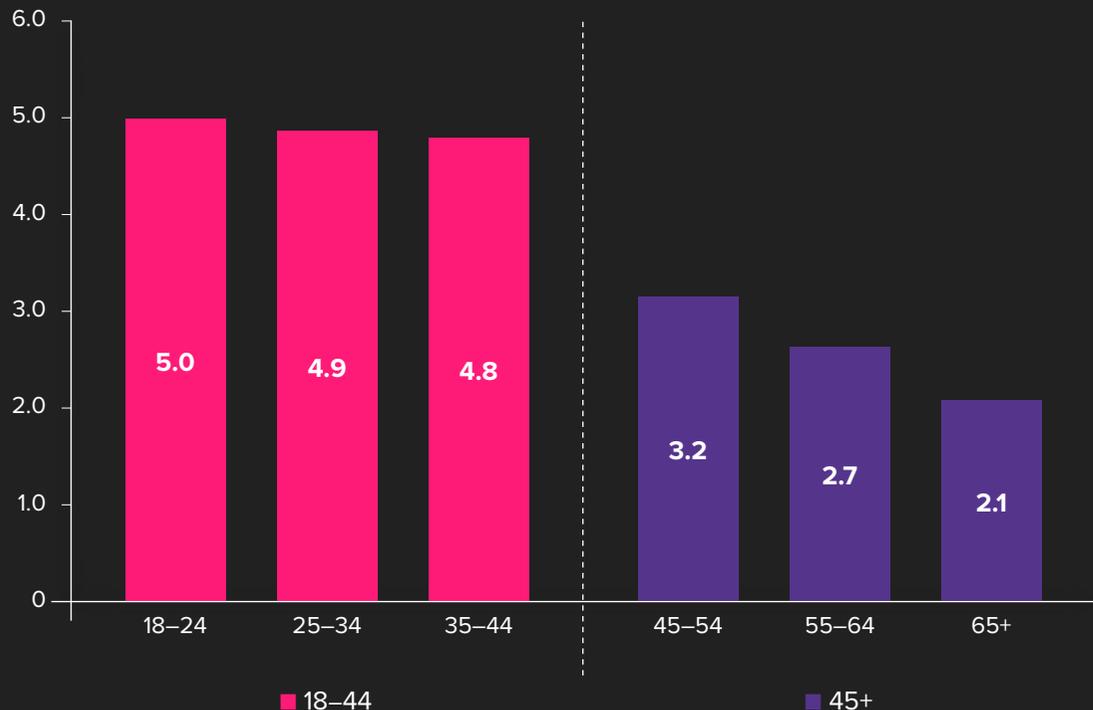
<b>1.</b>	<b>Search Platform Motivations &amp; Behaviours.</b>	<b>7</b>
<b>2.</b>	<b>AI Current Use &amp; Future Outlook.</b>	<b>33</b>
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THEME 01

# Search Platform Motivations & Behaviours.

# People are using more search platforms than ever before.

## Average number of platforms used



Average number of platforms used by age (Count of responses to 'What online tools, if any, do you use to search regularly?'), n = 2,000

Especially, the 44 and below audience. To reach and engage the younger audience, marketing efforts need to **spread beyond Google Search.**

- People aged between 18 - 44 use an average of **5 search platforms** for every day search
- For people over the age of 45, there is a drop to just **2 or 3 search platforms**

It's increasingly important to adopt a **multichannel approach**, especially when targeting younger audiences.



**As users engage with more platforms, appearing on a greater proportion of them becomes increasingly important.**

**The more users see content about your brand online, across the different platforms they use, the more likely they are to consider it and like it (The Mere Exposure Effect).**

**A multichannel approach is no longer just a good idea but an essential step in keeping your brand relevant.**

SOURCE 1: The Mere Exposure Effect



Emotional

**We make decisions based  
on emotions and logic.**



Rational



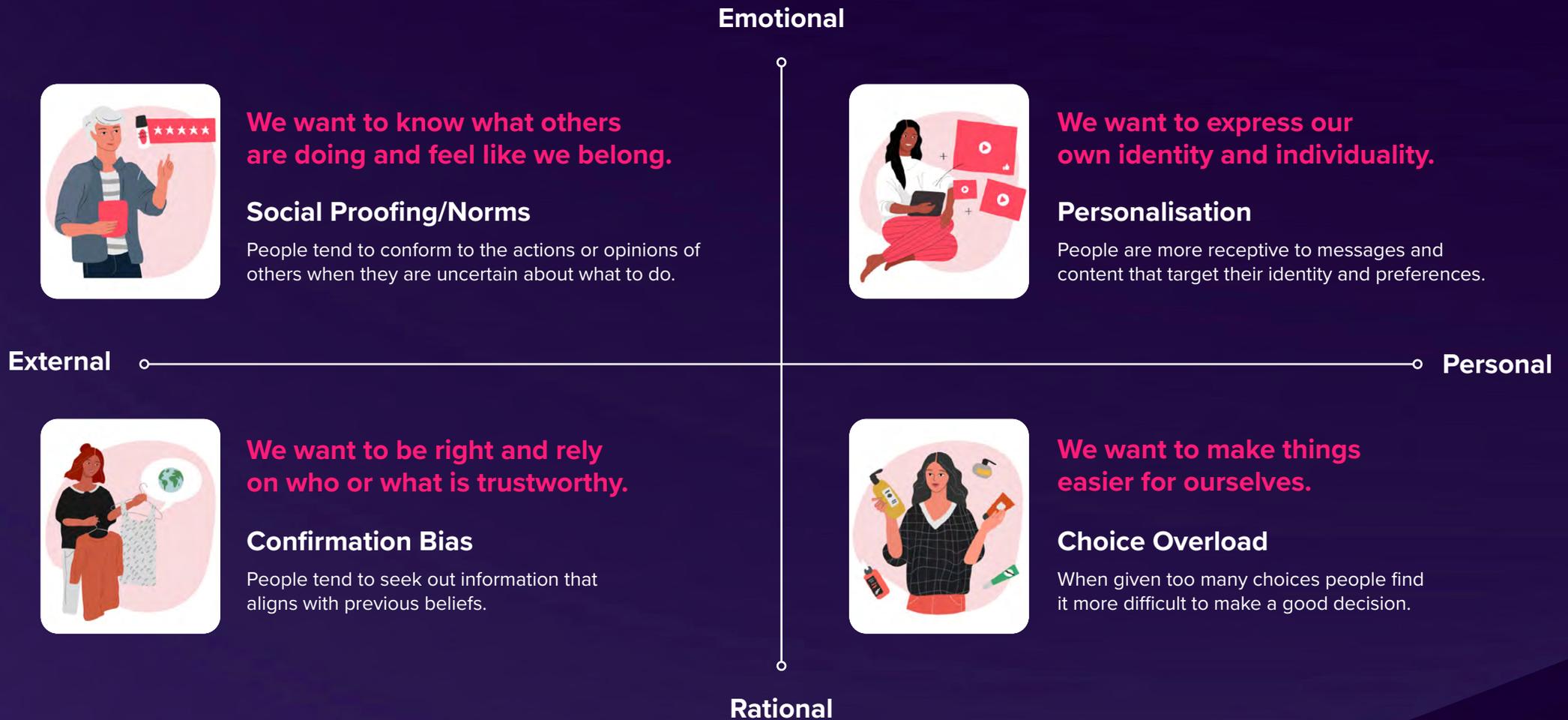
External

**We make decisions based on our own  
preferences and what others are doing.**



Personal

# Taken together, these lead to different motivations and cognitive biases.



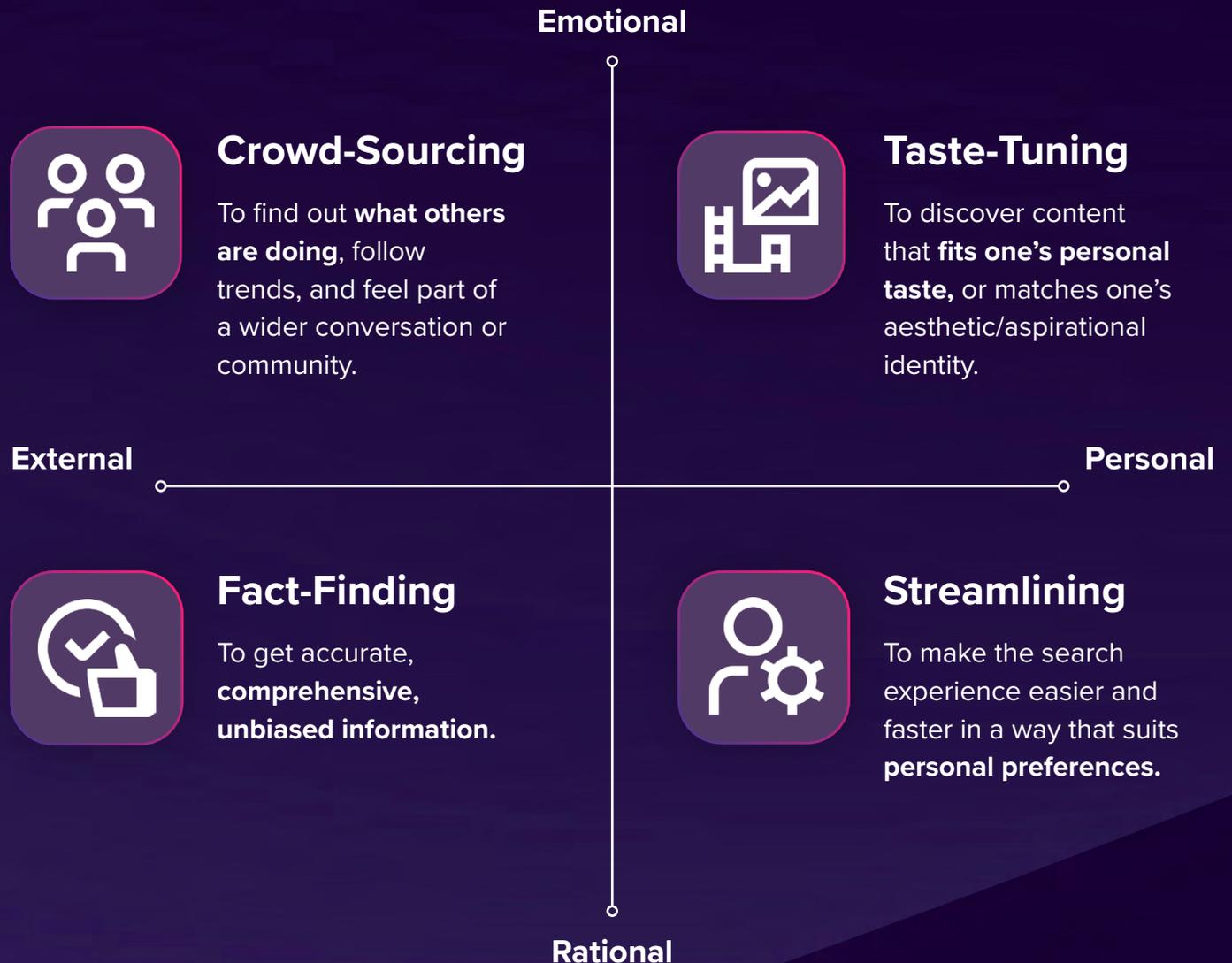
# What drives our choice of search platform?

## 🔍 | What you can do next...

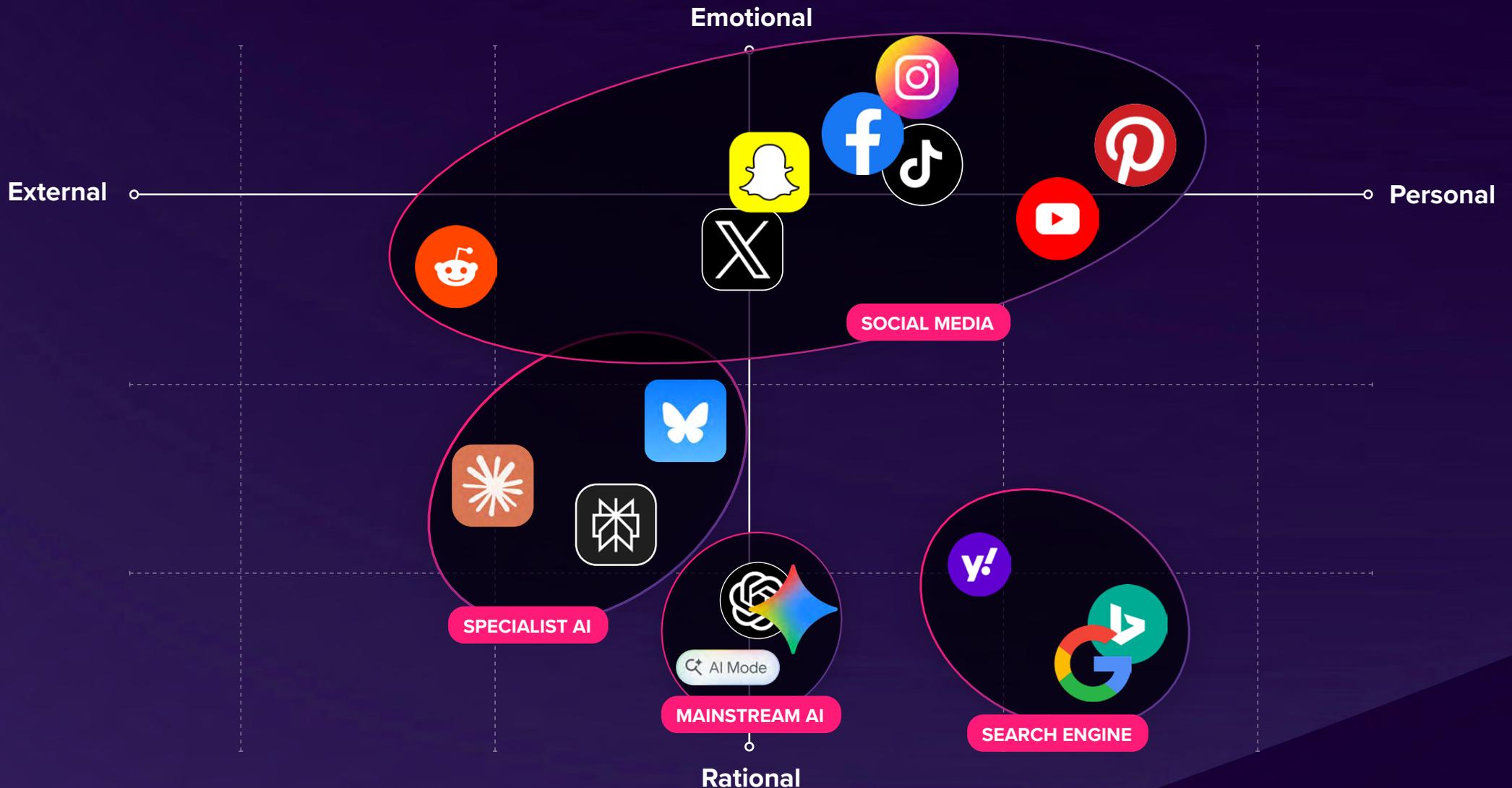
People may lean into one side of the quadrant more than the other depending on what they're searching for.

Likewise, brands may attract people with certain types of motivation depending on what they offer.

It's important to conduct audience research first and foremost – talk to your customers and understand their motivations in their own words.



# Search platforms naturally group together based on needs/motivations.





**People are driven by how easy it is to use technology and how it helps them achieve their goals.**

**Our data shows that people have different goals for search based on their motivations, and some search platforms are easier to use than others.**

**In the next pages, we've mapped out where each search platform sits and why.**

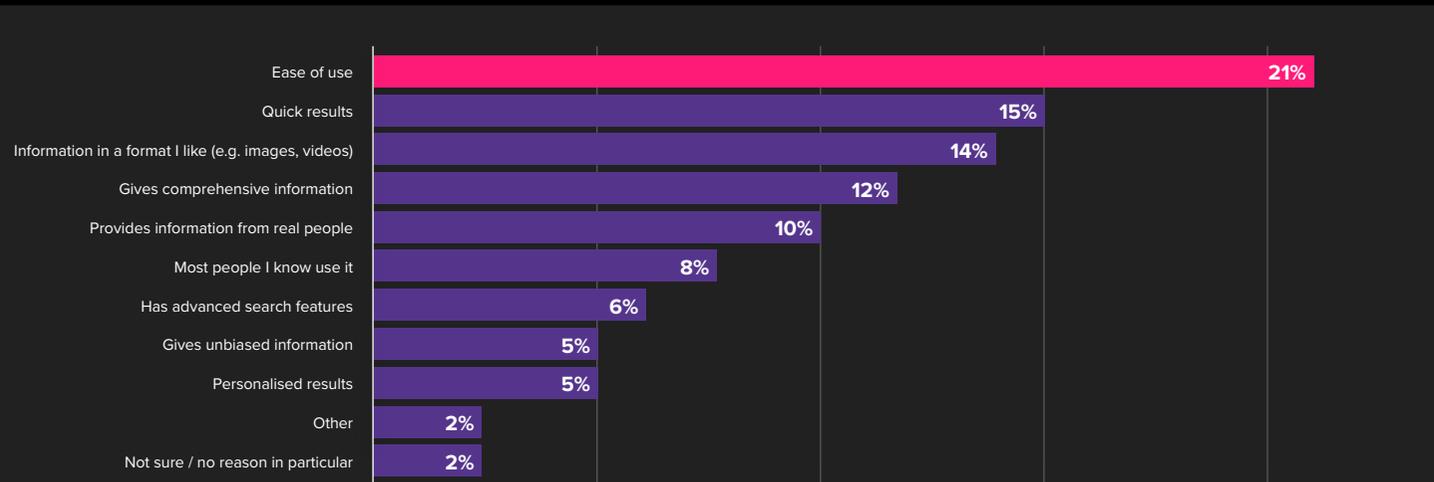
SOURCE 2: Technology acceptance model (TAM)

# 'Ease of use' is the top reason for choosing search platforms.

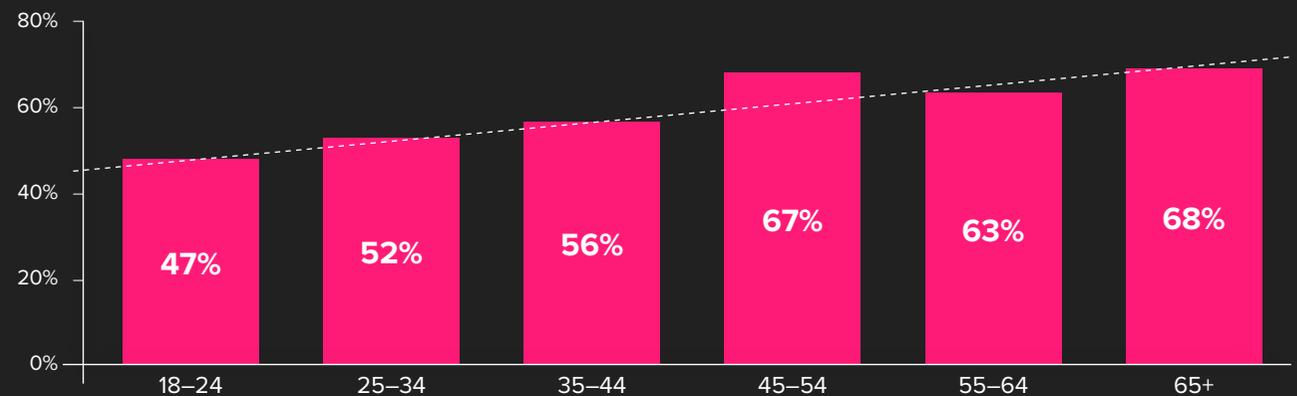
**Ease of use** is the most common reason people use a search platform, with those aged 45+ citing it more frequently than younger people, especially when it comes to Google Search.

Google Search, as the **default** search engine for most browsers, is also the **most used search platform**. There is very little friction to choose it when it is the first thing people see.

However, with platforms such as Google and Meta introducing more and more AI features, we may see more AI search platforms shifting closer, or even merging with, existing search engines and social media platforms.

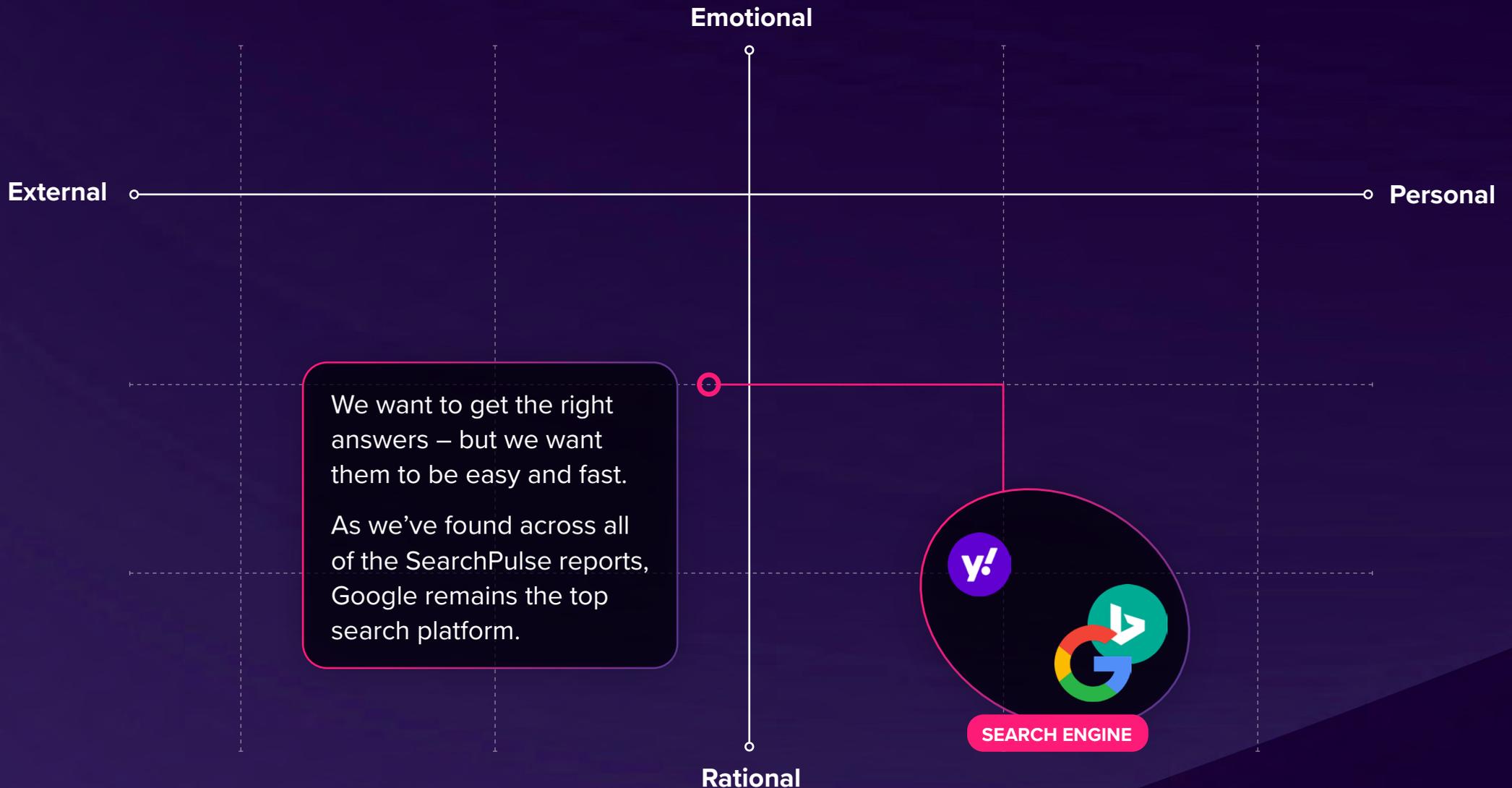


Reasons for using search platforms (% of total responses), n = 1,954



Respondents using Google Search for ease of use by age (% of respondents), n = 1,578

# Search engines, particularly Google, are the default for most users.



# Whilst Google Search is quick and easy, people may click through to AI or social media for more clarity and more engaging content.

## From Google to ChatGPT:

**“I like to use Google more than ChatGPT but if Google doesn’t give me a clear answer, I use ChatGPT.”**

SearchPulse Q2

The conversational nature of AI platforms like ChatGPT can aid people’s understanding of a topic.

## From Google to Reddit or YouTube:

**“[I] pretty much always go for Google in the first instance then may click through to Reddit/YouTube links.”**

SearchPulse Q2

Google Search may serve as the ‘gateway’ for more visual and human-generated content.

# Andy's take.

'Ease of use' stands out as a key reason for choosing one platform over another.

However, the definition of "easy" varies from person to person, and in particular, from age group to age group.

Those who are more technologically savvy are more likely to use multiple ways of searching to find their information. This naturally tends to be the younger audience.

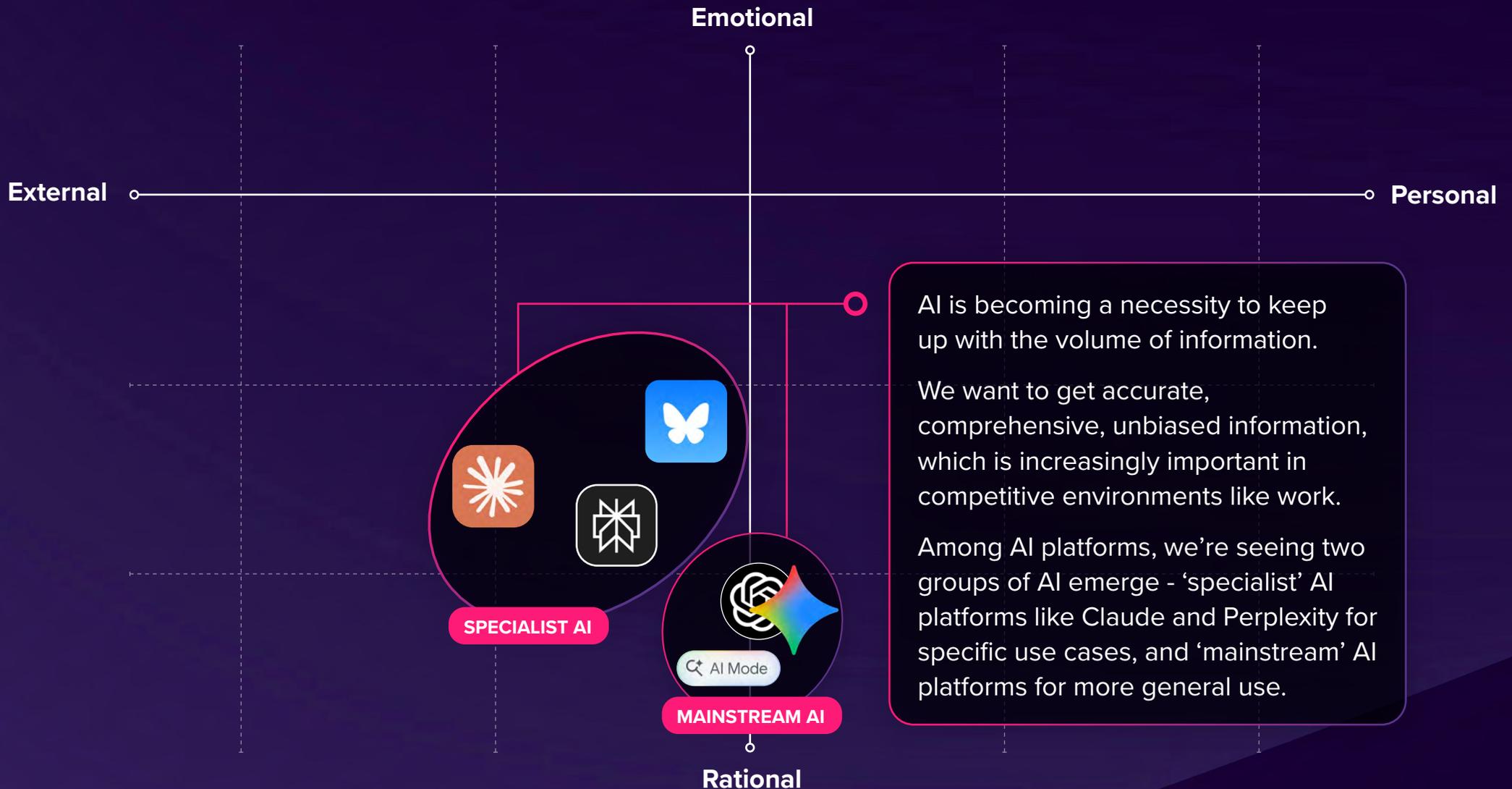
It's therefore imperative that you consider your audience and the search platforms they naturally gravitate towards, based on their 'ease' of finding information.

For example, if the majority of your customers are in the older age brackets perhaps AI doesn't need to be on your radar (yet - although it's never too early to start planning) as much as a business where your target age range is a younger audience.

**Andy Mollinson**  
Head of SEO



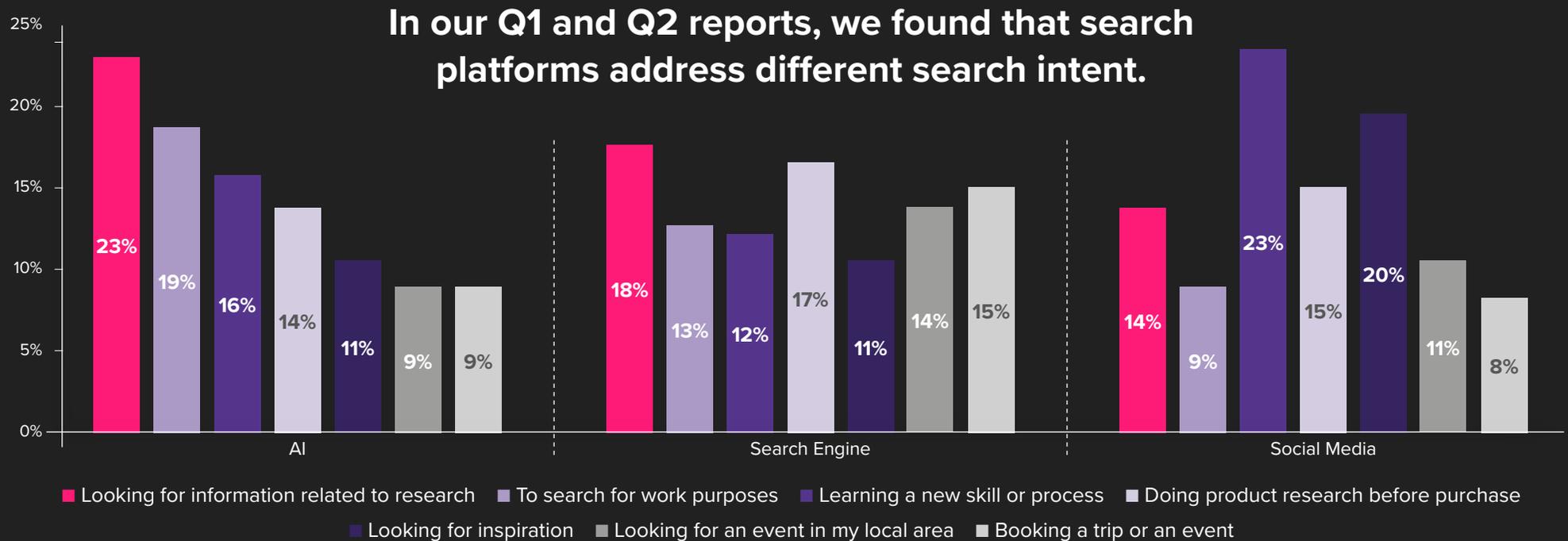
# AI search is preferred for more specialised use cases.



# AI platforms are more efficient, but lack social and emotional feedback needed for inspiration.

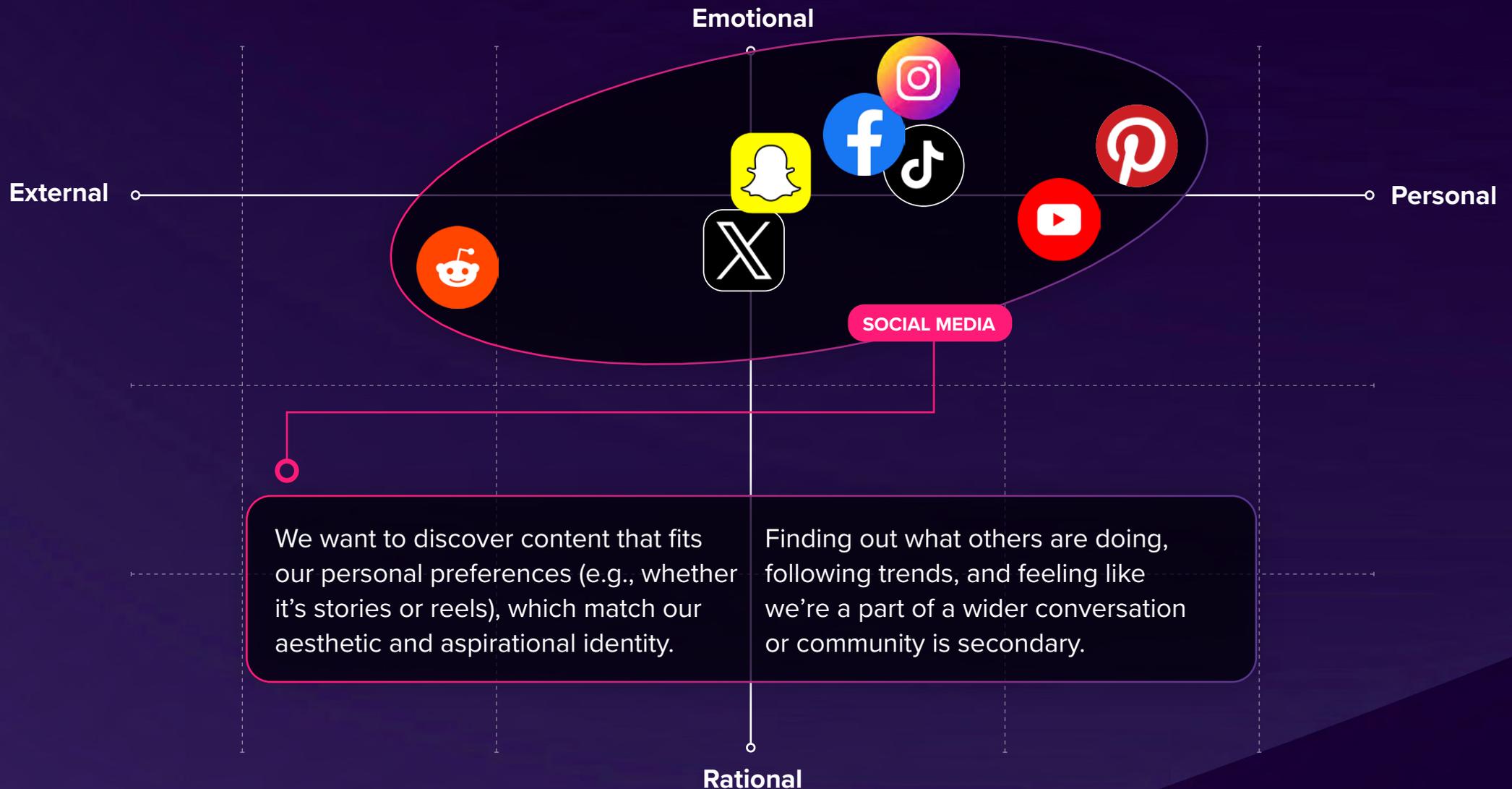
As AI integrates with information search engines, it's poised to become the default user experience without requiring a change in platform. The point being that if the traditional search engines use AI, then people's default will just become AI search.

However, there's still no indication that AI search will satisfy more personal and emotional needs offered by social media platforms (including **providing inspiration**).



Search platforms used for each activity (% of responses), n = 3,798 (Q1 and Q2)

# Social media is used for inspiration and sharing experiences.

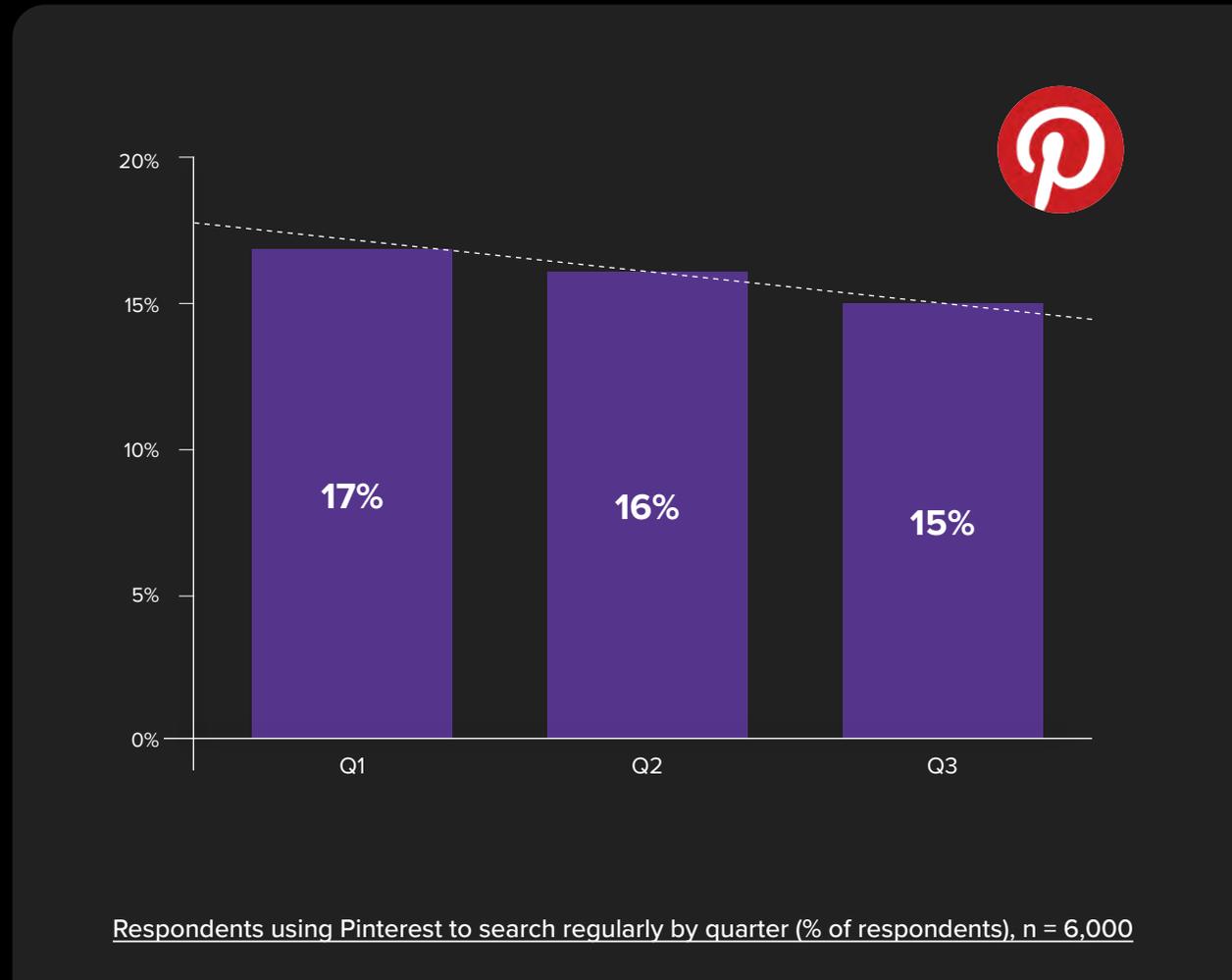


# With regular Pinterest use declining, are AI content and unhelpful ads to blame?

We know trust is a key factor for people interacting with AI tools, but it's an important consideration in platform choice too. While informational queries are less susceptible to showcasing 'obviously AI' results - inspirational content, especially visual, is much clearer to the average user.

Pinterest is a perfect example of an 'inspiration destination' where the user intent is much more personal and emotional. The invasion of AI-generated content in this space therefore hits much harder. A space that has been heavily influential in developing certain styles, aesthetics and subcultures starts to fall apart quickly when so much of its content becomes inauthentic.

The question remains as to whether the quality of AI content will accelerate faster than users' ability to detect it, our data seems to suggest that's not the case.





**People are solving personal problems with impersonal tools. Brands need to offer experiences, not just information.**

**We explored a few topics and the role of online search in fulfilling people's information needs.**

**Psychological  
Needs**

**Dating/  
Relationship  
Advice**

**Basic  
Needs**

**Financial  
Advice**

**Medical / Physical  
Health Advice**

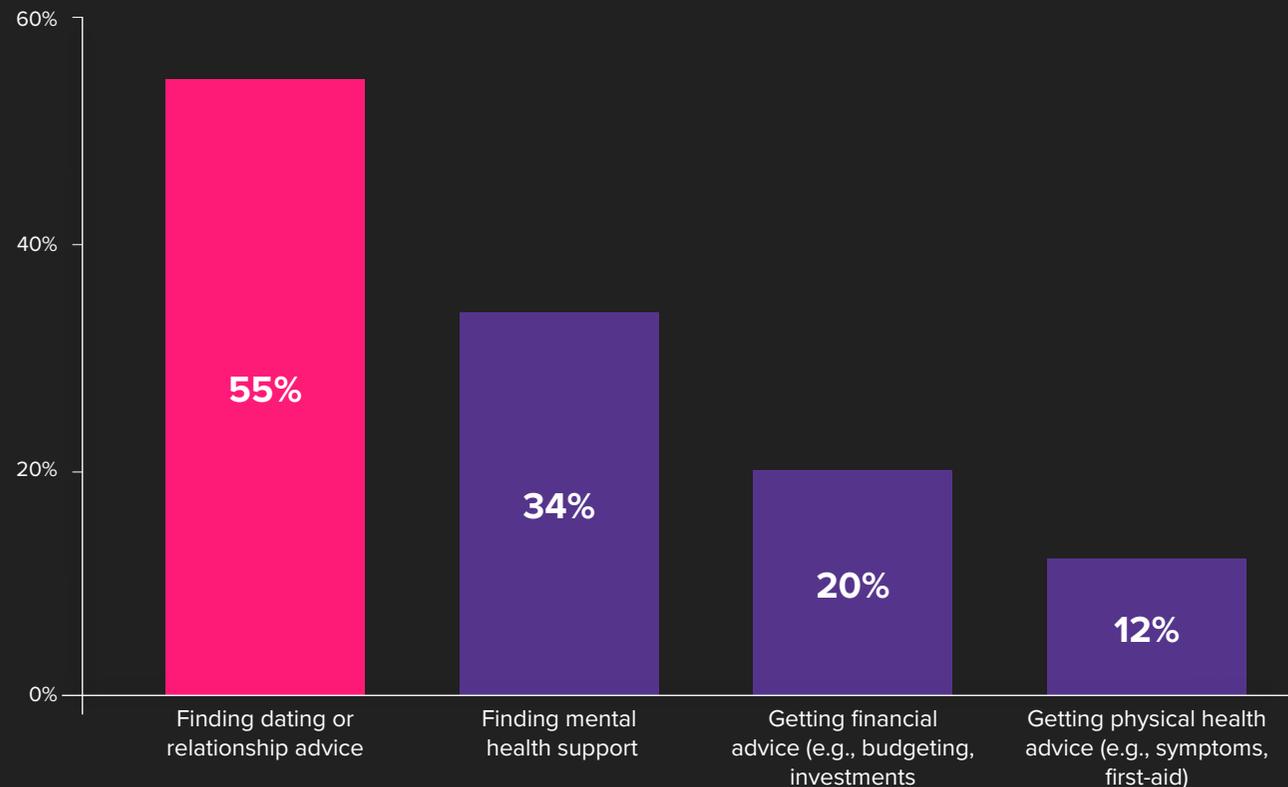
**Mental  
Health Advice**

# People are less likely to actively search for advice on complex, psychological needs.

Some topics are yet to make an impact on search behaviour. Over half of the people we surveyed **wouldn't search online for dating/relationship advice at all.**

While this suggests that people may be more proactive in searching information for practical and basic needs like finances and health, there is more of a reluctance to use it for more complex, psychological needs.

While traditional informational content and articles may work for financial and medical topics, consider leaning into more social channels (e.g., podcasts) for more sensitive or private topics that people may not search actively.



Respondents who would NOT use online search for the following topics (% of respondents), n = 1,954



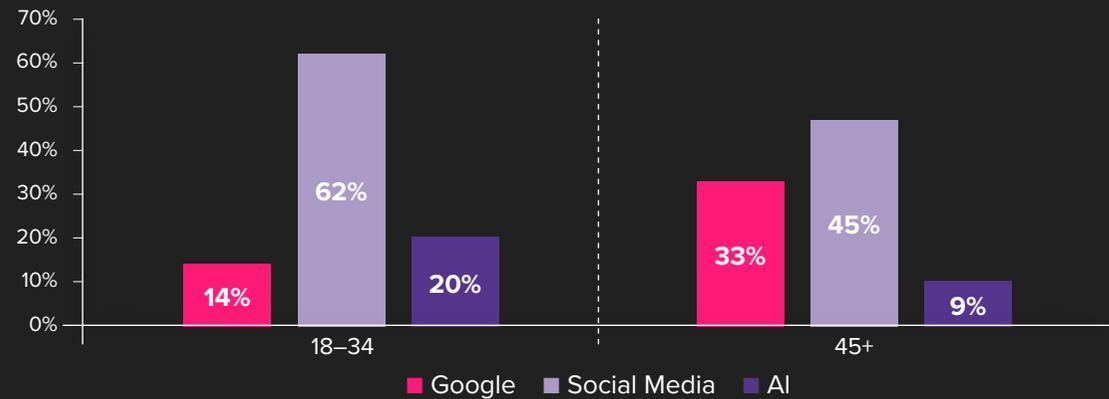
**People are driven by different needs according to the concerns and priorities of their age groups.**

# Multiple social media presence is essential for younger people; older people tend to stick with YouTube and Facebook.

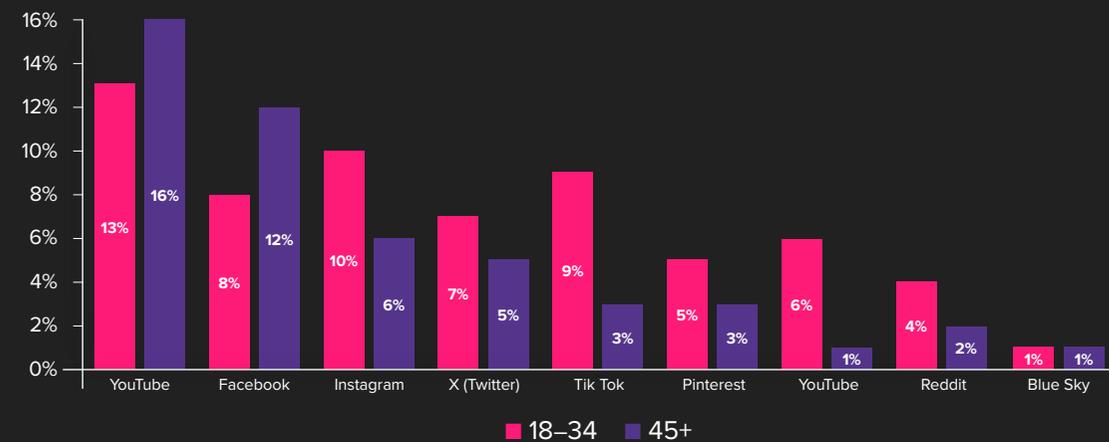
While younger people use more search platforms, particularly social media, the older generations are active primarily on **YouTube and Facebook**.

AI search is slowly being preferred over the more traditional Google Search for the younger audience.

Consider more investment into the use of **Google Search, YouTube and Facebook** for older segments, as well as exploring traditional / offline channels.



Search platforms regularly used by age (% of responses), n = 1,667 (excludes 35 - 44)

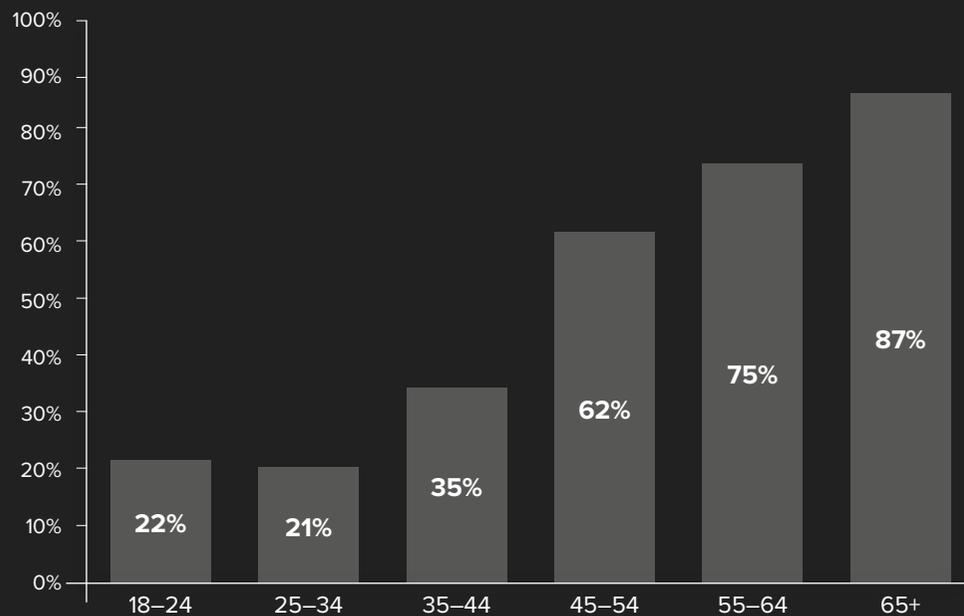


Social media platforms regularly used for search by age (% of responses), n = 1,667 (excludes 35 - 44)

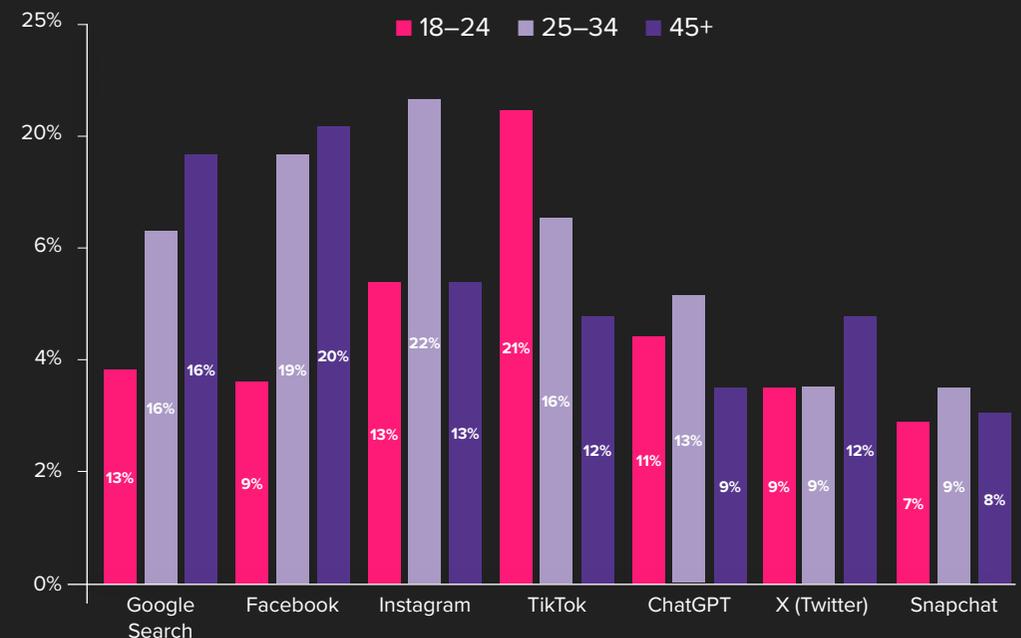
# Younger segments are more likely to search for dating advice online, but platforms vary by age.

Dating advice is heavily **age-dependent**. The 18 to 24 segment prefer using **TikTok** primarily, the 25 to 34 segment prefer **Instagram and Facebook**, whilst the 35 to 44 segment gravitate towards **Google Search and Facebook**.

The data reflects the broader patterns in platform preference for each generation. This suggests that dating advice may be more passively sought within platforms people already use.



Respondents who wouldn't use online search for dating/relationship advice by age (% of respondents), n = 1,954



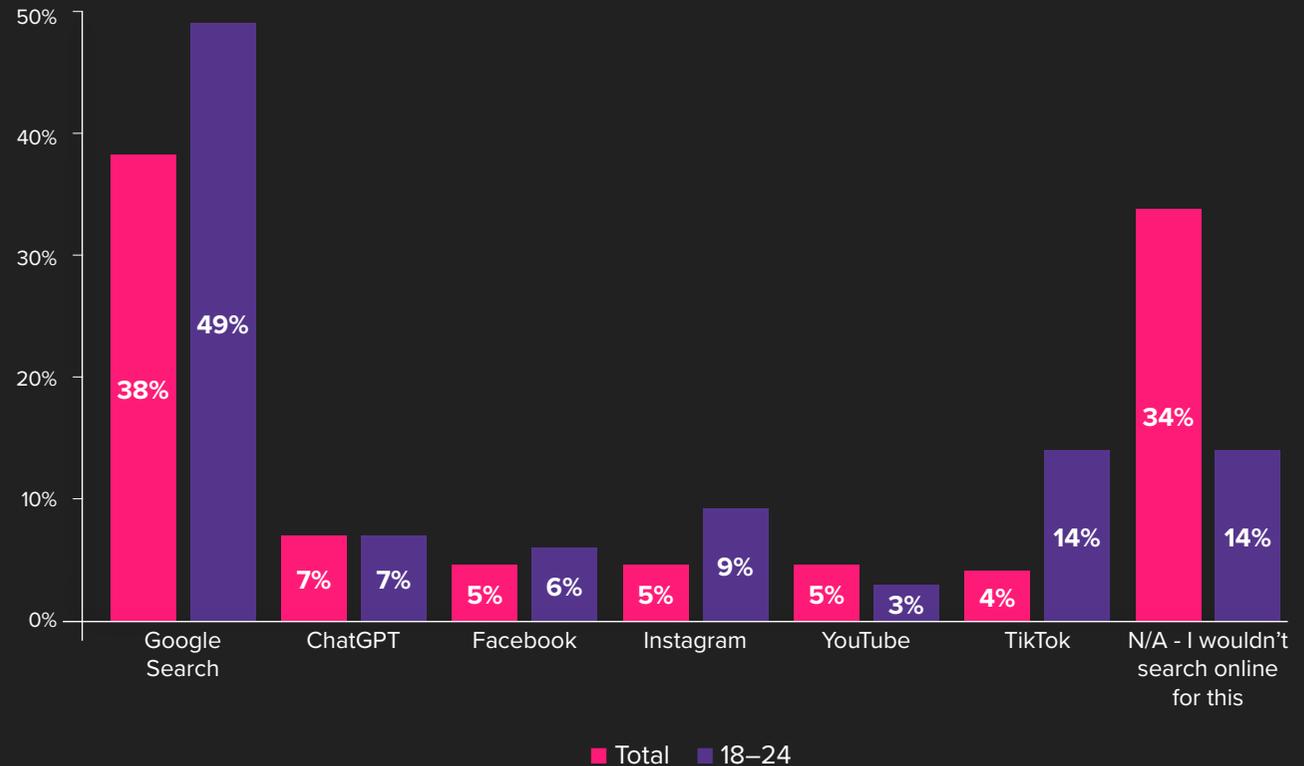
Search platforms used to find dating advice by age (% of responses), n = 1,175 (excludes 45+)

# Nearly half of people aged 18 to 24 get mental health advice from Google Search, and 14% from TikTok.

Younger generations aren't just showing different preferences for search platforms, but also the things they're prepared to use search for.

Mental health especially appears to be an important topic for younger people, and they're prepared to search for support online.

This could be an important channel for charities and mental health support services to reach vulnerable young people.



Search platforms used for finding mental health support online (% of responses), n = 1,954

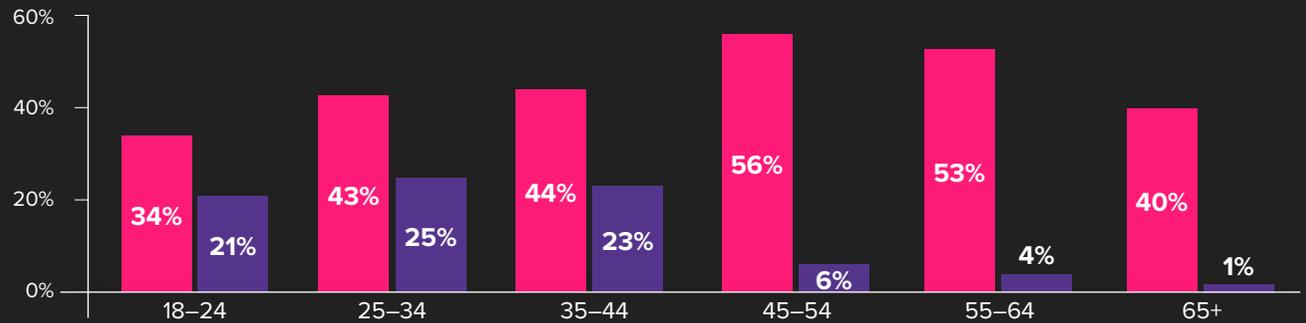
# More people aged 45+ are getting financial and medical advice from Google Search.

For topics like finances or health, the pattern flips, with older people being more likely to search online.

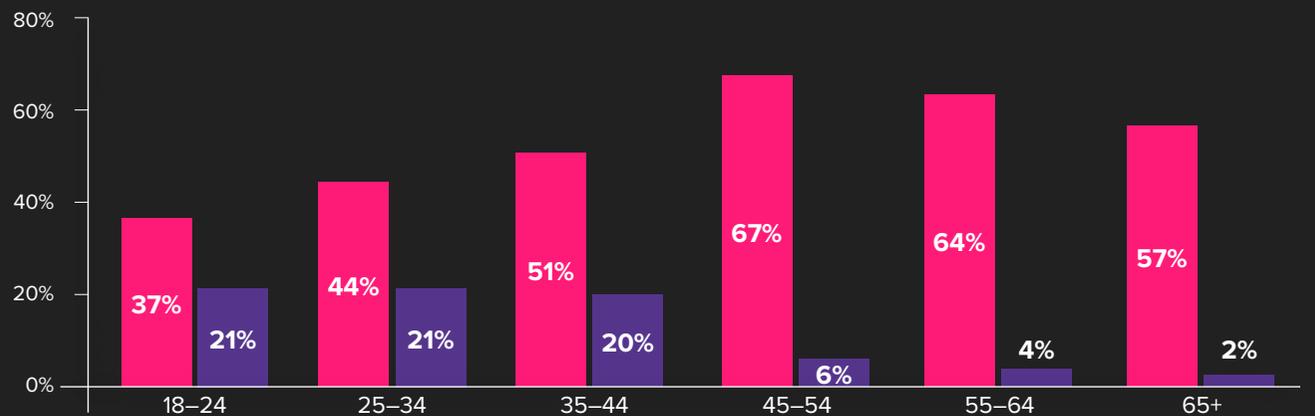
Looking at the top two platforms (by some distance), Google is favoured by all age groups, but younger people are also using ChatGPT.

Whilst the topic is the same, and aside from the 65+ group, there is a similar level of favourability across ages, the method by which they go about it is markedly different. Therefore, careful research should be done, specific to the topic at hand, before deciding on the channels within the marketing mix.

Getting financial advice:



Getting physical health advice:



Respondents who use ChatGPT or Google Search for financial and medical advice online by age (% of respondents), n = 1,954

# YouTube is a key channel across all segments.

Unlike SEO for Google, YouTube SEO prioritises engagement, watch time, and retention over purely keyword relevance.

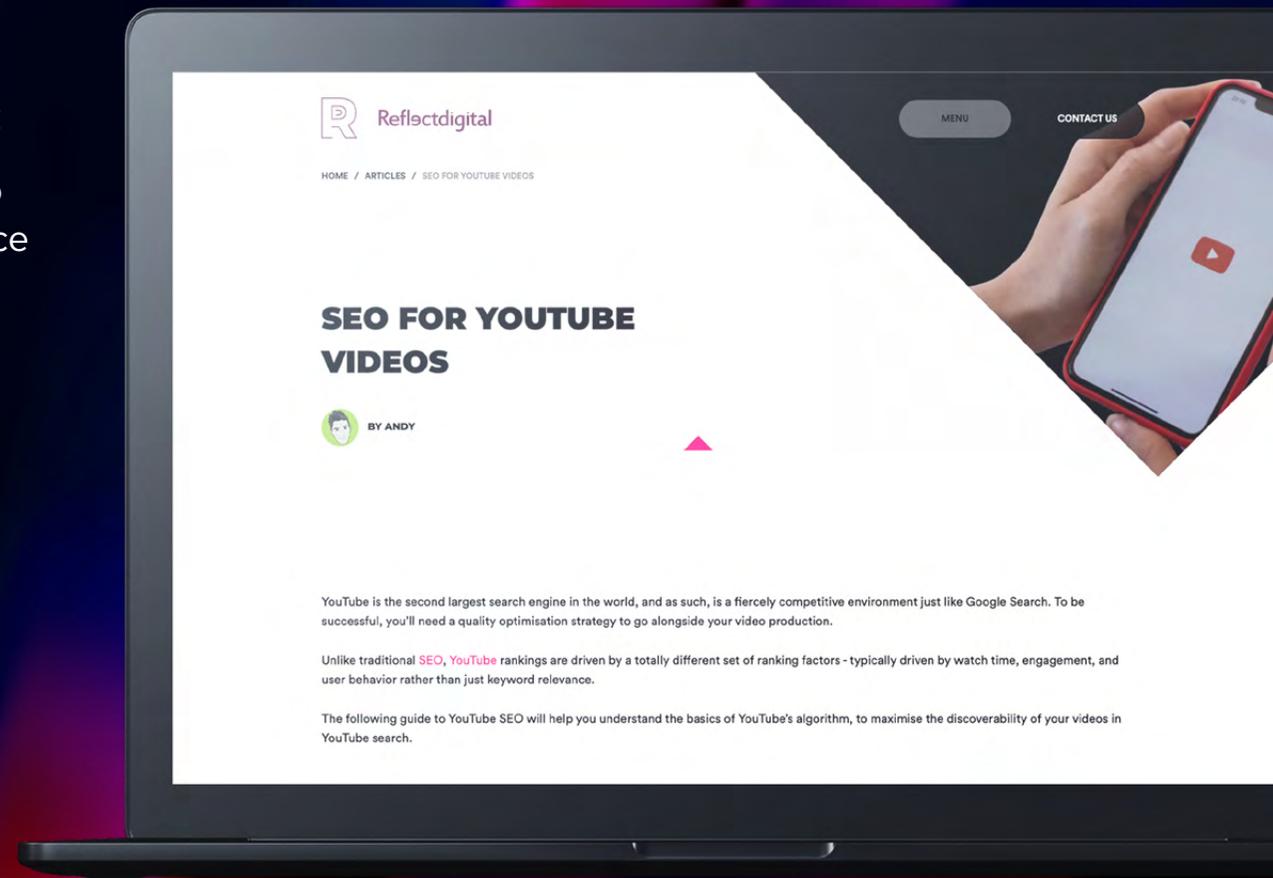
## Insider hacks you probably haven't tried:

- Weave target keywords naturally into your script so YouTube's AI transcript boosts your search relevance
- Use YouTube Analytics' Traffic Source Reports to uncover hidden search phrases and use them to refine old videos and inspire new ones
- Check the average length of top-ranking videos in your niche and align your content to meet audience and algorithm expectations

[READ THE FULL BLOG](#)



**Andy Mollinson**  
Head of SEO



# Key takeaways.

1

## Engaging your audience starts with knowing where they are:

- For the 18-44 age segment, being present in multiple social media channels beyond Google Search is essential. Key channels are Instagram, ChatGPT, X (Twitter) and TikTok
- For the 45+ segment, invest in Google Search, Facebook and YouTube
- These trends highlight where behaviours are shifting, but the right mix – whether multichannel or not – will vary by brand. Start by researching your specific audience, whether through surveys, interviews or social listening, to find out where they really are

2

## Match your content format and platform to the message

- For more personal or sensitive topics like mental health or dating advice, consider testing video or podcast content that can be shared on social channels, where younger audiences feel more comfortable engaging privately and informally



THEME 02

# AI Current Use & Future Outlook.

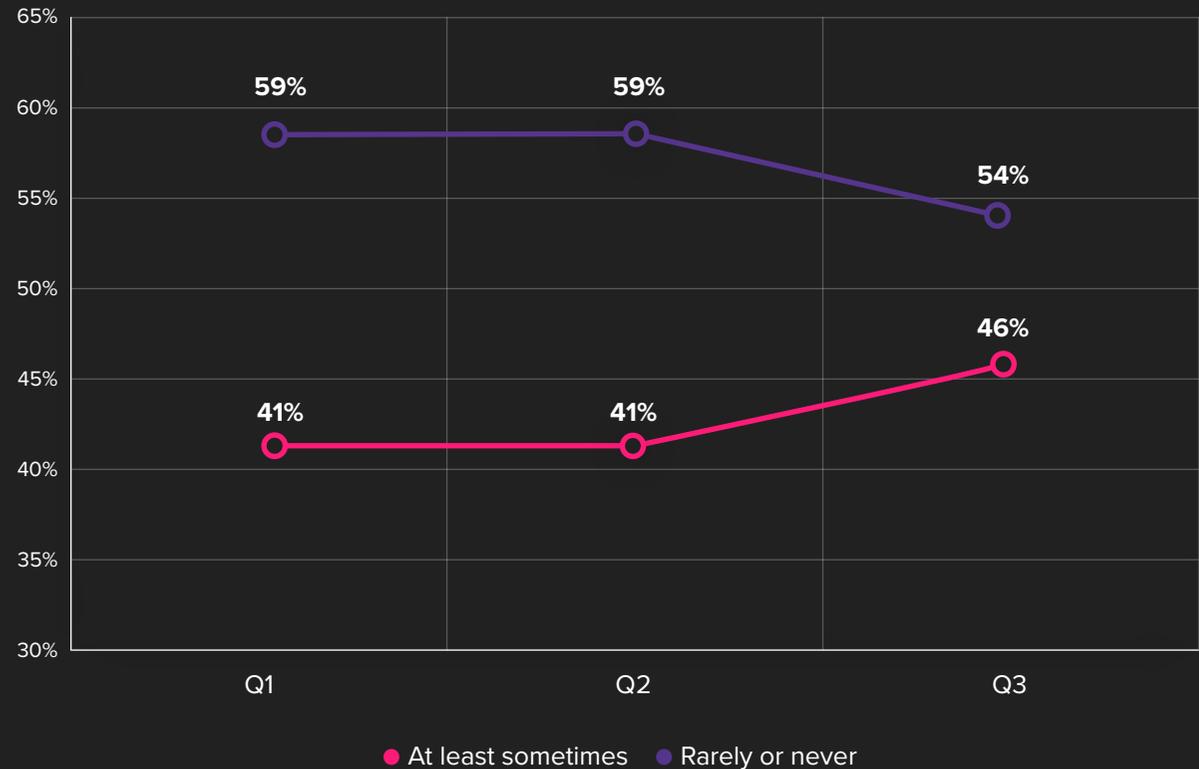
# There's a statistically significant\* uplift (+5%) in the use of AI tools for search compared to the past two quarters.

For the first time, we've seen the gap closing between people who use AI tools at least 'sometimes' vs. 'rarely' or 'never'.

Should this trend continue, we expect to see the intersection of these groups cross just before or into the first half of 2026.

## Q | What you can do next...

To adapt, **monitor your site's AI traffic**, prioritise **clear and structured content**, and **build trust** through strong topic coverage and third-party validation on platforms like Reddit and Trustpilot.



Frequency of using AI search platforms (% of respondents),  
n = 5,752 (combined Q1, Q2 and Q3 results) \*z =3.19; p<0.05, two-tailed two-proportion z-test

# AI is changing how people interact with information.

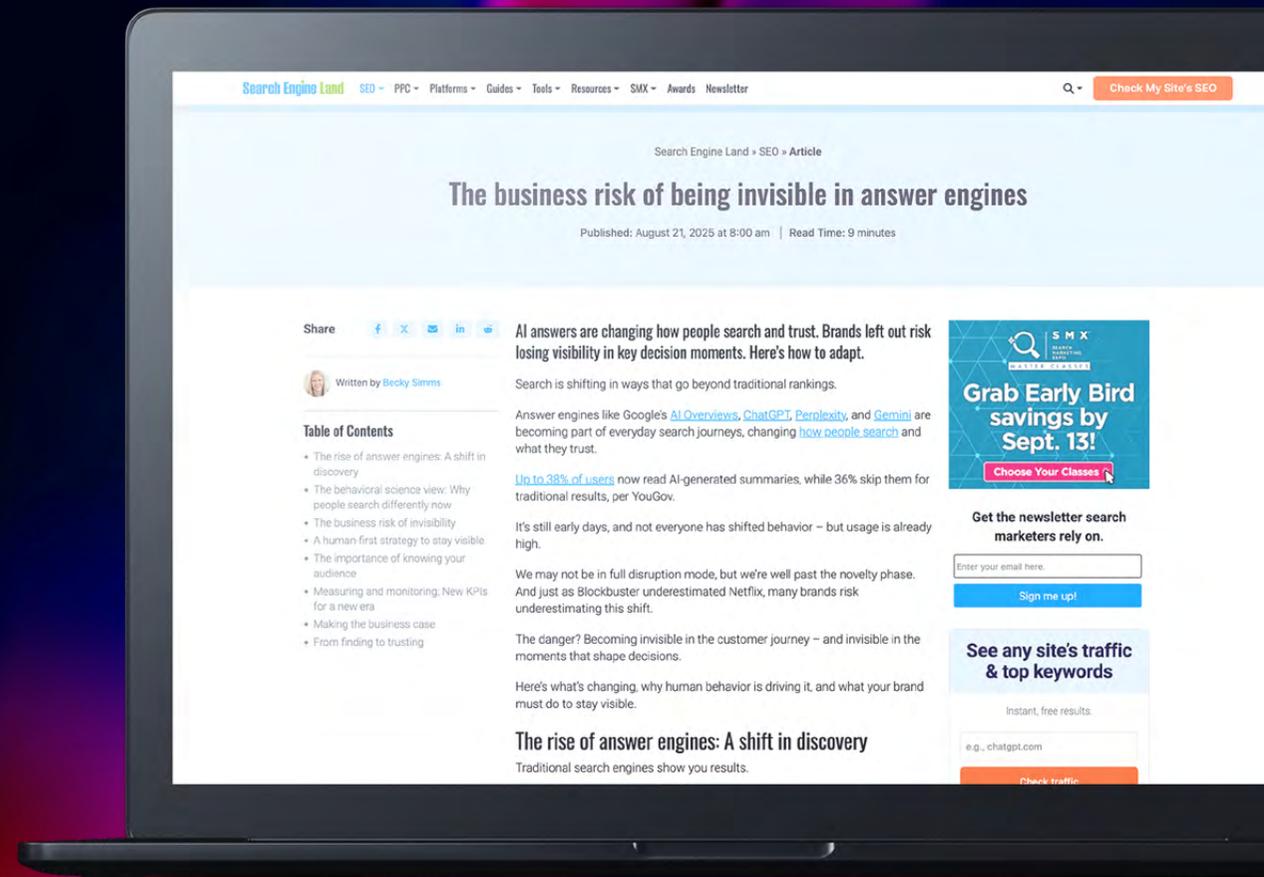


**Becky Simms**  
Founder & CEO

To be visible in answer engines, consider the following for your brand:

- **Authority signalling.** Use stats, quotes, research, and expert commentary
- **Narrative positioning.** Use Digital PR to build context and authority
- **Question-first content.** Structure content around questions in the way people ask them
- **Trust triggers.** Include reviews and results, ideally from third party platforms

[READ THE FULL BLOG](#)



# AI search use is strongest in major cities.

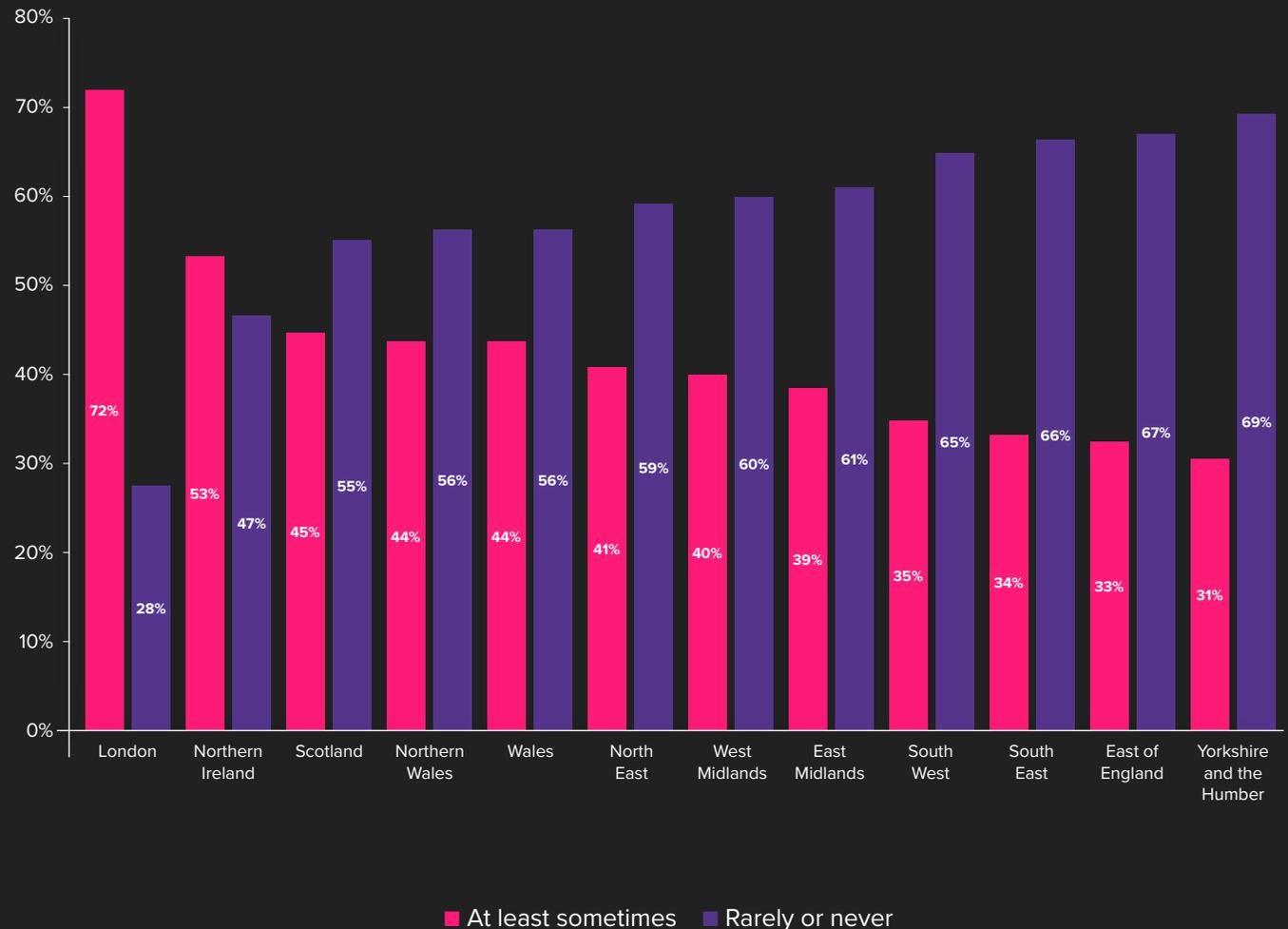
**London** is leading the UK in AI search use, with 3 in 4 saying they use AI. Other leading regions include Northern Ireland, Scotland, the Northwest, and Wales.

The **South and East of England** are lagging behind, with the lowest rates of adoption.

## 🔍 | What you can do next...

Concentrate efforts to **large centres** (capitals, such as Cardiff, Edinburgh and Belfast) as well as London.

Take a **more traditional approach** in the South of England, where AI tool use is still low.



Frequency of using AI search platforms by region (% of respondents), n = 5,752 (combined Q1, Q2 and Q3 results)

# People from sectors such as IT and marketing regularly use AI, in contrast to people in education or who are unemployed.

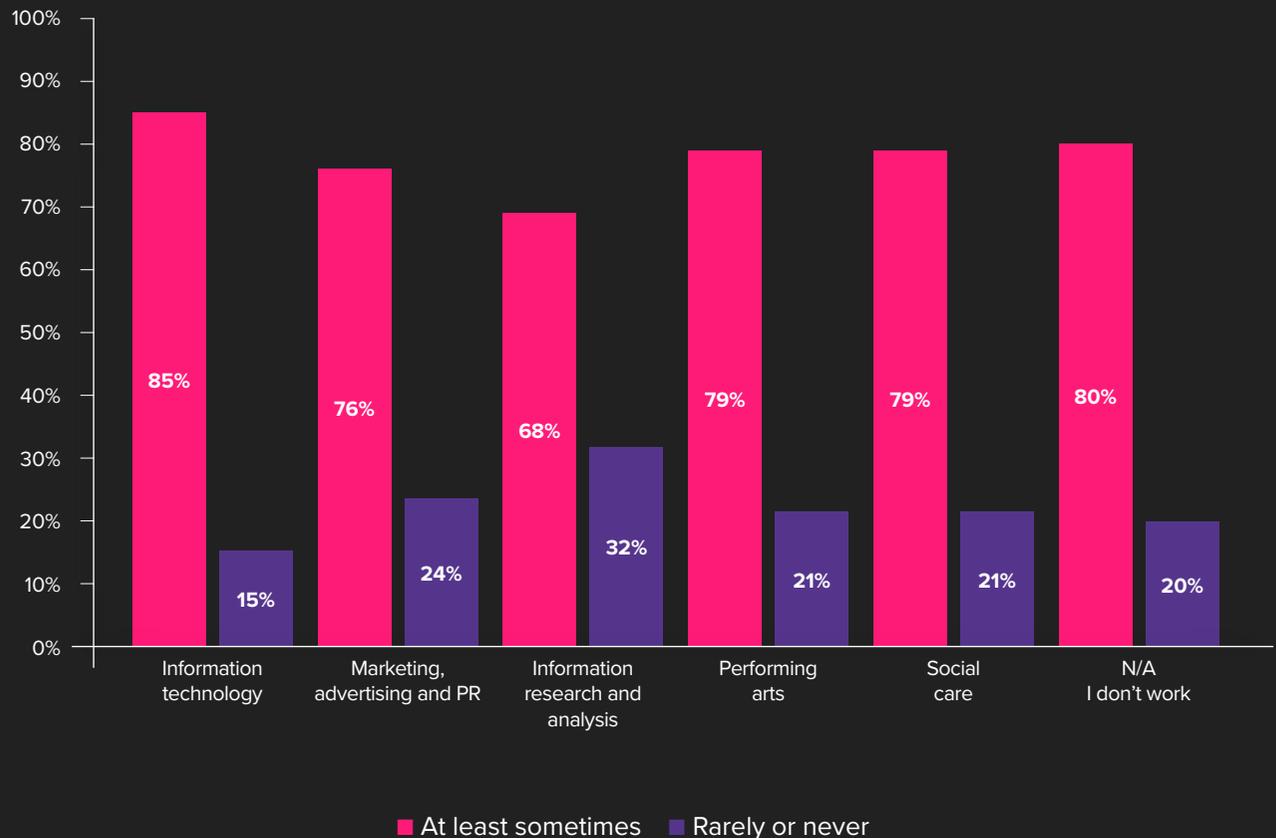
The IT sector dominates the AI tools space, with over 8 out of 10 saying they use it at least sometimes.

Interestingly, sectors centred around information research are also heavier users, indicating that it has made its way into the toolbox of full-time researchers.

How heavily AI is integrated into a marketing mix should scale with the target audience's sector where possible.

Those who use it more frequently in work display greater concern over its use in everyday life (Q2 report).

[DOWNLOAD THE Q2 REPORT](#)



Frequency of using AI search platforms by sector (% of respondents), n = 1,954



**AI use at work is driving  
AI use at home. Exposure  
and experience are the  
key pillars of adoption.**

# Trust remains the key barrier for AI.

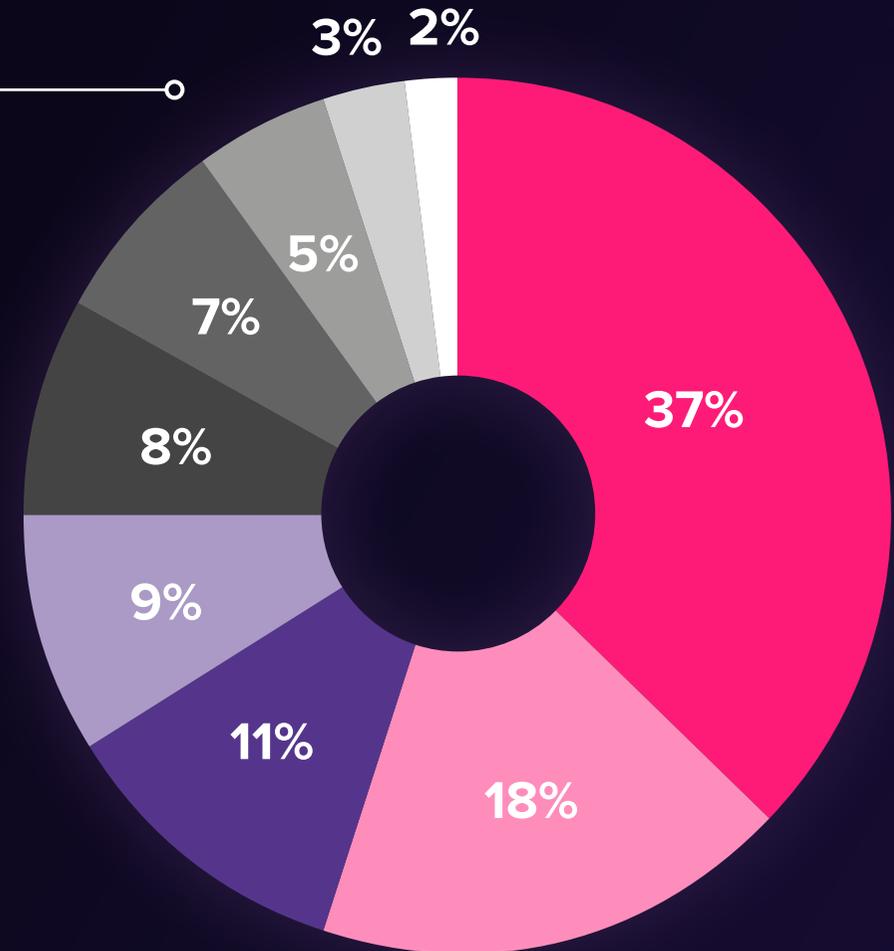
Over 1 in 3 people still have trust issues related to AI.

*“They are inaccurate and misleading so I would not trust them for important matters and **always look at trusted websites such as NHS, moneysavingexpert etc.**”*

*“They’re biased and untrustworthy. I once asked AI for details of kebab venues near to my postcode; **the nearest location given was over 50 mile away!**”*

**Key:**

- 37% Trust
- 18% Lack of understanding
- 11% Existing habits
- 9% Necessity
- 8% Preference
- 7% Reliability/accuracy
- 5% Function
- 3% Self-sufficiency
- 2% Fear



Reasons for not using AI platforms for online search (% of responses), n = 876

# Data privacy, poor experience and inaccuracy drive distrust for AI.

1

## Trust in relation to data sources and impartiality

- *“I don’t trust that they are providing unbiased information”*
- *“I do not trust them to show factual data nor be independent”*
- *“I can’t trust the sources to be accurate”*

2

## Damaged trust from experience with results

- *“I have had to interact with it for customer service it has proved to be a waste of my time”*

3

## Trust with data

- *“I am concerned about data privacy”*

# People aged between 18 and 44 report more familiarity with AI agents.

## Familiarity with AI agents peaks at 25 to 34, then drops off with age.

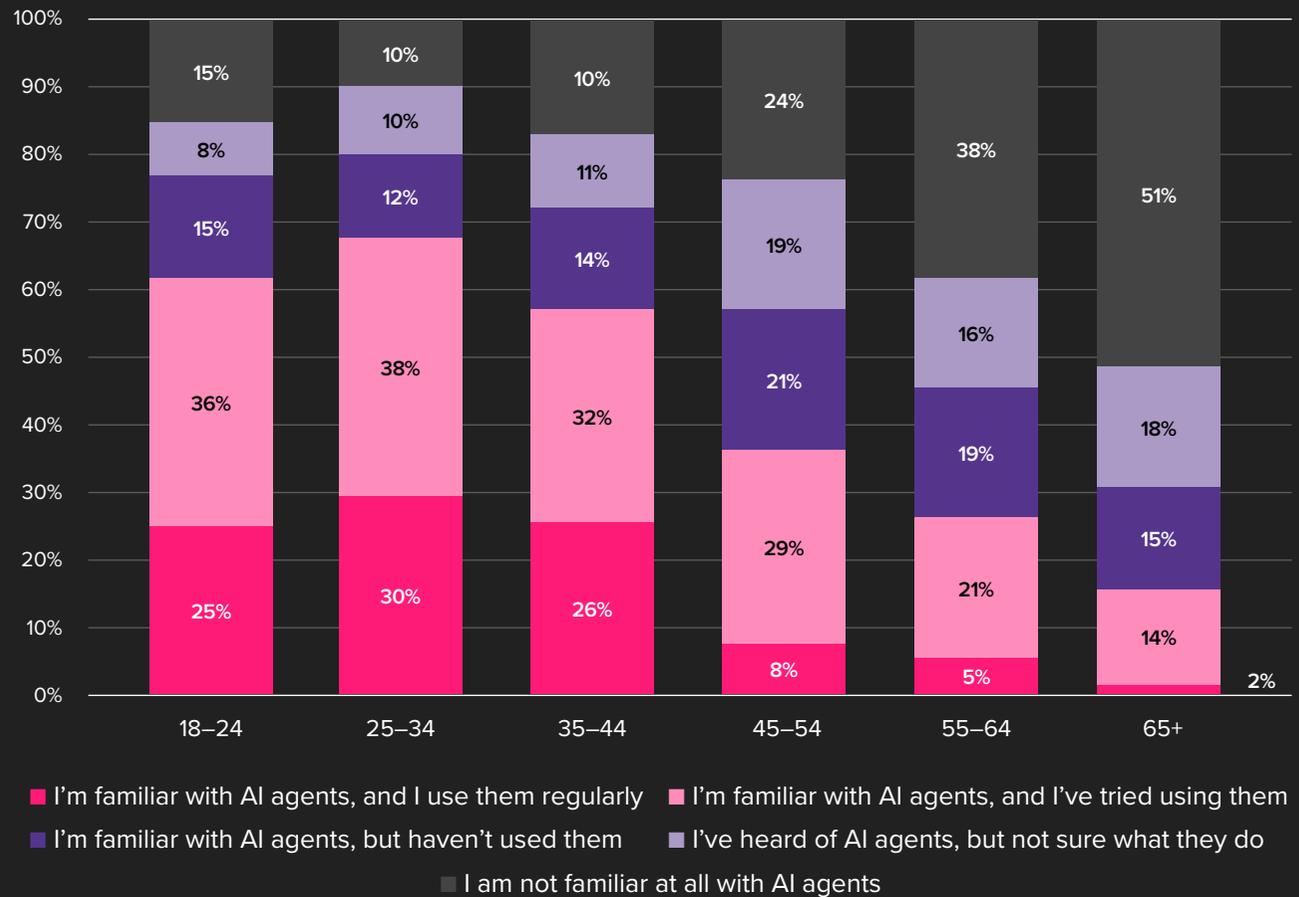
The prominence of AI use at this age range is linked to different reasons, with many **citing professional use and exposing more people to AI:**

- More likely to be working in the tech sector

SOURCE 3: [LoopMe Consumer Snapshot: Tech/B2B](#)

- More likely to be able to afford AI platforms

SOURCE 4: [Wondercraft in AI Content Creation](#)



Familiarity and use of AI agents by age (% of respondents), n = 2,000

# Most people are unsure of what AI agents are, with those who do associating them with software or chatbots.

The unwillingness of customers to engage with an AI agent appears to centre around two things:

## Distrust/dislike of AI:

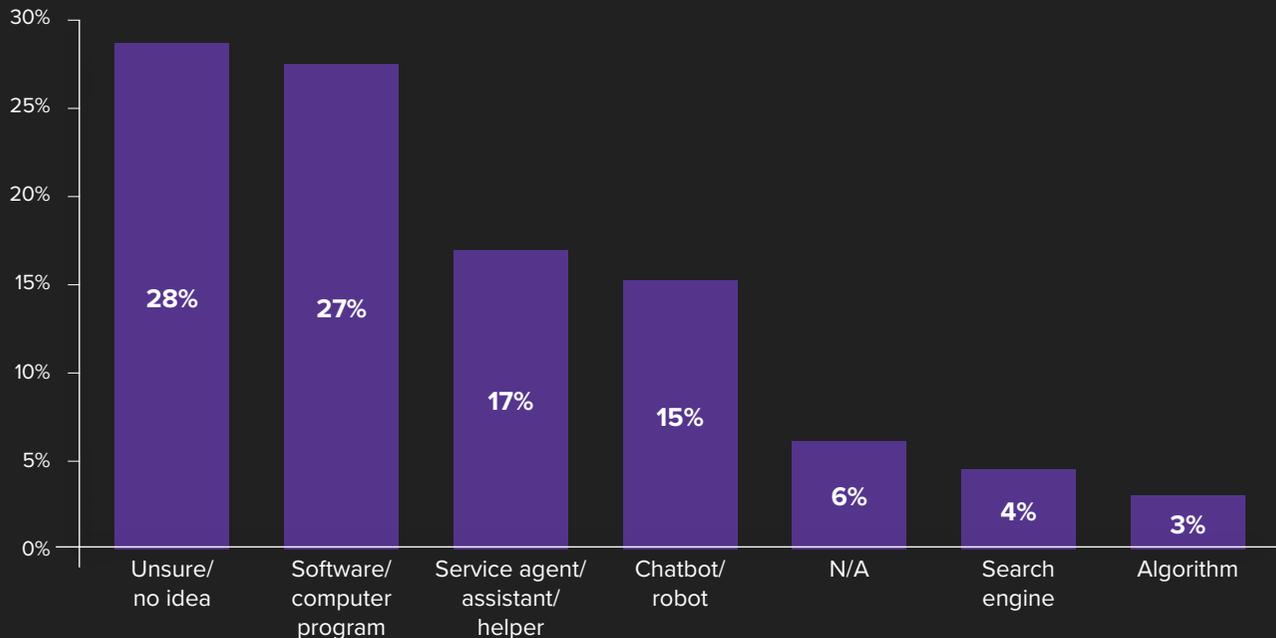
*“An agent but worse because it can’t hold a convo”*

Misunderstanding of how it differs from their conventional understanding of a chatbot:

*“It’s a glorified chatbot.”*

*“Isn’t it just a glorified chatbot that responds to basic queries?”*

Of those who responded (n=936), over 1 in 4 thought an AI agent was a piece of software or computer program, while another 1 in 4 weren’t sure enough to give a response. 1 in 7 thought it was the same thing as a chatbot or robot.



Perceptions of AI agents (% of responses), n = 936 (excluding N/A responses)

# The 25–44 age segment feels most confident about AI agents, but they may not fully understand it.

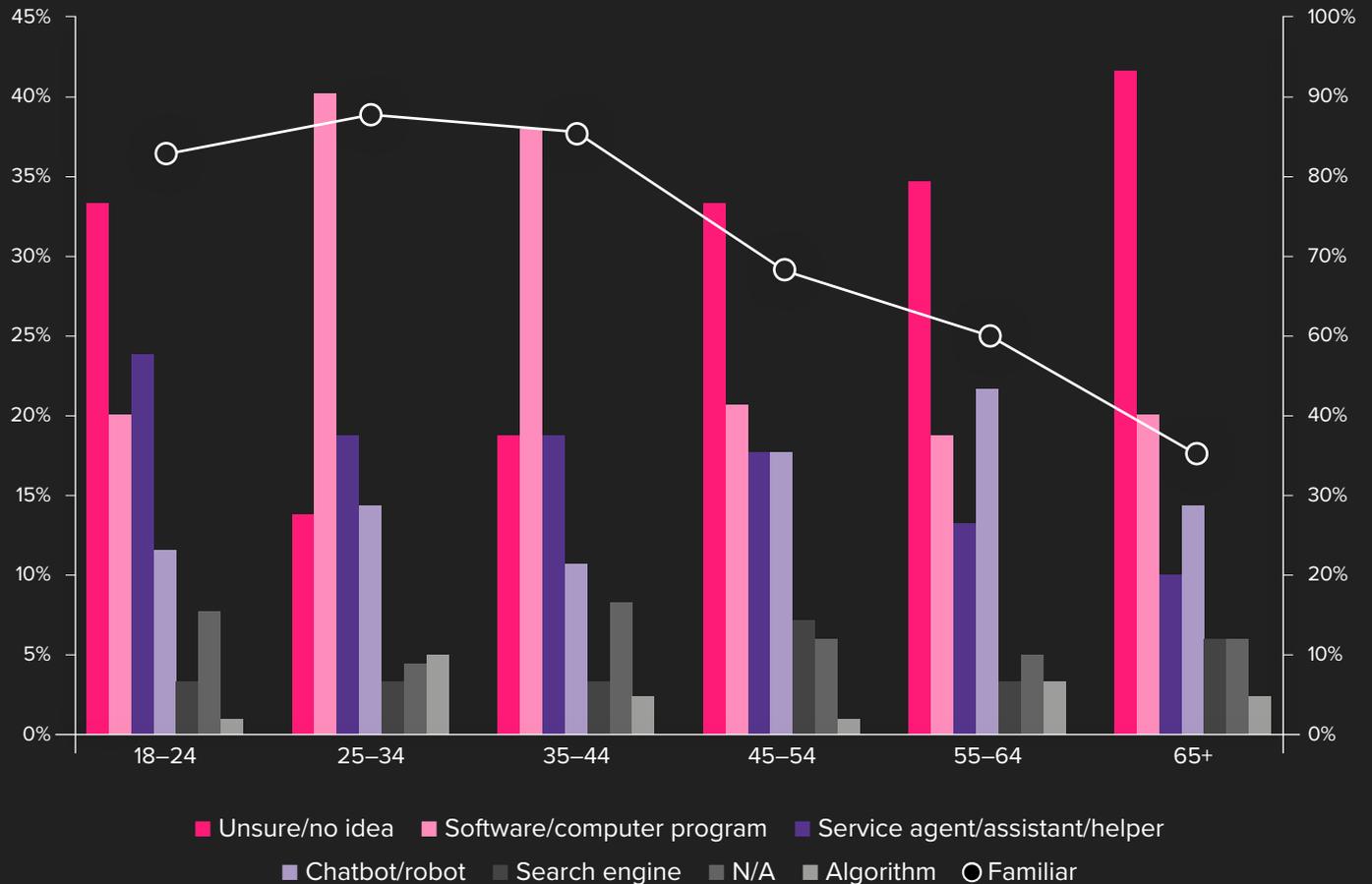
When we look at age, **uncertainty of what an AI agent is increases with age**, a third of 18–24 year olds weren't sure either.

There was far more certainty amongst the 25-44 age bracket, which aligns with their general familiarity.

User's own understanding of what an AI agent is:

***“A person who helps with AI problems.”***

***“An object that you talk to i.e. phone or Alexa and get an immediate answer.”***



Perceptions of AI agents (% of responses), n = 2,000

# Ed's take.

We cannot afford to assume knowledge of artificial intelligence, how it works and how it differs from an algorithm or chatbot.

We have seen that customers will make their own interpretations of what it is, and these form the basis of their decision to use or not use an AI agent.

Careful consideration, then, of educating customers as to what an AI agent can help them with, and crucially, breaking pre-formed assumptions and biases down, can help to increase engagement with these tools.

**Ed Cox**

Data and CRO Lead



# Familiarity with AI drives more positive associations with what it does.

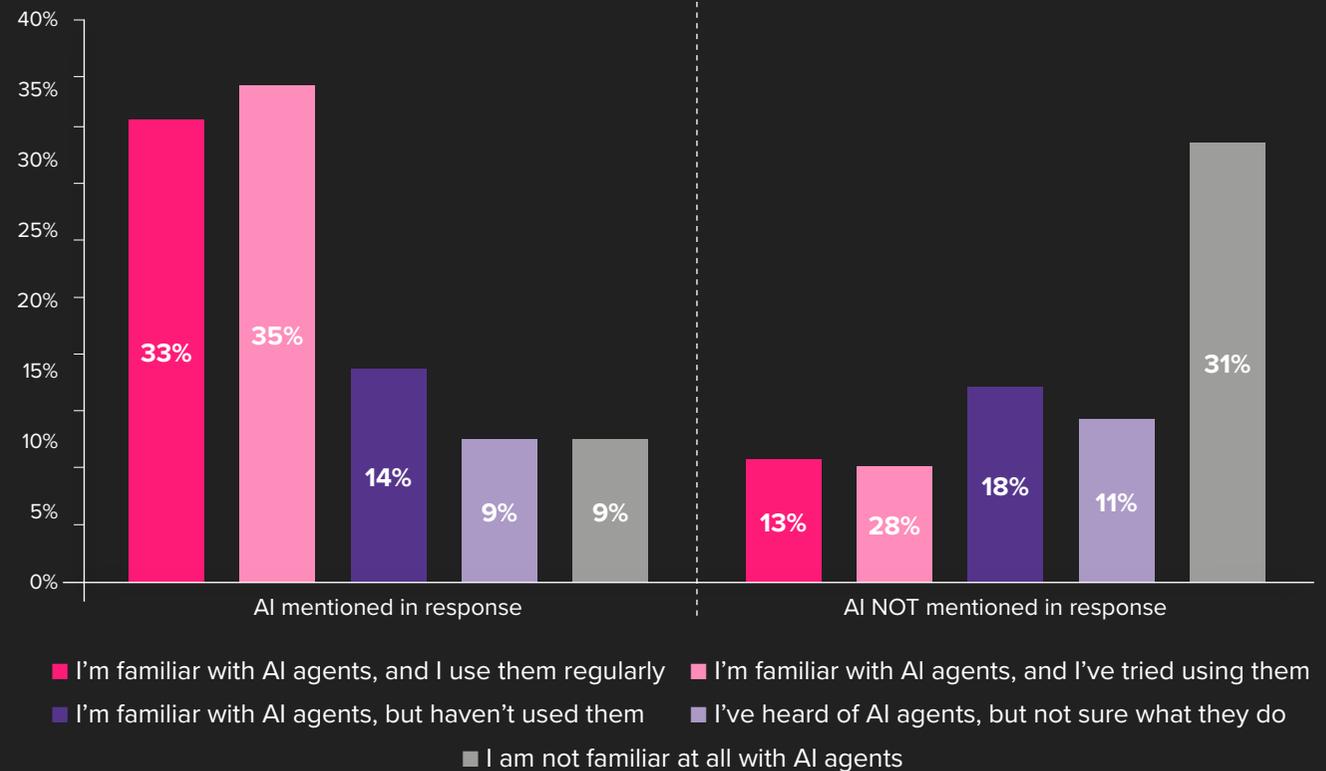
Those who claimed to be more familiar with AI agents were far more likely to use language that describes AI and its function in their descriptions, when compared to those who had little to no knowledge or experience of AI agents.

25 to 34 years old, Familiar with and regularly uses AI agents:

***“AI agent is an autonomous digital assistant that can plan, act and adapt based on what’s happening.”***

35 to 44 years old, Familiar with and regularly uses AI agents:

***“A bot that’s always ready to help. Easy and very accessible.”***



Familiarity and use of AI agents by response (% of responses), n = 2,000

# People imagine using AI agents for research, task automation and shopping depending on age.

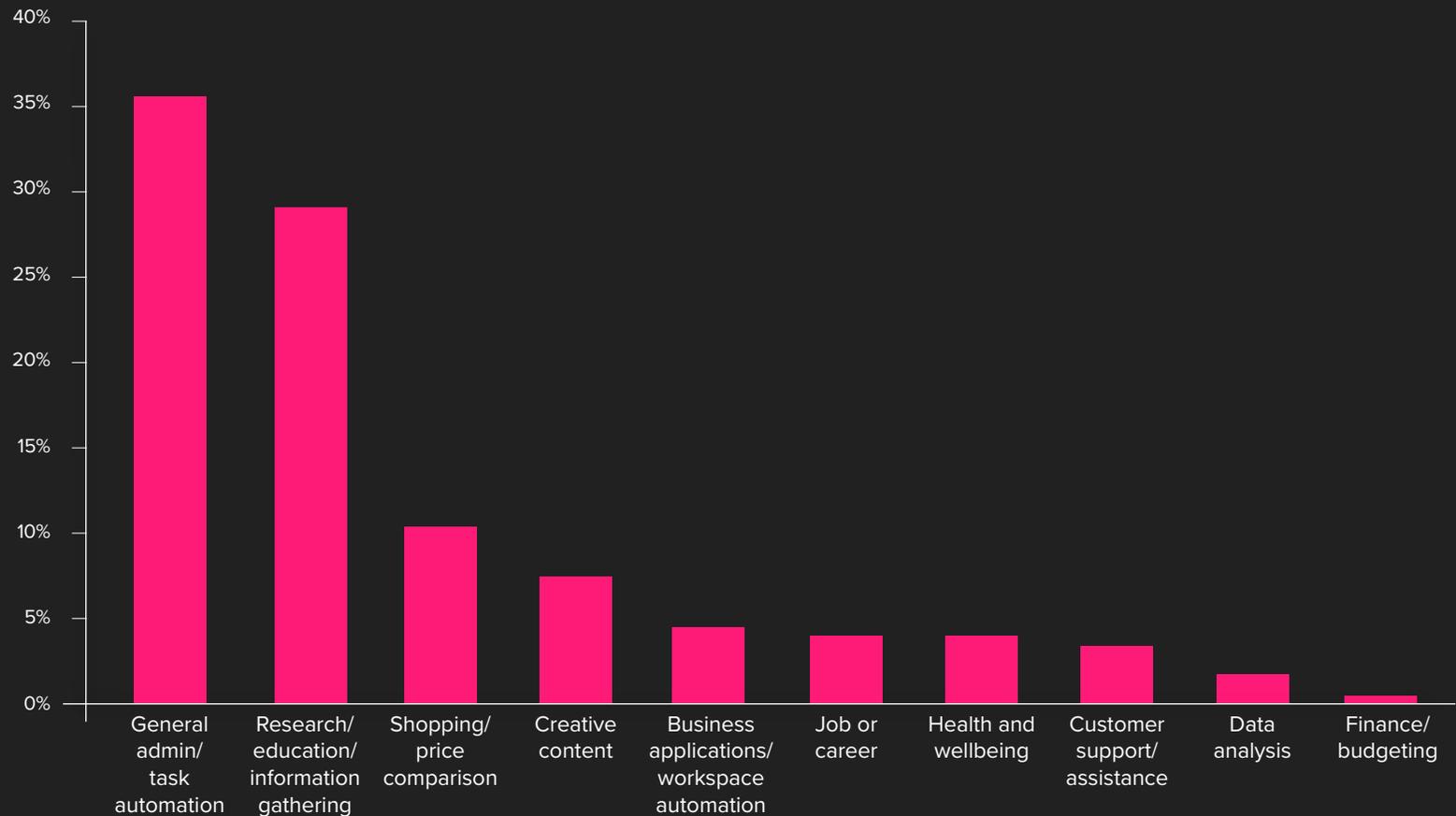
Younger segments are most likely to use AI agents to streamline administrative tasks, whilst older segments primarily see its benefit for learning or gathering new information.

18 to 24 years olds:

*“Automating boring tasks like making parts of documents.”*

55 to 64 years old:

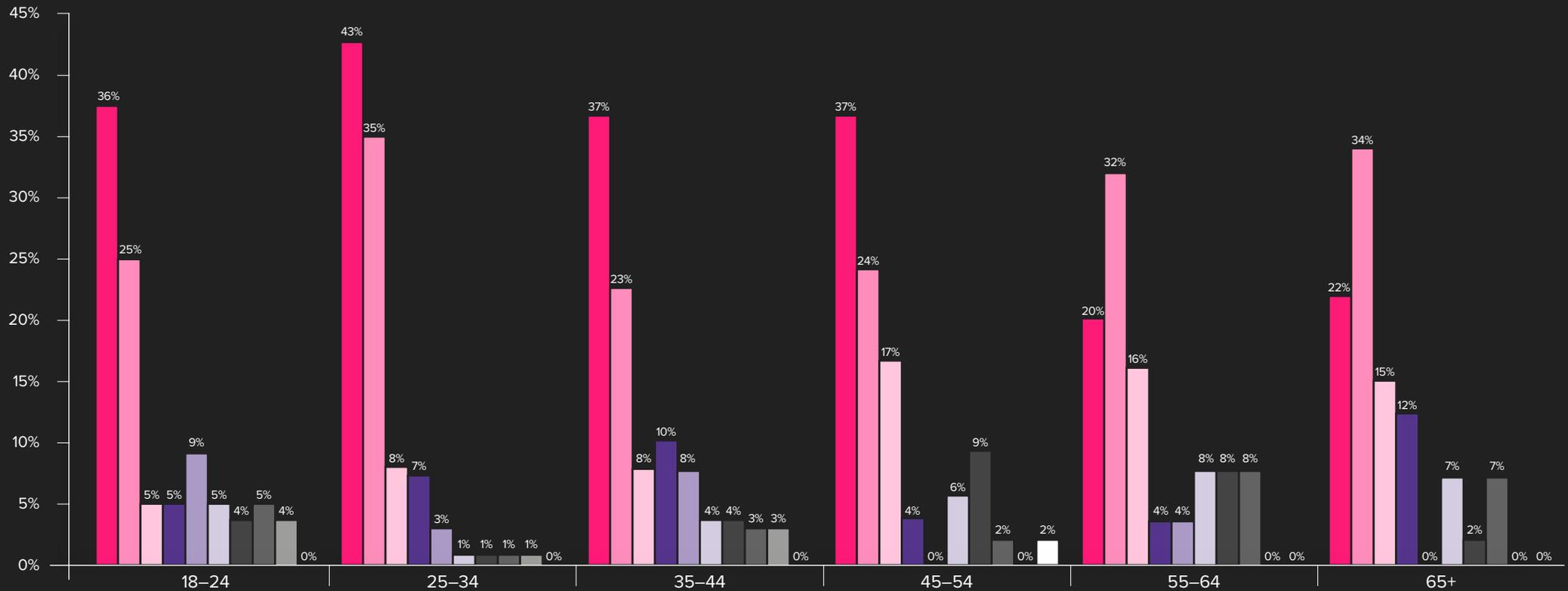
*“Technical assistance, health queries, and problem solving.”*



Potential uses for AI agents (% of responses), n = 2,000

## AI Current Use & Future Outlook:

- General admin/task automation
- Research/education/information gathering
- Shopping/price comparison
- Creative content
- Business applications/workspace automation
- Job or career
- Health and wellbeing
- Customer support/assistance
- Data analysis
- Finance/budgeting



Potential uses for AI agents by age (% of responses), n = 2,000

# Matt's take.

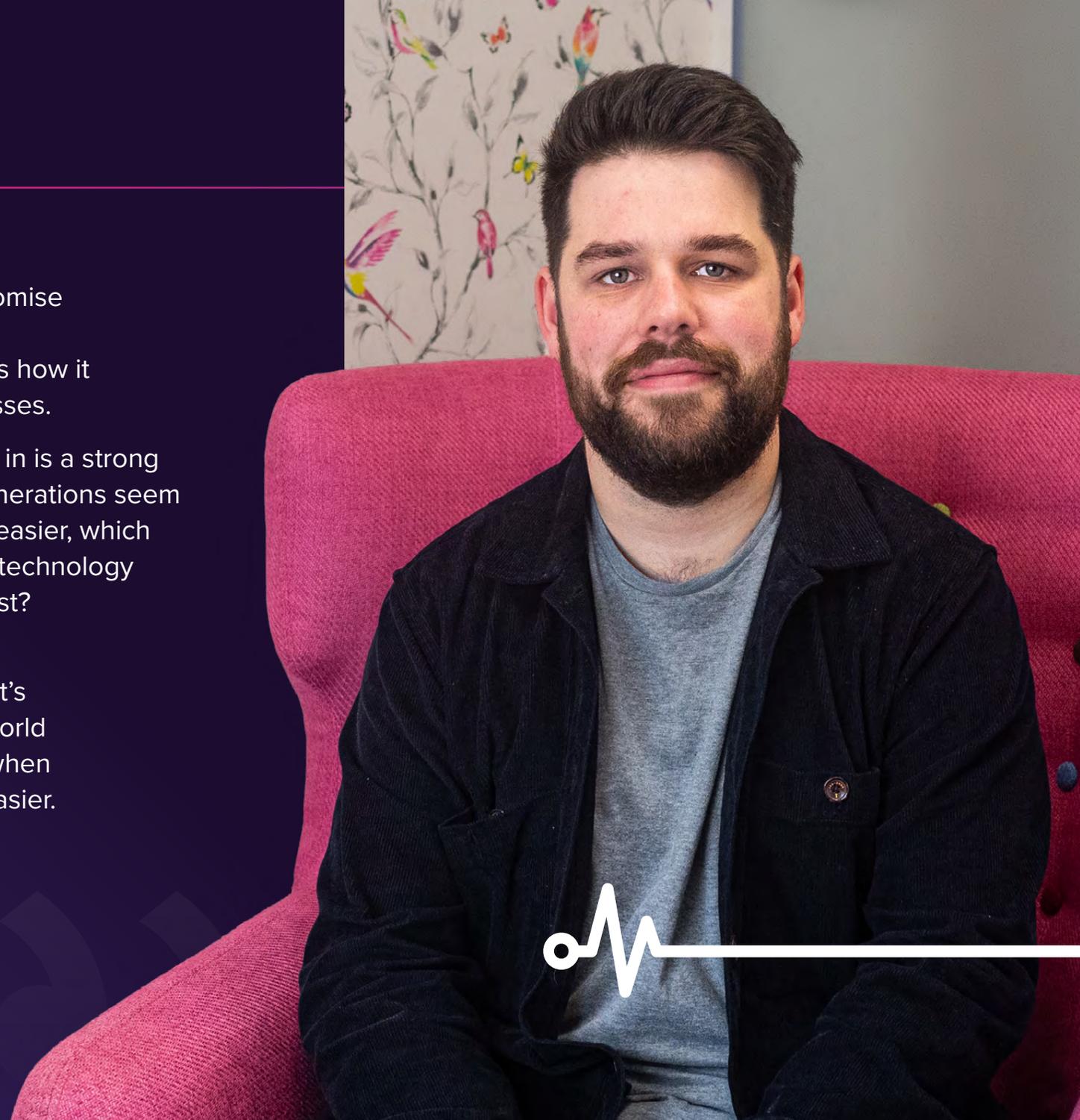
We know AI has been revolutionising most industries - predominantly thanks to the promise of significant cost and time savings. What's potentially even more interesting, though, is how it is affecting the people inside these businesses.

As we've seen - the sector someone works in is a strong predictor of their AI usage and younger generations seem to lean towards using it to make their lives easier, which begs the question - at what point does the technology become 'good enough' to serve that interest?

If people's stated barriers to using AI are to be believed, trust is a core challenge - but it's possible that reported concerns and real-world behaviour might be quite starkly different when getting 'good enough' results is so much easier.

## **Matt Greenwood-Wilkins**

Innovation and Automation Lead



# Key takeaways.

1

## Building trust in AI.

- Building trust for any AI-generated or AI-based product is essential. Include cues for human expertise (authority bias) or customer testimonials or feedback (social proof) to build trust

2

## Target people within the age of 25-44.

- People aged between 25-44, living in capital cities, and who are working in sectors adjacent to tech and are more exposed and have more experience of AI
- Consider targeting people within these segments for AI-generated or AI-based products



THEME 03

# Use of AI Search tools for Shopping.

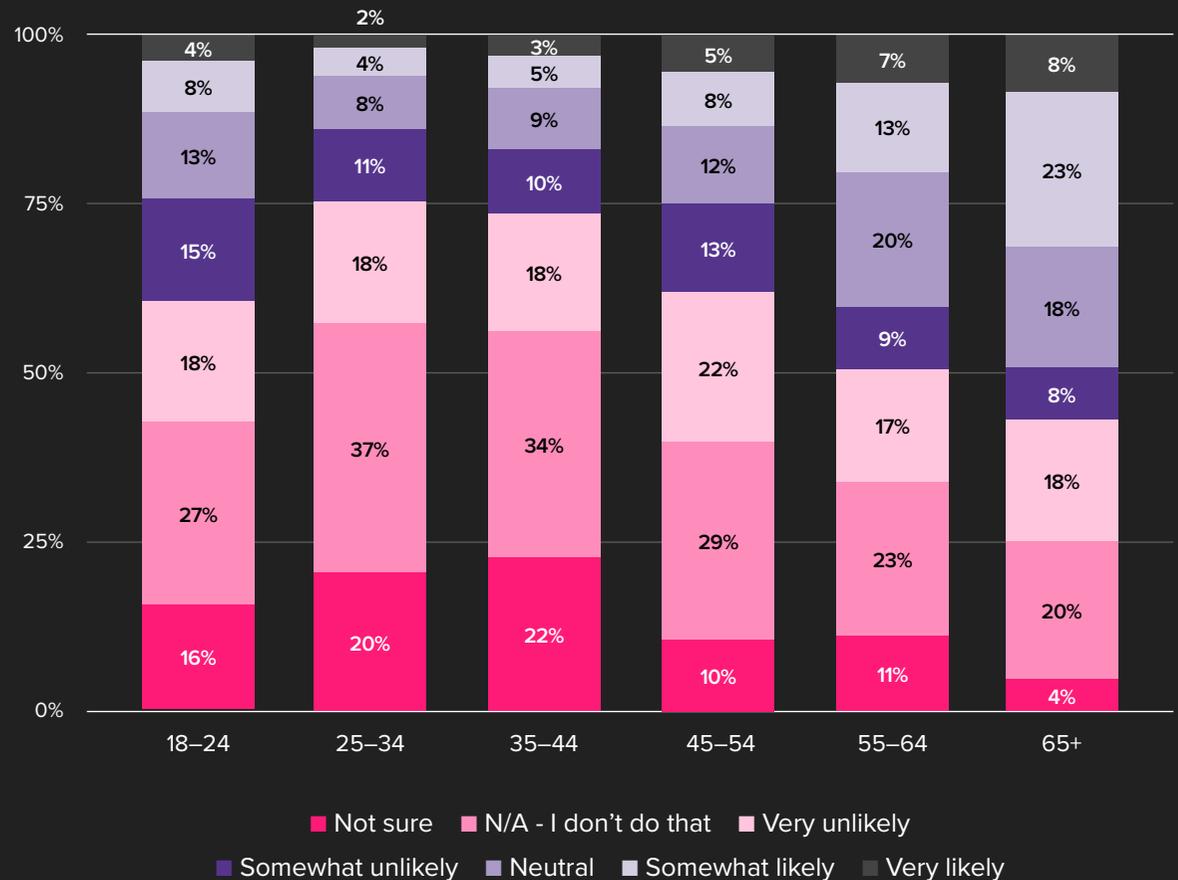
# People aged 25–44 are more likely to use AI when shopping.

Optimising for AI is essential for e-commerce brands targeting the 25-44 age segment. The willingness to use AI for shopping is directly tied to age.

- More than half of 25-44 year olds are willing to use AI for shopping
- The number drops to just over 40% for 18–24 year olds
- Willingness steadily declines past the age of 44

## 🔍 | What you can do next...

Communicate the benefits of AI shopping features to encourage more adoption. Messages around saving time amid busy professional lives or better gift selection for their families may be specifically relevant to the 25 - 44 segment.



Likelihood of using AI tools for shopping tasks by age (% of responses), n = 2,000

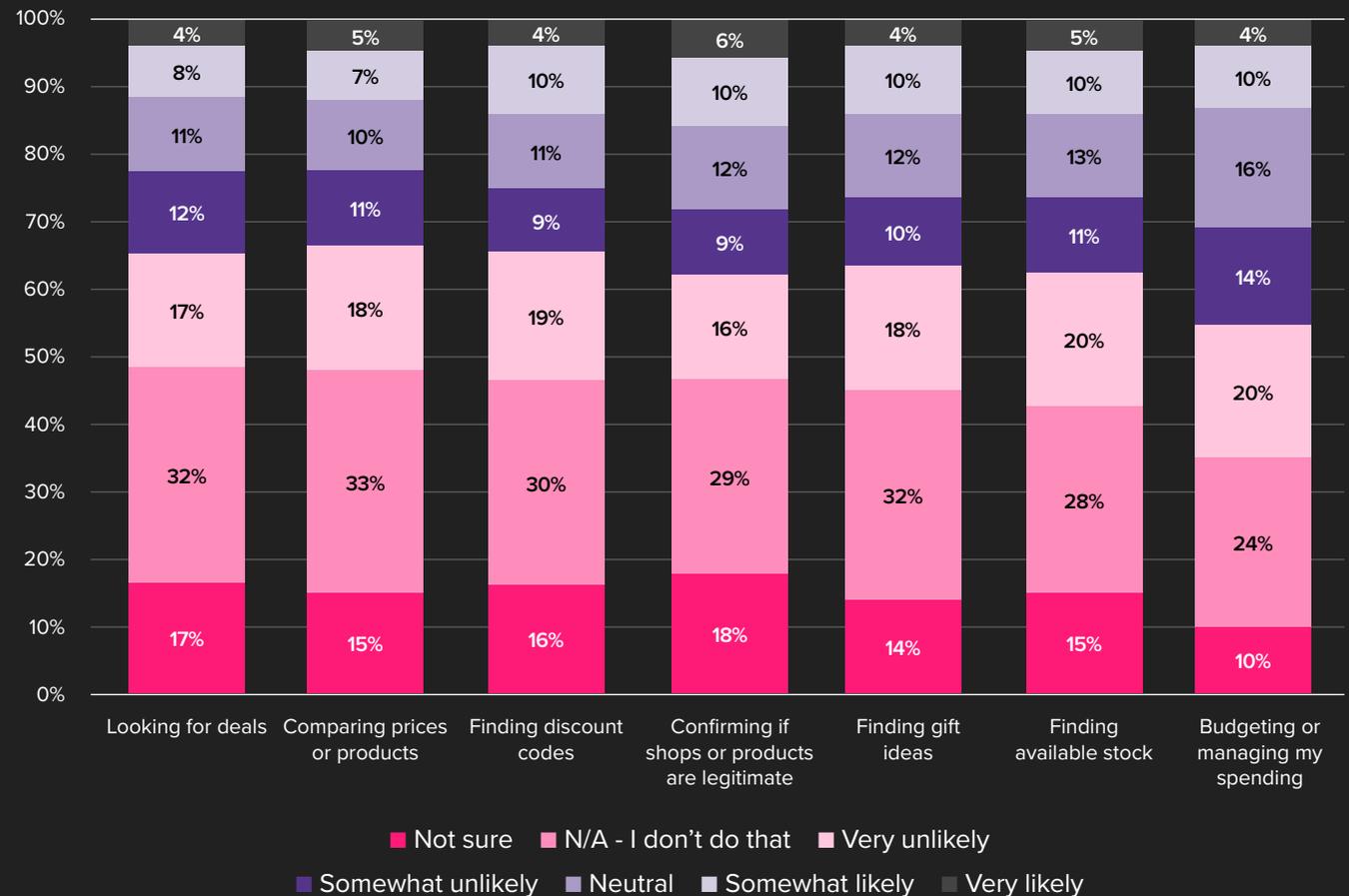
# Looking for deals and comparing prices are most likely to involve some AI use overall.

When considering customer use of AI while shopping, it appears to be the deal-seekers that turn to AI first, with the top three behaviours all being related to **getting the best deal**.

Managing finances and budgeting is some way off, indicating that **AI perhaps isn't trusted with matters of personal finance when shopping**.

There's a need to understand audience financial behaviour better, especially for the 18-44 segment, whom we found to be more likely to turn to ChatGPT for financial advice compared to the older segments.

When rolling out AI features in e-commerce, consider focusing on addressing pain points, particularly **affordability**.



Likelihood of using AI tools for shopping by tasks (% of responses), n = 2,000

**AI is directly influencing  
how people shop.**



**If your brand isn't showing  
up when people are using AI  
in their shopping decisions,  
whether it's in getting ideas of  
what to buy or in finding deals,  
you risk losing a customer.**

# Charlotte's take.

Interestingly the top use-cases for AI in shopping are much more practical than wanting some futuristic virtual assistant. People are turning to AI to save money: finding discounts, comparing prices, and scoping out deals. In other words, AI is being treated as the ultimate bargain-hunting resource for the 25-44 y/o segment.

From a paid media perspective, this means our campaigns now need to not only be optimised for the end user, but for the AI assistants too. We need to ensure we're feeding them the right information (offers, product details, value propositions) so our brands are recommended in those bargain-hunting moments. If Paid is the bridge between inspiration and conversion, then our creative needs to spark interest now more than ever.

The brands who make AI part of their e-commerce experience (e.g. surfacing personalised savings, streamlining comparisons, nudging with smart and tailored offers) will win loyalty from a generation that has come to depend on tech to make shopping not just easier, but cheaper.

**Charlotte van Rhee**  
Head of Paid Media



# Ed's take.

Whether or not users are coming to your site via AI platforms is no longer a debate; they are, and in ever increasing numbers.

The question becomes, is your GA4 property set up to uncover the needle-moving insights about this audience?

If you don't understand this audience's relative value compared to the more established traffic sources, differences in website behaviour, lifetime value and search intent, the chances are, the answer is no, and you're falling behind.

Speak to us at Reflect Digital, and we can not only get you up to speed with understanding your AI-originated audiences, but ahead of your competitors with insights that drive real value for your business.

**Ed Cox**  
Data and CRO Lead



# Key takeaways.

1

## Optimise for ages 25-44

- In the e-commerce context, prioritise optimising for AI when targeting people within the 25 - 44 age segment, due to their likelihood of using AI for shopping

2

## The AI shopping journey

- Consider the role of AI in the wider shopping journey for younger segments - e.g. providing inspiration for 18 to 24, summarising information for 45+

3

## Affordability

- AI features related to affordability (e.g., finding deals and discounts) are most likely to be used for shopping

# Sources.

- SOURCE 1: [The Mere Exposure Effect](https://www.sciencedirect.com/science/article/pii/S0001691813001753)  
<https://www.sciencedirect.com/science/article/pii/S0001691813001753>
- SOURCE 2: [Technology acceptance model \(TAM\)](https://www.ebsco.com/research-starters/technology/technology-acceptance-model-tam)  
<https://www.ebsco.com/research-starters/technology/technology-acceptance-model-tam>
- SOURCE 3: [LoopMe Consumer Snapshot: Tech/B2B](https://loopme.com/press_releases/young-adults-leading-ai-adoption/)  
[https://loopme.com/press\\_releases/young-adults-leading-ai-adoption/](https://loopme.com/press_releases/young-adults-leading-ai-adoption/)
- SOURCE 4: [Wondercraft in AI Content Creation](https://www.wondercraft.ai/ai-content-creation-report-2025)  
<https://www.wondercraft.ai/ai-content-creation-report-2025>



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# Don't forget, your personal AI expert is ready to help.

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Explore the data, ask questions, and uncover what matters most to you.

TALK TO OUR AI AGENT





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