

When AI Becomes the Shopper

The New Role of Insights in an Agentic Commerce World

QUIRK'S NEW YORK

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**"Getting found isn't the same as
getting trusted.**

**Getting cited isn't the same as
getting chosen."**



A woman with long brown hair is sitting and holding a sleeping baby in her arms. She is looking down at a laptop screen, which is partially visible in the bottom left corner. The scene is lit with warm, soft light, suggesting an indoor setting like a living room.

Where the Real Purchase Decision Happens

Alexa Shopping

300M+ users · ~\$12B
incremental annualized
sales

Cyber Week AI

Salesforce: AI-influenced
orders drove \$67B —
booked revenue

"The real path to purchase isn't your funnel. It's a stolen ten minutes with one query left in her."



The New Role of Insights

FROM: Understanding Consumers

- Surveys & trackers
- In-store & website behavior
- Human-only path to purchase

TO: Consumer-Agent Systems

- Agent recommendation logic
- Trust between AI & consumer
- Moments that trigger AI



Know the Moment.

Then Study the Gatekeeper.

"Don't research AI. Research the moment that invites it in."

Not every decision invites AI in.

Nobody asks an agent to restock paper towels.

BUT

A parent after an infant formula reaction?

A family planning their first trip to Europe?

A homeowner with a broken dishwasher two days before the holidays?

Those are the moments.



Next Frontier for Insights



What Is Agentic Commerce?

The shift from consumer-driven search to AI-driven action — already live, already at scale.

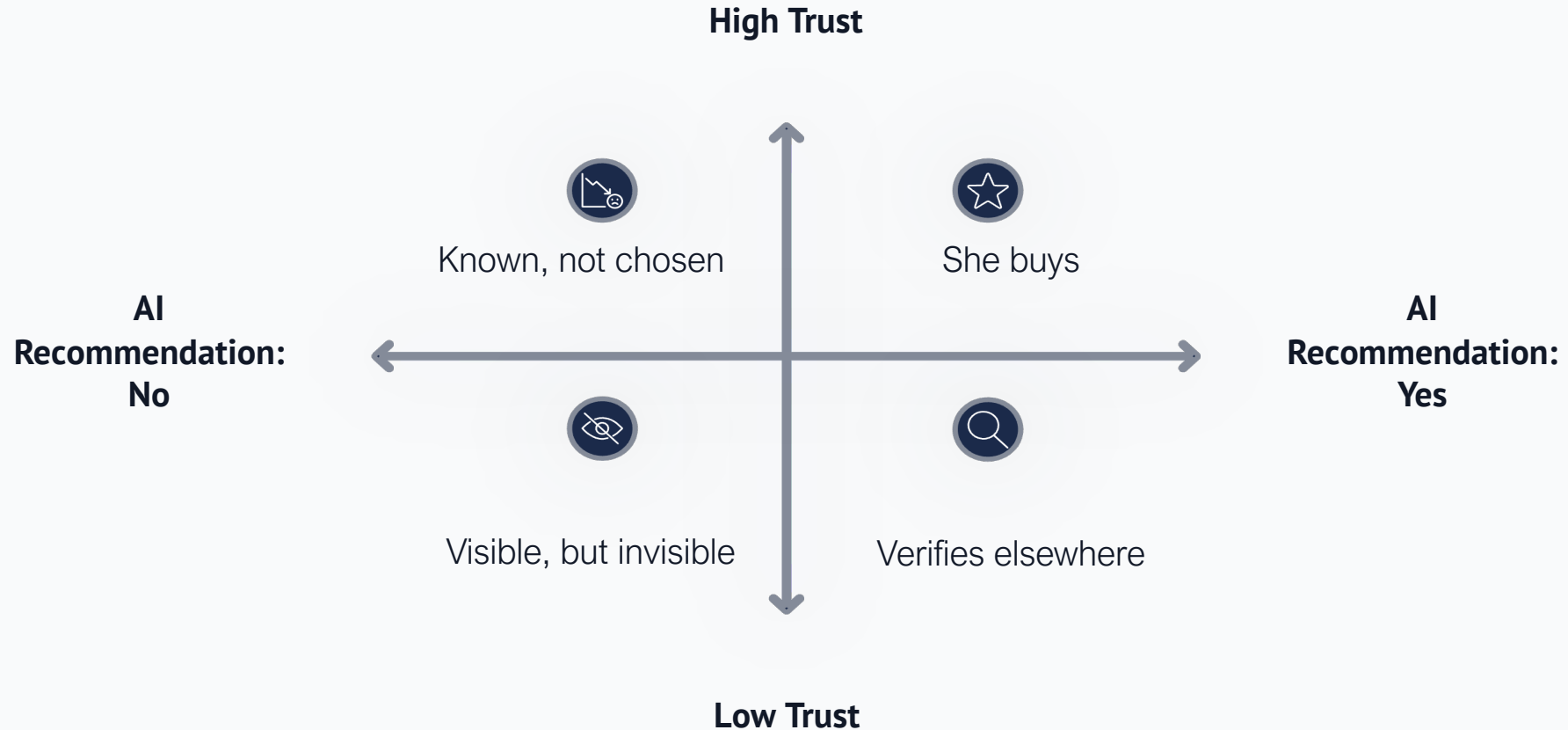
Platform	Digital Commerce	Agentic Commerce
ChatGPT Shopping	Consumer searches external sites	Product discovery and comparison inside the conversation
Perplexity Buy with Pro	Consumer opens tabs to compare	Search to checkout — no tabs, full loop closed
Amazon Alexa Shopping	Consumer browses and decides	AI compares prices, tracks deals, purchases directly

Multiple LLMs, multiple retailer approaches, moving the same direction at the same time.

This isn't one company's feature — it's the new infrastructure of commerce.



Where Is Your Brand in the Trust Matrix?



Five Questions Every Insights Team Should Be Asking

Delegation Threshold

Where do consumers draw the line on AI decision-making in your category?

Trust Drivers

What drives consumers to act on AI recommendations without double-checking?

Consideration Set Shifts

How does AI reframe brand discovery before the consumer starts choosing?

Loyalty Under Automation

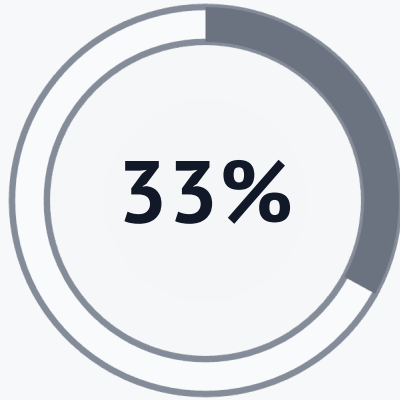
How does brand loyalty hold up when AI is making the call?

Influence Measurement

How do you measure influence in a purchase journey you can barely see?



Three Numbers, One Stigma Gradient



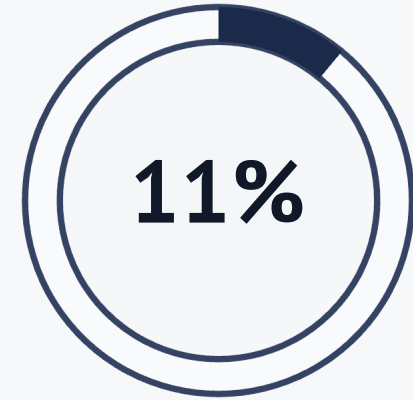
Trust AI at all

Morning Consult



Comfortable with AI purchasing

BCG



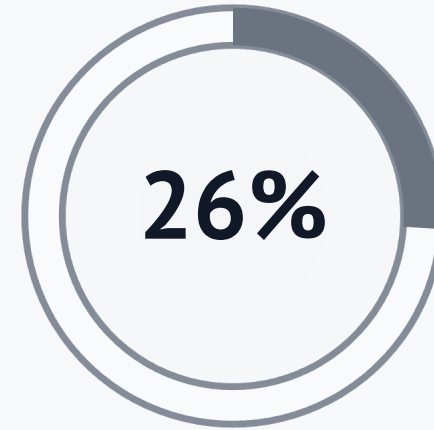
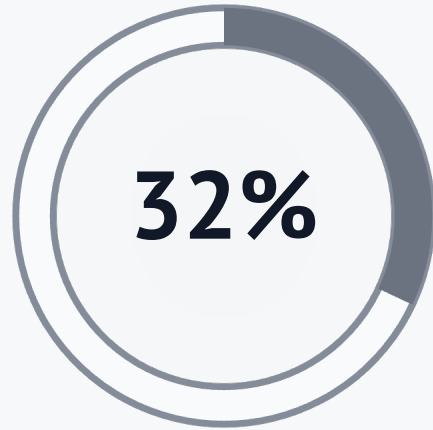
Comfortable with AI deciding

Gartner

"The gap isn't between trust and action. It's between acting for you and deciding for you."



Consumers Give Context Before They Give Judgment



Share purchase history for better recommendations

Share health information for better recommendations

Source: The New Consumer — Millennials



Not a Contradiction. A Sequence.

Put these next to the 11% willing to let AI decide, and it stops looking like a contradiction — it looks like a sequence.

Context First

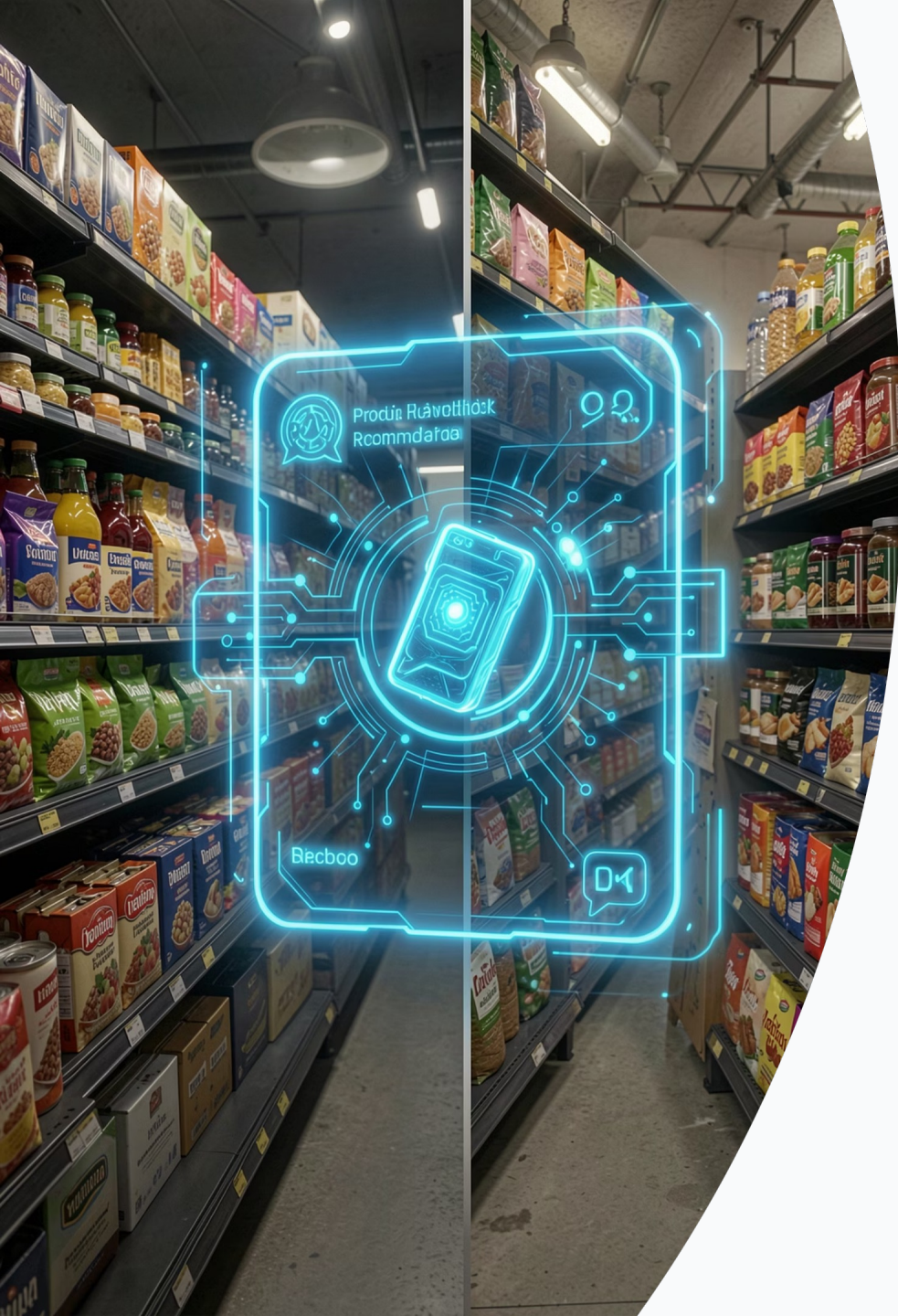
Cheap, low-stakes ask. Consumers are already saying yes in meaningful numbers.

Judgment Last

Expensive ask. Almost nobody is there yet — and your research shouldn't assume they are.

Consumers aren't refusing AI. They're pacing it.





You're Not on the Shelf, You Don't Exist.

Same Rule, New Shelf.

The Old Shelf

Twelve facings. Lose an endcap, lose a few share points. The consumer still sees the category — and your competitors.

The New Shelf

One answer in a chat window. She's not opening a second tab. The brand not in that answer loses the **whole sale, every time.**

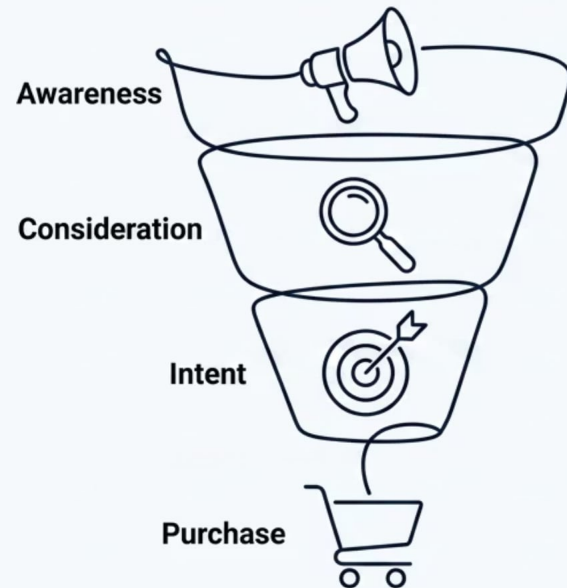
- ❏ Walmart's Sparky assistant shows ~35% higher average order value among engaged users. This is already happening.

"The old shelf had twelve facings. The new shelf has one answer."

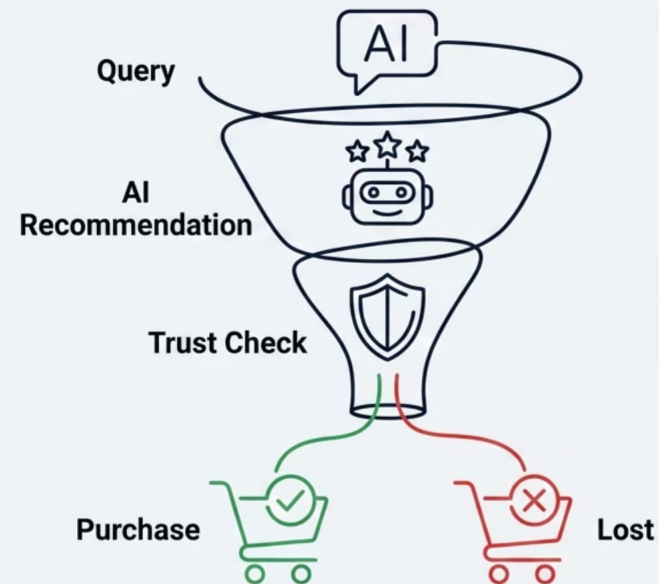


GEO/AEO Gets You In the Room.

Traditional Marketing Funnel

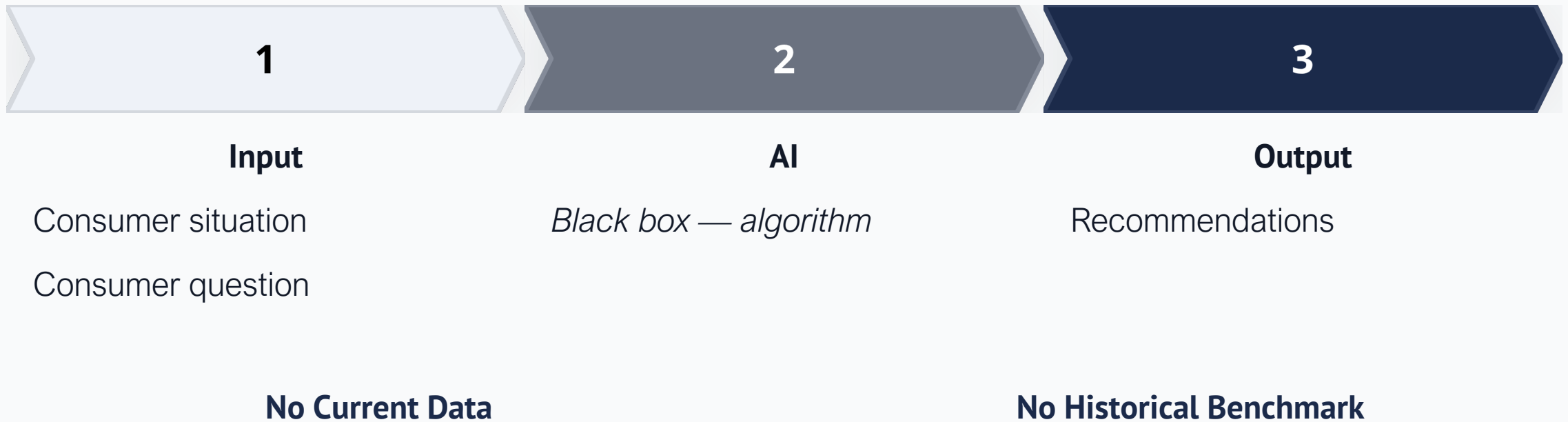


AI Discovery-to-Purchase Funnel



The Emerging Data Gap

As AI agents become key decision-makers, we need new insights to understand how AI learns, builds trust, and makes choices.



How Synthetic Consumers Actually Help: Four Jobs, Not One

Test Scenarios

Explore consumer behavior before real-world data exists.

Simulate Interactions

Model the actual back-and-forth of a shopper conversing with an AI agent

Surface Hypotheses

Find which questions are worth asking real humans next quarter.

Prioritize Investment

Invest in the two or three scenarios where real research dollars will actually move a decision

"Synthetic consumers don't replace the research. They tell you which research is worth doing."



Your 30/60/90 – Audit. Optimize. Activate.



Days 1–30: Audit

Find relevant moments

Days 31–60: Optimize

Fix one of the gaps

Days 61–90: Activate

Make it standard practice

"Thirty days to find out where you stand. Ninety to make sure you're never caught invisible again."



**"AI doesn't recommend the best brand.
AI recommends the brand it understands."**

YOGESH CHAVDA | Y2S CONSULTING | THE YOGI AI

