

## Consumer Buzz

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### Buying from Bots

*Ann-Marie Vazzano*

More retailers are relying on artificial intelligence to interact with shoppers, but many consumers are still skeptical. Pegasystems Inc., a customer engagement software firm, recently asked consumers what scares them most about the rise of AI. A third of consumers said AI will never know them and their preferences as well as a human can. One in 10 said they'd be scared to discover they get along better with AI than they do with their own friends and family, and nearly a quarter (24%) said they're scared of the rise of robots and the enslavement of humanity (yikes!). While 28% said they weren't scared of any of these things, a small number (5%) said they fear robots will uncover their deepest secrets. **GP**