

# The Future of E-commerce Experience 2026

Personalization, AI, and the New Rules of Growth

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# Winning the 2026 landscape requires mastering three fundamental shifts.

**01**

From Search Engine to **Decision Engine**

**02**

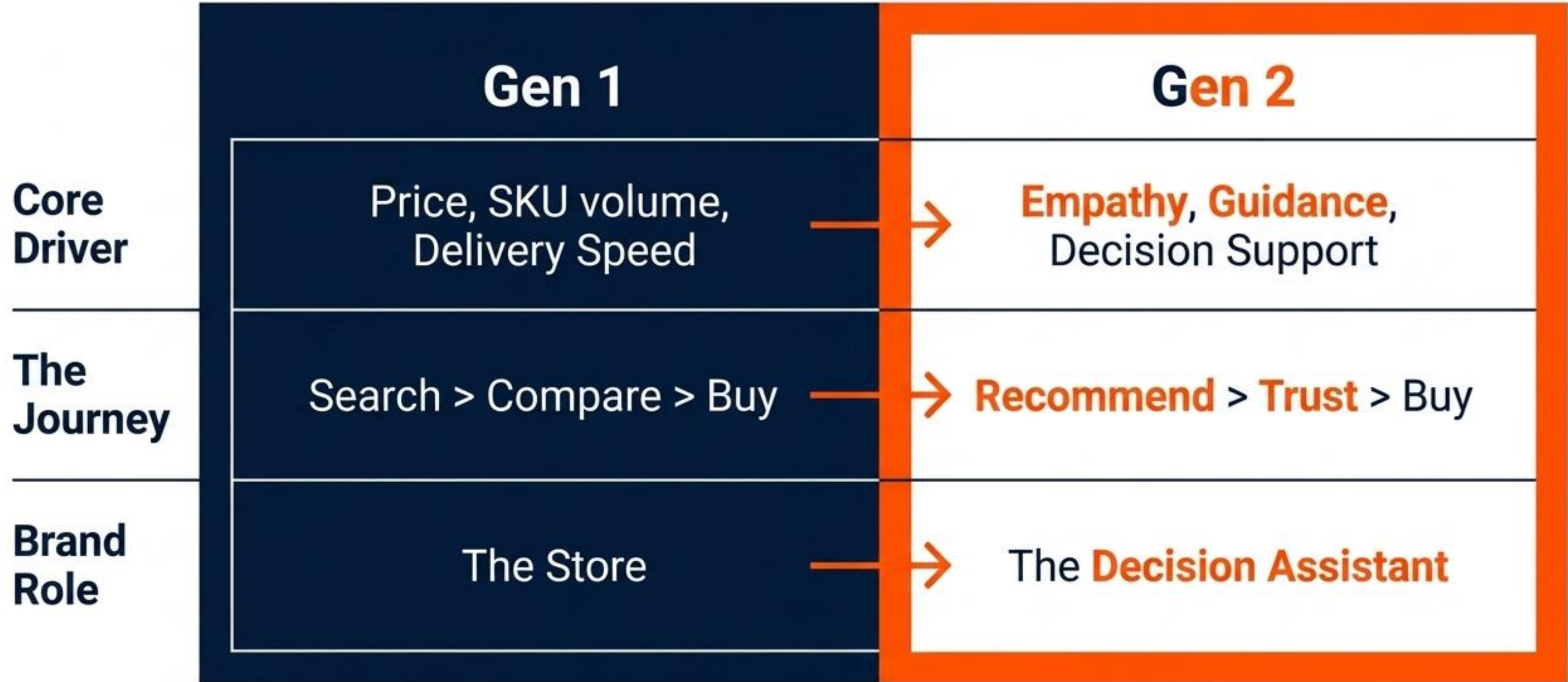
From Cheapest Price to **Buying Confidence**

**03**

From Buying Traffic to **Building Trust**

The modern consumer no longer just wants a store; they demand a trusted decision assistant.

The paradigm shifts from linear transactions to guided recommendations.



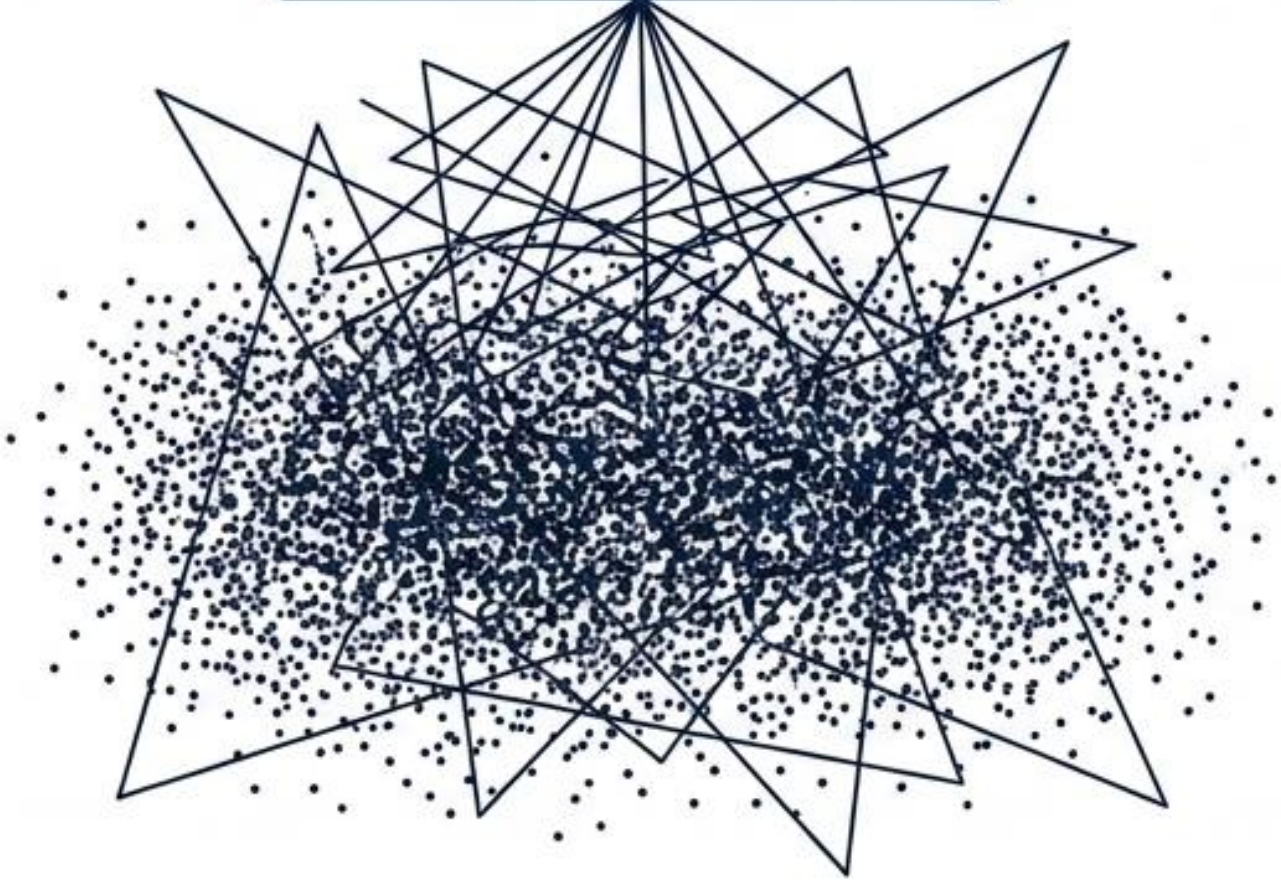
# Rule 01

**E-Commerce is changing from a Search Engine to a Decision Engine.**

# Consumers do not want endless options; they want the right answer.

## The Past

Consumer searches: Sunscreen



Platform returns 5,000 SKUs.  
Result: Cognitive overload and choice paralysis.

## The Future

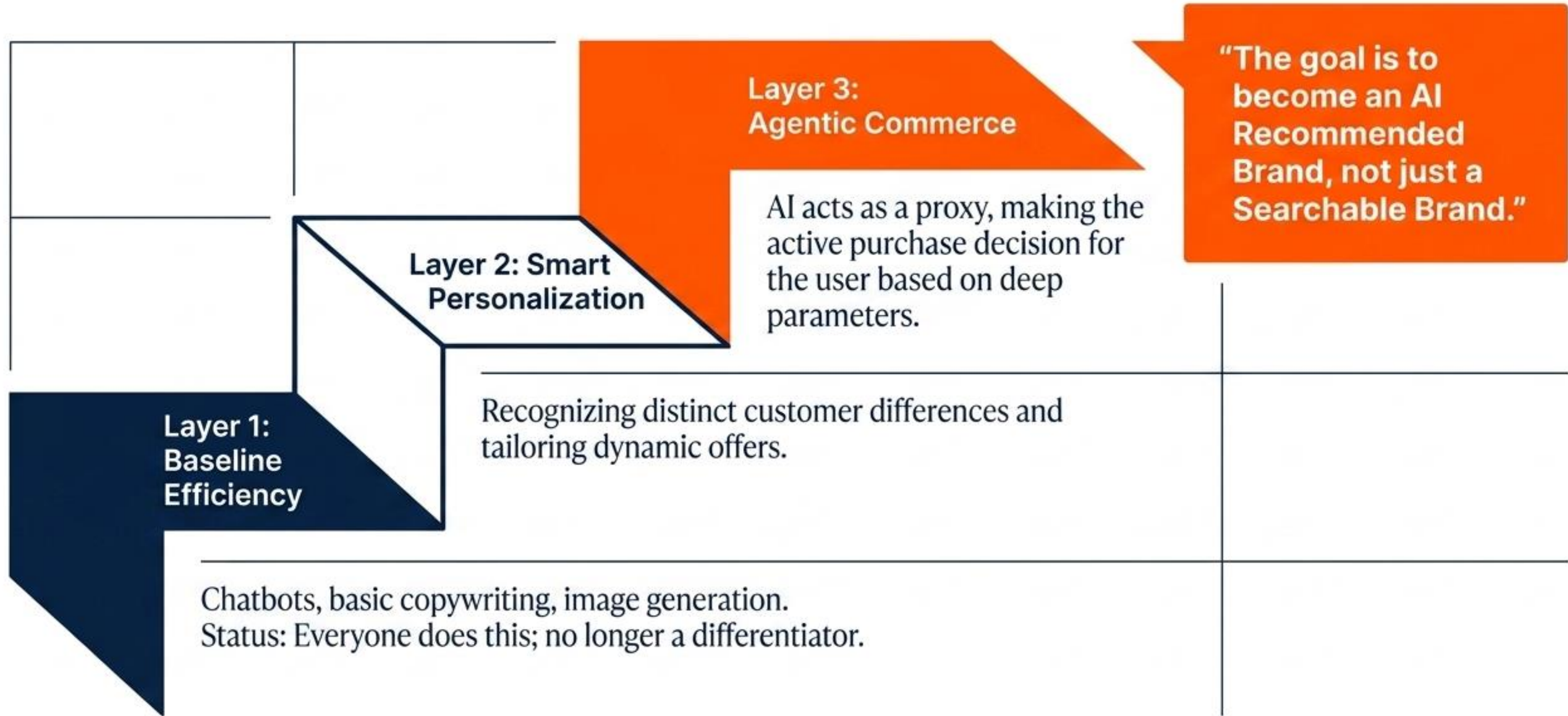
Sensitive skin      40s      plays golf

AI / Creator  
Context Engine



Result: The exact match recommendation.

# The AI Capability Staircase leads directly to Agentic Commerce.



# Rule 02

Customers aren't buying the cheapest price. They are buying confidence in their decision.

# The hidden Cost of Buying Wrong outweighs the lowest price point.

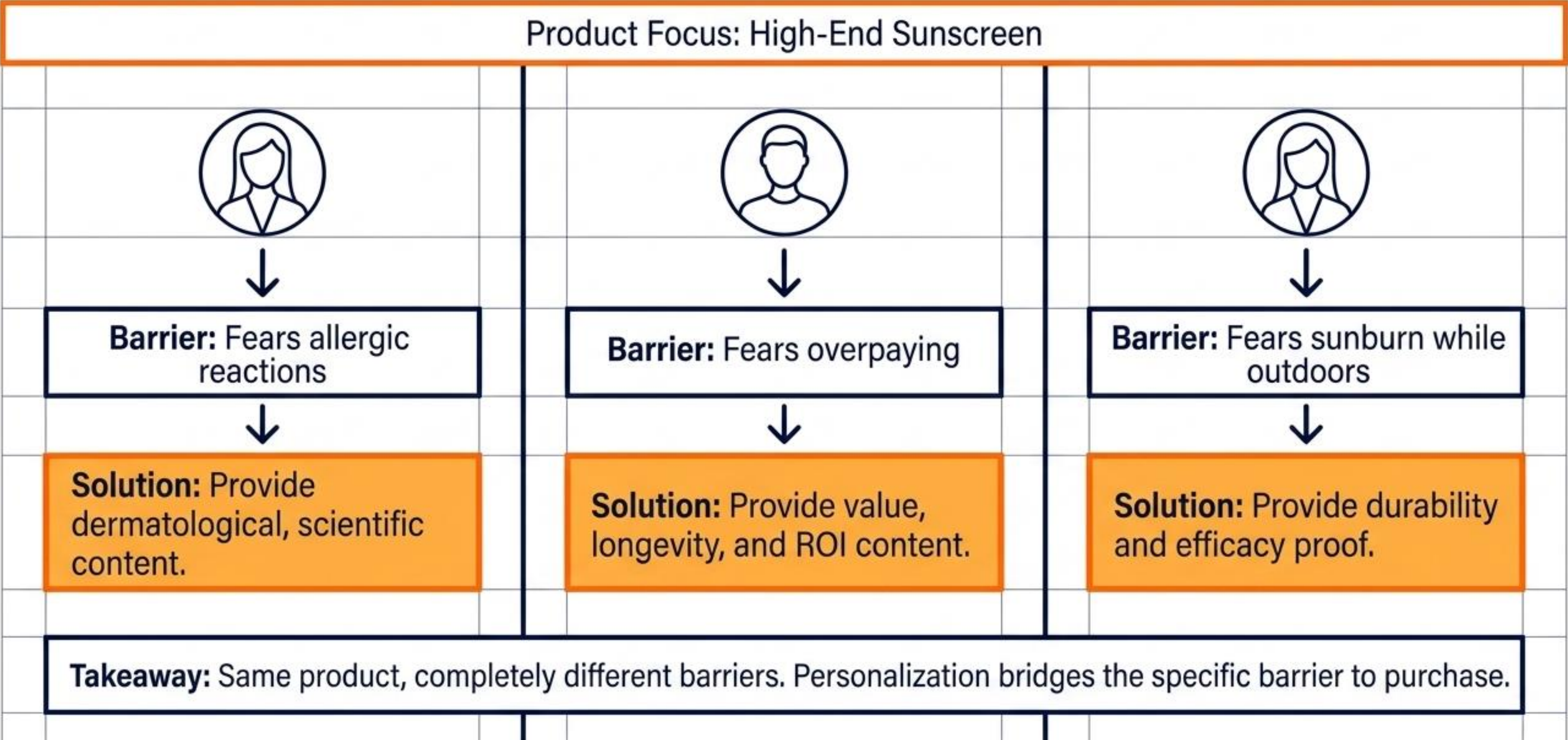
While consumers love cheap goods, the fear of making a mistake drives behavior.



Consumers will gladly pay a 10% premium if they are guaranteed:

1. Product Authenticity
2. Absolute relevance to their specific needs
3. Recommendations from trusted reviewers

# True personalization is Personalized Decision Support, not just product recommendations.



# Rule 03

The future isn't about competing for Traffic. It's about competing for Trust.

# The linear marketing funnel has collapsed into a dynamic customer web.

**Old Paradigm:** Force a controlled path



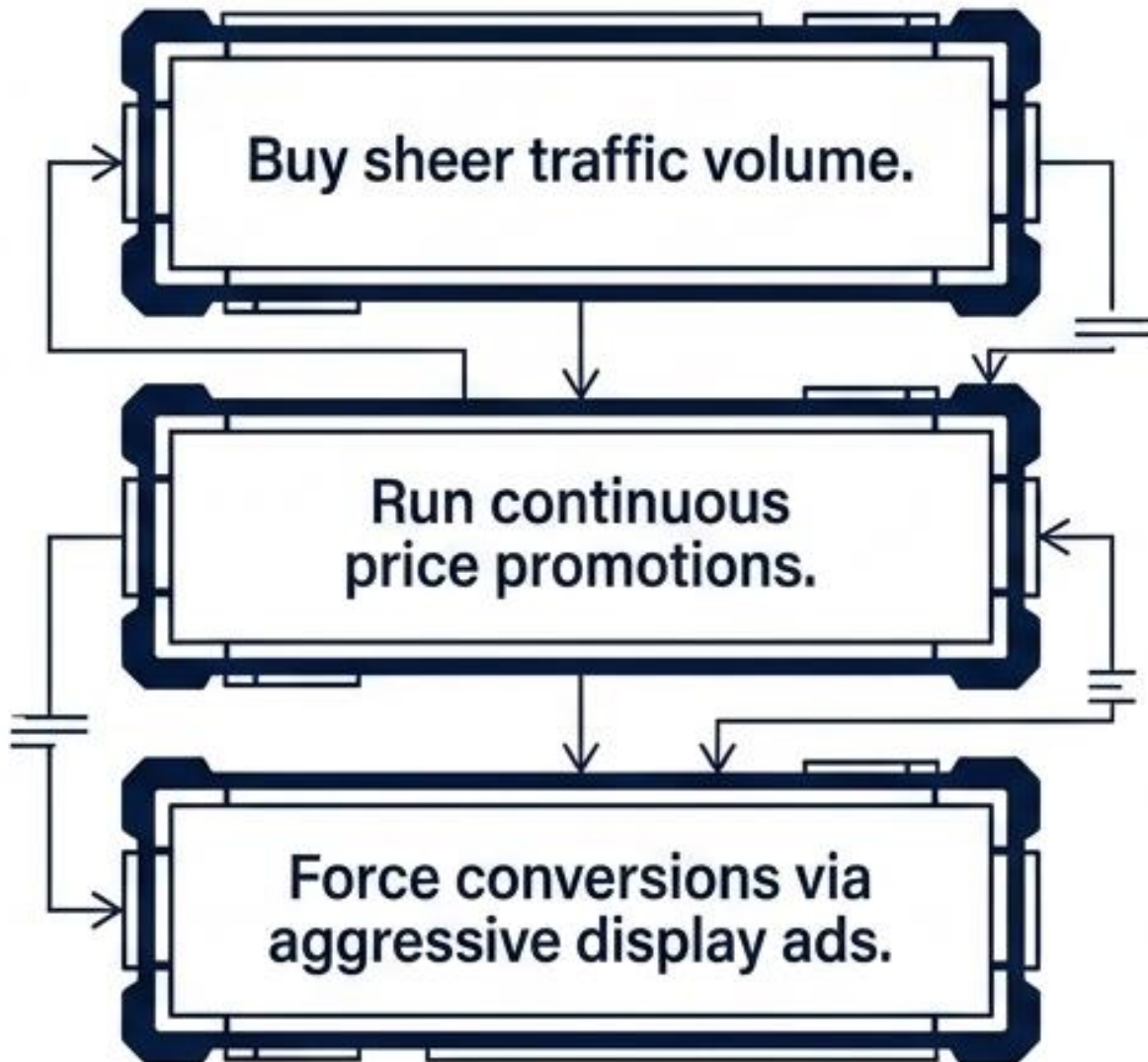
**New Paradigm:** Show up consistently everywhere



**Actionable Insight:** Stop trying to control the journey. Start showing up consistently across the entire web.

# Demand is created by authentic humans, not promotional banners.

## The Old Playbook



## The New Playbook



# Before applying AI, answer these three human questions.

The 3-month action plan: Do not start with technology; start with the human journey.

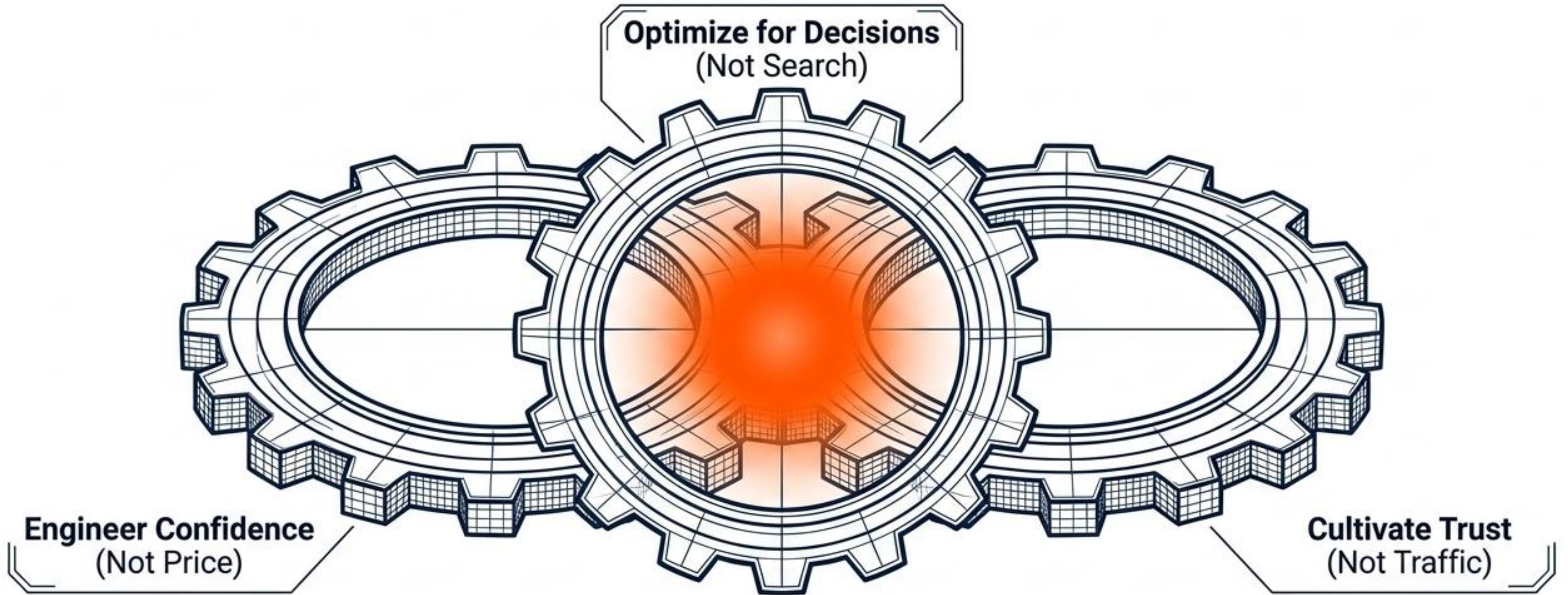
**1.** Where do they actually search?

**2.** Who do they genuinely trust?

**3.** Why do they ultimately hesitate?

Once you map these three psychological answers, then deploy AI to solve them at scale.

# The E-commerce 2026 Blueprint



In a world with infinite data and infinite options, the ultimate winner isn't the brand with the most information. **It is the brand that makes the customer's decision the easiest.**

The new rules of growth.

From Search to **Decision.**

From Price to **Confidence.**

From Traffic to **Trust.**