

WHY CONSUMERS LOVE GENERATIVE AI

HOW ARE CONSUMERS USING GENERATIVE AI?

High consumer awareness of generative AI tools across generations



51% of consumers are aware of the latest trends in the generative AI space and have also explored tools



Baby boomers have the highest awareness and exploration of generative AI tools (53.5%), followed by Gen X with 51.7%.



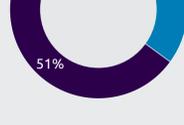
Gen Z has a slightly lower percentage of awareness and exploration of generative AI tools (50.8%), and Millennials have the lowest percentage (50.2%) among the different age groups.



Consumers are using generative AI for creative purposes such as generating content (52%) and brainstorming (28%).

High consumer awareness of generative AI tools

SHARE OF CONSUMERS WHO ARE AWARE OF THE GENERATIVE AI SPACE AND EXPLORED TOOLS SUCH AS CHATGPT, DALL-E

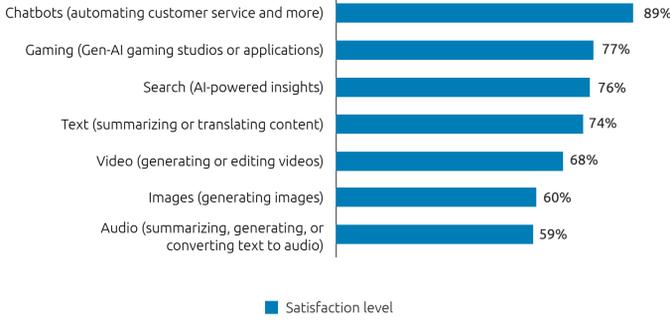


- I am neither aware of nor have explored tools such as ChatGPT, DALL-E
- I am aware of the latest trends in the generative AI space but have not explored tools such as ChatGPT, DALL-E
- I am aware of the latest trends in the generative AI space and have also explored tools such as ChatGPT, DALL-E

Source: Cappgemini Research Institute, Generative AI consumer survey, April 2023, N=10,000.

The satisfaction level of consumers using chatbots is highest among generative AI use cases

SATISFACTION LEVEL OF CONSUMERS FREQUENTLY USING GENERATIVE AI TOOLS



Source: Cappgemini Research Institute, Generative AI consumer survey, April 2023; N = consumers who are aware of the generative AI tools and use them frequently; N = 435 (text), N = 152 (images), N = 176 (audio), N = 490 (video), N = 1,247 (chatbots), N = 320 (search), 910 (gaming).

CONSUMERS TRUST GENERATIVE AI AND ARE UNCONCERNED ABOUT MISUSE

Content written by generative AI has a high acceptance rate



73% of consumers trust content written by generative AI



53% of consumers trust generative-AI-assisted financial planning



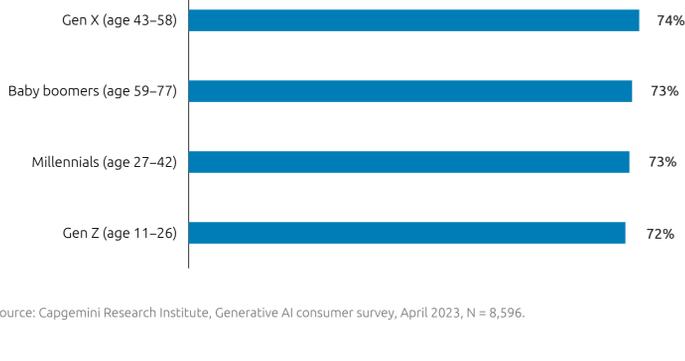
67% of consumers believe they could benefit from receiving medical advice from generative AI



66% of consumers would seek advice from a generative AI tool on personal interactions or relationships

Consumers across age groups have a high level of trust in content written by generative AI

SHARE OF CONSUMERS WHO TRUST CONTENT WRITTEN BY GENERATIVE AI (BY AGE RANGE)



Source: Cappgemini Research Institute, Generative AI consumer survey, April 2023, N = 8,596.

Trust in generative AI needs introspection



49% of consumers are unconcerned about fake news stories created by generative AI



34% of consumers are worried about phishing attacks that use generative AI technology to deceive individuals



33% of consumers are worried about the non-recognition/non-payment of artists/contributors whose work is used in the training of generative AI algorithms

HOW WILL GENERATIVE AI TRANSFORM THE WAY CONSUMERS SEARCH FOR AND BUY PRODUCTS?



43% of consumers would like to see a broad implementation of generative AI across their interactions with organizations



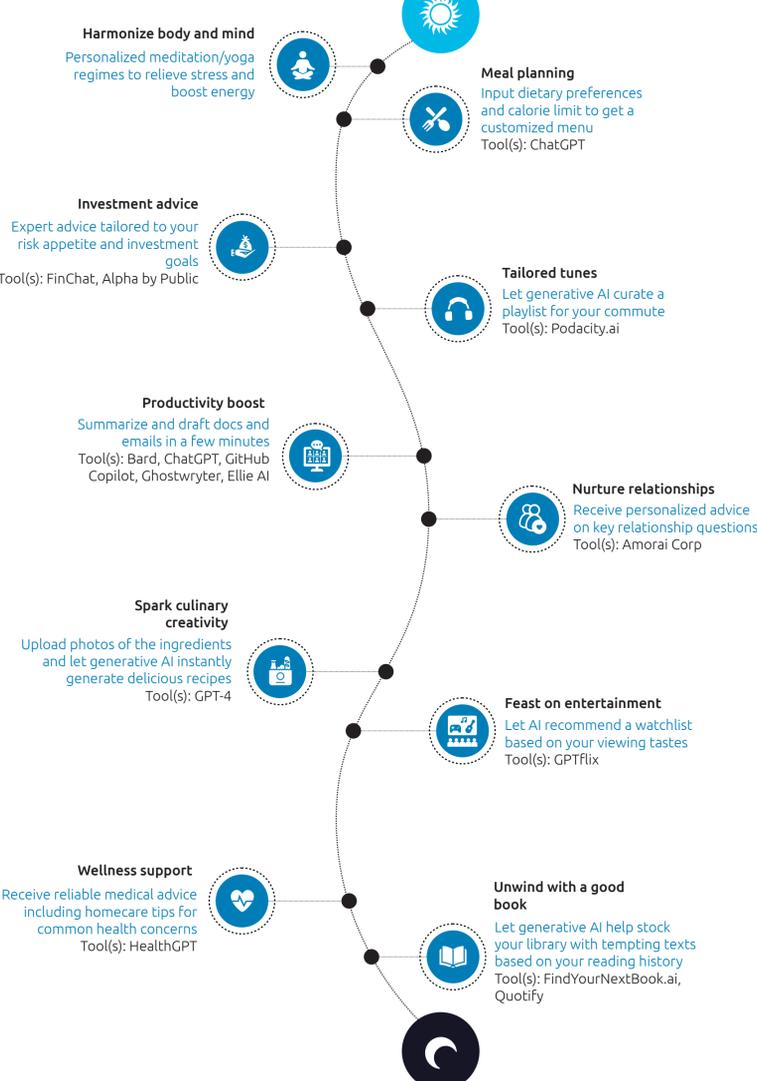
Generative AI tools such as ChatGPT are becoming the new go-to for 70% of consumers when it comes to seeking product or service recommendations, replacing traditional methods such as search



30% of consumers are willing to pay more for generative-AI-powered tax-preparation services for individuals and virtual generative-AI-powered travel agents

The generative-AI-augmented life of a consumer

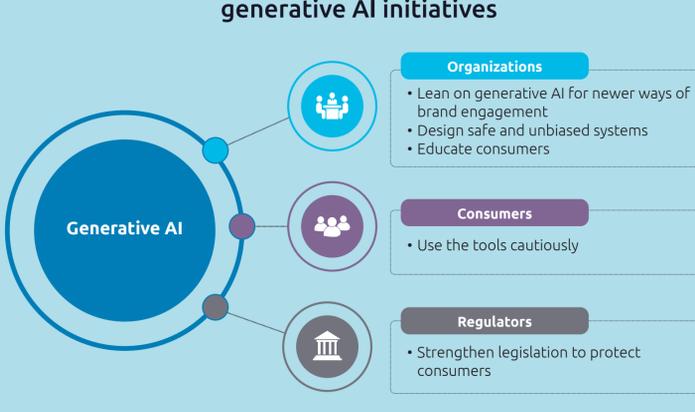
A representation of how generative AI simplifies and enriches the everyday life of a consumer



Source: Cappgemini Research Institute Analysis.

CONSUMER GUIDELINES FOR ORGANIZATIONS ON THEIR GENERATIVE AI JOURNEYS

A five-point framework for organizations working on consumer-facing generative AI initiatives



Source: Cappgemini Research Institute analysis.

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