

Do Consumers Give AI the Power to Make Buying Decisions? A Qualitative Study

Dilsad Kirselioglu
Anadolu University
Gokhan Kan
Anadolu University

Acknowledgements:

This paper is derived from a Master's dissertation conducted at Anadolu University under the supervision of the corresponding author.

Cite as:

Kirselioglu Dilsad, Kan Gokhan (2025), Do Consumers Give AI the Power to Make Buying Decisions? A Qualitative Study. *Proceedings of the European Marketing Academy*, (130252)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



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Abstract

Technologies associated with artificial intelligence (AI) are advancing rapidly, profoundly impacting marketing and consumer behavior. Autonomous shopping systems, a nascent application of AI, promise to revolutionize the purchasing process by independently making buying decisions. This study explores consumer attitudes toward delegating purchase decisions to AI through semi-structured in-depth interviews. The findings identify factors that influence the willingness or reluctance to entrust shopping decisions to AI. These factors are analyzed to understand consumer attitudes toward autonomous shopping systems and their implications for technology acceptance. Findings reveal a nuanced balance: while consumers appreciate AI's potential for simplifying life, significant concerns remain about trust and autonomy. Key themes include trust in AI, convenience, fear of technology, and the innate human desire for control. To further the discussion, this article examines the implications of AI in consumer behavior, exploring potential pathways for integration and societal adaptation.

Track: Consumer Behaviour