



HOW AI IS RESHAPING PURCHASE DECISIONS

01 Who we are





Market Research

Marktest 
2023

amber 
2023

CONECTA 
2023

SALVETTI LLOMBART 
2023

Software Development

MARKDATA  
2023

MEDIALOG 
2023

MEDIA
BUYING
SYSTEMS 
2025

Media Intelligence

MEDIA
MONITOR 
2023

adjinn 
2024



+500
clients
in 2025

+400
FTEs
in 2025



02

why





To understand how **AI**
impacts purchase
decisions of consumers

To identify how that impact
changes by purchase
category

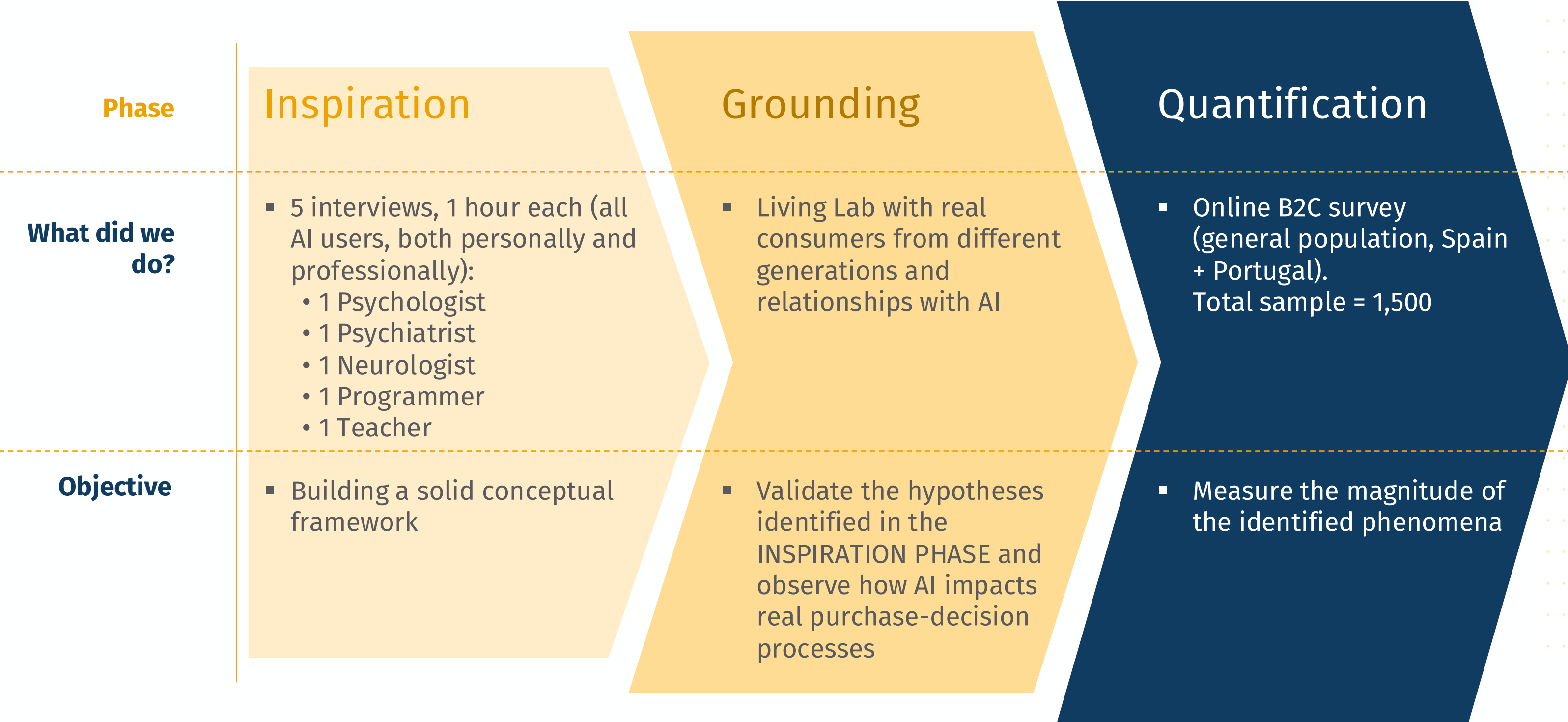
To unpack the **implications**
this has **for brands** and
understand how they
should act



03 How



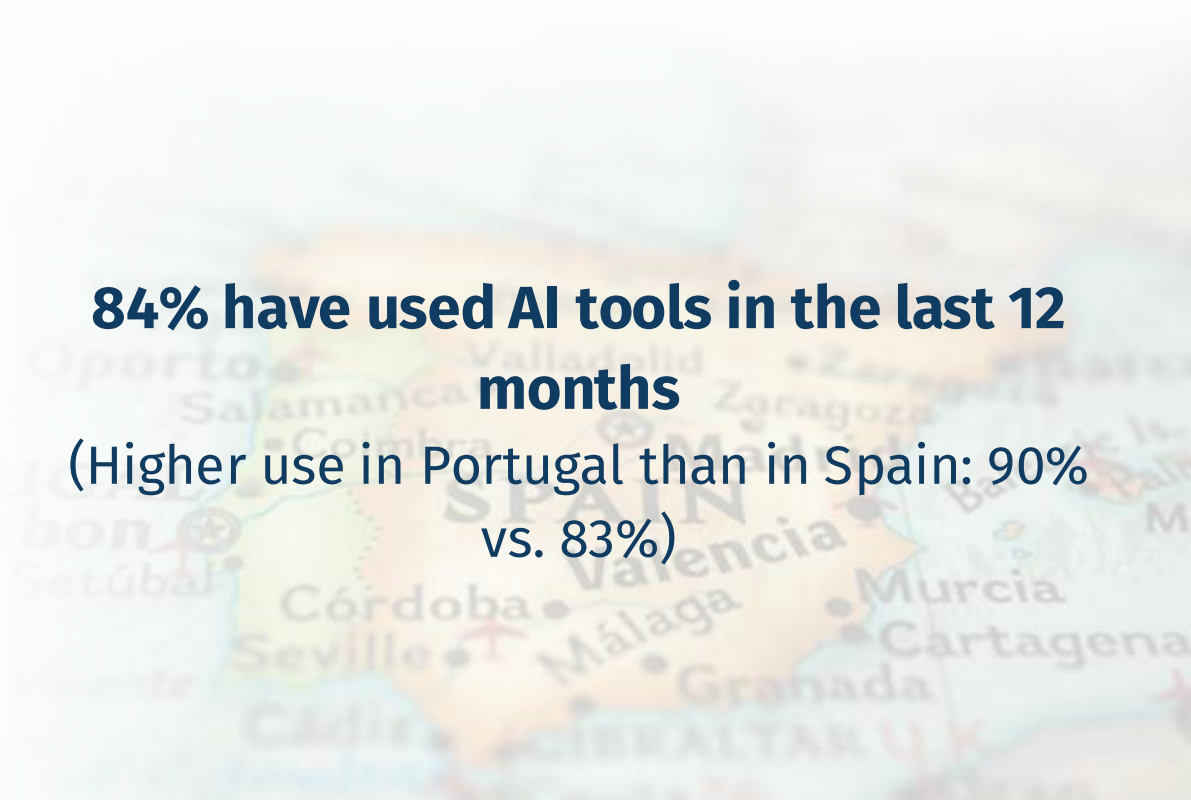
How did we do it?



04 Use of AI



Using AI to make purchase decisions is the “new normal”

A blurred map of Spain and Portugal, showing major cities like Oporto, Salamanca, Valladolid, Zaragoza, Madrid, Barcelona, Valencia, Murcia, Cartagena, Granada, Málaga, Córdoba, and Seville. The map is used as a background for the first statistic.

84% have used AI tools in the last 12 months

(Higher use in Portugal than in Spain: 90% vs. 83%)

Searching for information and resolving queries is the main use given to AI (82%)

51% already use it to make purchase decisions (the second most frequent type of use), followed by 41% who use it to create and write content

The use of AI in purchase decisions is above average among women (**54% women vs. 46% men**), people under 30, and those with a university degree.

66% of those who use AI for purchase decisions are satisfied with the results.

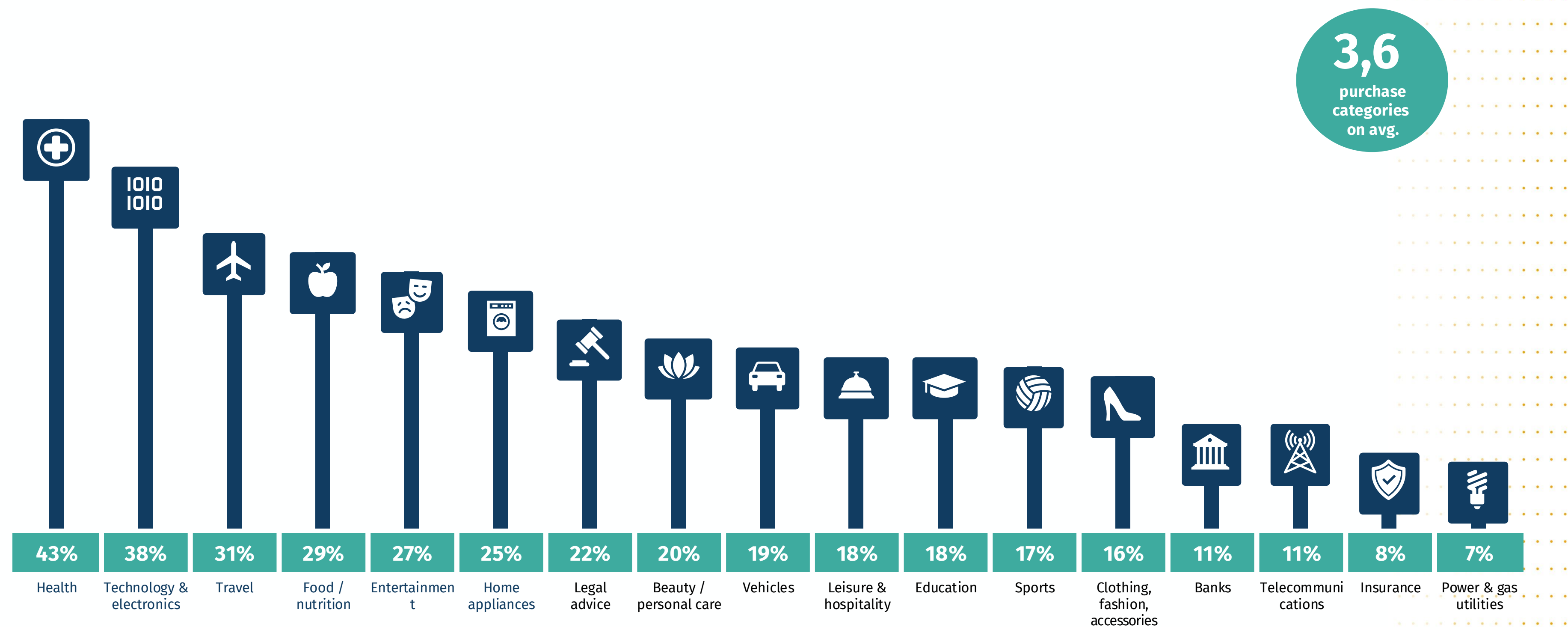
Only 8% are dissatisfied.

62% of respondents trust AI results but verify the results before making decisions. **3% trust it completely**, and 29% only trust it on simple or low-risk topics. Only 6% tend not to trust it.

A blurred image of a person's hands holding a tablet. A large, stylized blue 'AI' logo is overlaid on the screen. The background is a soft-focus office or home setting.

AI is here to stay: 96% of current AI users will keep using it for purchase decisions — 55% at the same level, 41% even more

The use of AI varies by purchase category



- Health, technology and travel are the categories where AI has made the strongest inroads.
- AI use in utilities and financial services is clearly below the rest of the categories analyzed.



AI represents a **new way of looking at the world** and, as such, it changes purchase processes and decision-making

- **AI is not neutral: it also introduces a way of looking at the world**
- Behind every AI there is training, decisions, interests, and a specific way of ordering information.
- **We don't just receive data: we receive a way of looking at the world**
- **AI is the new intermediary between brand and consumer**

Changes in the purchase process and decision-making

1. The journey changes radically, and conversation replaces search.
2. AI shortens the search process and reduces the number of touchpoints before the choice.
3. The brand stops competing to be known and starts competing to be “justifiable” in every decision context.
4. Trust stops being an attribute of sources and becomes an experience of understanding.
5. Classic segmentation in marketing loses effectiveness, and the focus shifts to segmenting decision contexts.

A NEW DOUBLE CHALLENGE FOR BRANDS: Being recommended by AI **and** chosen by people

- Until now: building desire, differentiation, and emotional connection for consumers.
- From now on, also: Building evidence, consistency, and credibility for algorithms



05

Implications



Implication 1

The journey changes radically, and **conversation replaces search**

BEFORE

- **Linear purchase:**
I need → I search →
I compare → I buy
- A specific need
- *'I want to buy
sunscreen'*
- *'Health insurance'*



NOW

- **Conversational purchase:**
I talk → AI interprets and
recommends → I decide
- Suggestion / generation
- *'I'm going to Málaga with
the kids...'*
- *'I'm thinking about getting
health insurance, but I'm
worried about ending up paying
for services I won't use. How
should I decide what coverage I
need?'*
- *'I've been feeling unwell lately
and I need to understand what's
going on... and have someone
recommend which professional
to see.'*

Strategic implications for brands:

- The query is no longer a keyword: it's a conversation, a context, setting constraints, conveying concerns and needs.
- Be easy for AI to understand (*'If AI can't explain you, it can't recommend you'*)
- Clearly explain who the brand is relevant for and why.
- Be present in sources AI considers reliable.
- Have clear, verifiable claims.
- Generate consistent, up-to-date reviews.



Implication 2

AI shortens the search process and reduces the number of touchpoints before the choice

BEFORE

- A long process of searching, exploring, and comparing.
- Sequential decisions
- *“How do I get discovered?”*



NOW

- AI condenses the journey into ad-hoc analyzed and filtered options.
- Compressed decisions
- *“How do I get into the final answer AI builds?”*

Strategic implications for brands:

- If AI shortens the decision, the brand has less time to build its narrative.
- Key question: *“If AI only has a few seconds to explain my brand, what will it say about me?”*
- Be optimized for inclusion in rankings/ summaries, not just searches.
- Be easy to justify in a compressed decision.
- Be clear, understandable, and relevant from the very first moment.
- Reduce ambiguity in attributes (price, use, context).



Implication 3

The brand **stops competing to be known** and starts **competing to be “justifiable”** in every decision context

BEFORE

- Brands need to be visible in the search process.
- Fame used to build recommendation.
- Being known.
- *“Does the consumer find me?”*



NOW

- Brands need to be selectable within a recommendation.
- Credibility is contextual and dynamic.
- Being justifiable.
- *“Does AI have enough reasons to recommend me?”*

Strategic implications for brands:

- Be explainable in one clear sentence (‘why you and not someone else’).
- Continuously update the “why choose you”.
- Maintain consistency between what the brand says and what others say.
- Have consistent external signals (reviews, sources, comparison sites).



Implication 4

Trust stops being an **attribute of sources** and becomes an **experience of understanding**

BEFORE

- Trust used to depend on the authority of the source (experts, brands, websites, reviews).
- Storytelling
- Persuade
- *“Which source is more reliable?”*



NOW

- Trust is built on AI's ability to understand and contextualize the user.
- “Fit evidence”
- Demonstrate
- *“Who understands me better in this specific moment?”*

Strategic implications for brands:

- A brand that only makes claims falls short: it's not enough to say “I'm effective,” “I'm a leader,” or “I'm innovative..”
- AI needs to understand the brand's promise: for whom, in what context, the end benefit, the reason why, against which alternatives, and within what limits.
- Design content for questions, not messages: cases, comparisons, scenarios, FAQs for context



Implication 5

Segmenting decision contexts becomes a **new layer of insight** that enriches classic demographic segmentation

BEFORE

- Classic segmentation (age, income, usage, category).
- Generic communication
- *“What target am I addressing?”*



NOW

- AI-assisted decision (user history, level of emotional and financial involvement, urgency, level of uncertainty, personal values).
- Personalized response
- *“What decision context am I entering, and how does AI interpret me there?”*

Strategic implications for brands:

- Shift from segmenting people to segmenting decision contexts.
- Respond to moments, not fixed profiles.
- Translate brand attributes into decision criteria.

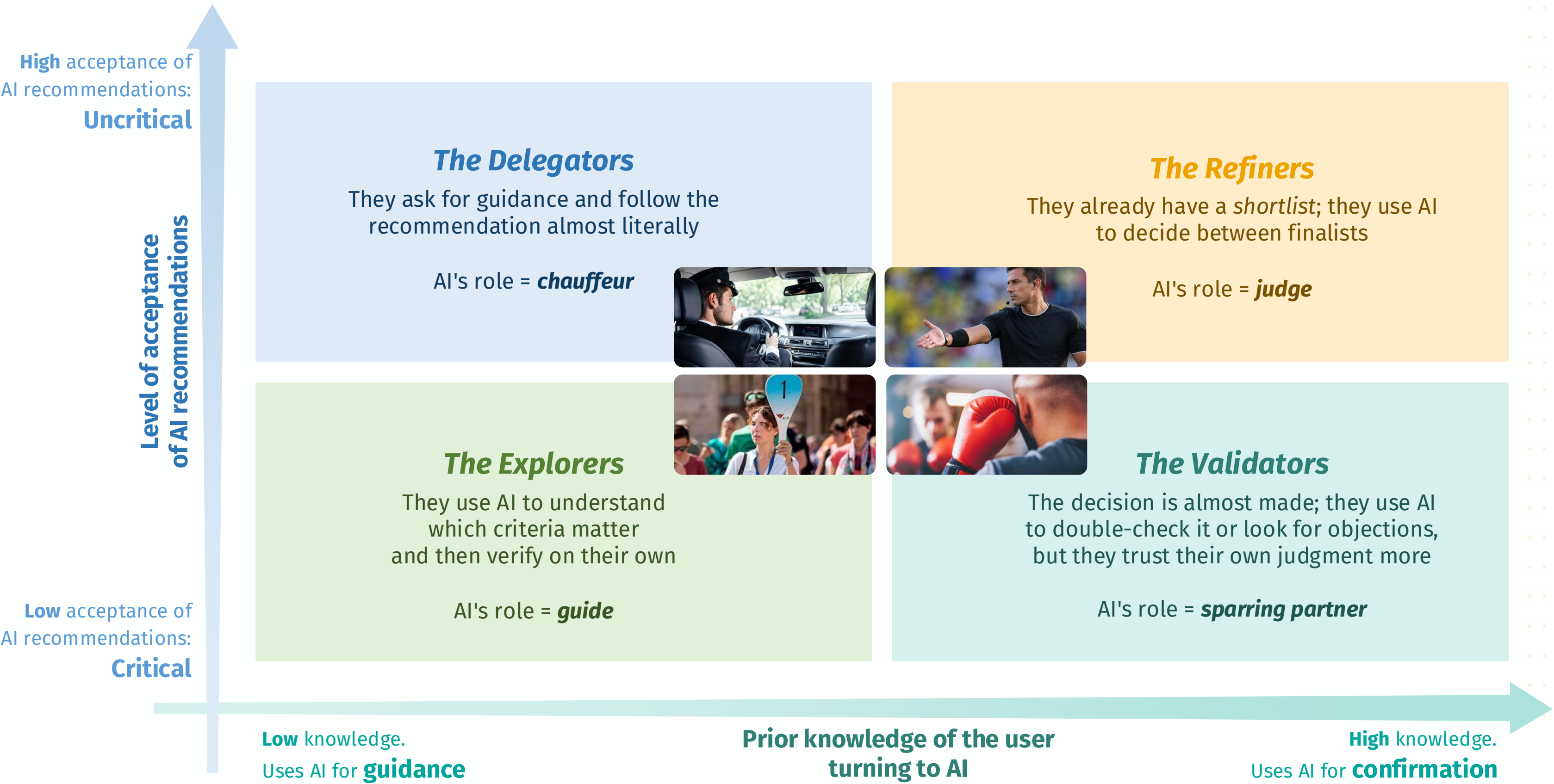


Introducing...

MinervAI Decision Compass



Not all users engage with AI the same way across categories



Implications for brands by segment

High acceptance of
AI recommendations:
Uncritical

Level of acceptance
of AI recommendations

Low acceptance of
AI recommendations:
Critical

The Delegators



- AI is practically the only decision point → **Winning the recommendation = winning the sale.**
- **Risk:** total dependence on how sources you don't directly control describe you
- **Some tactical actions:**
 - Optimize to be the "default" answer for queries like "best X for Y"
 - Regularly audit what AI recommends when asked about your category (prompt testing) and fix misalignments.
 - Monitor the reputation of third parties who talk about you, since in this segment you have almost no direct voice.

The Refiners



- AI only comes in at the tie-breaking stage → **What matters is winning direct comparisons, not generic mentions.**
- **Risk:** losing out due to a single objective data point (price, warranty, delivery time) that AI uses as a cutoff criterion, even if your brand is generally perceived positively.
- **Some tactical actions:**
 - Create and maintain "X vs Y" content with verifiable, up-to-date data, so AI has clear arguments in your favor when asked to compare.
 - Identify your 2-3 most frequent competitors on the user's shortlist and test how AI compares you against them specifically.

The Explorers



- Here, AI doesn't close the sale, it opens it. **Winning the first mention isn't enough: you must survive the follow-up verification.**
- **Risk:** inconsistency between what AI says, what your website says, and what third parties say.
- **Some tactical actions:**
 - Produce content that answers "what should I consider when choosing X" (to influence the framework AI conveys, not just the final recommendation).
 - Ensure absolute data consistency (specs, prices, terms) across AI, website, marketplaces, and reviews — any discrepancy is penalized heavily.
 - Strengthen verifiable social proof: detailed reviews, independent comparisons, expert content with objective criteria.

The Validators



- **Here, AI doesn't sell or recommend, it questions.** The brand's role isn't to win AI's recommendation, but to make sure AI doesn't trigger an objection that shakes an already-made decision.
- **Risk:** that AI surfaces a negative review, a controversy, a service issue, or outdated data right when the user is looking for confirmation (or reasons to doubt).
- **Some tactical actions:**
 - Active online reputation management: resolve visible complaints, update outdated information.
 - Audit which "cons" AI mentions about your brand when asked for a critical opinion, and work on those specific points.

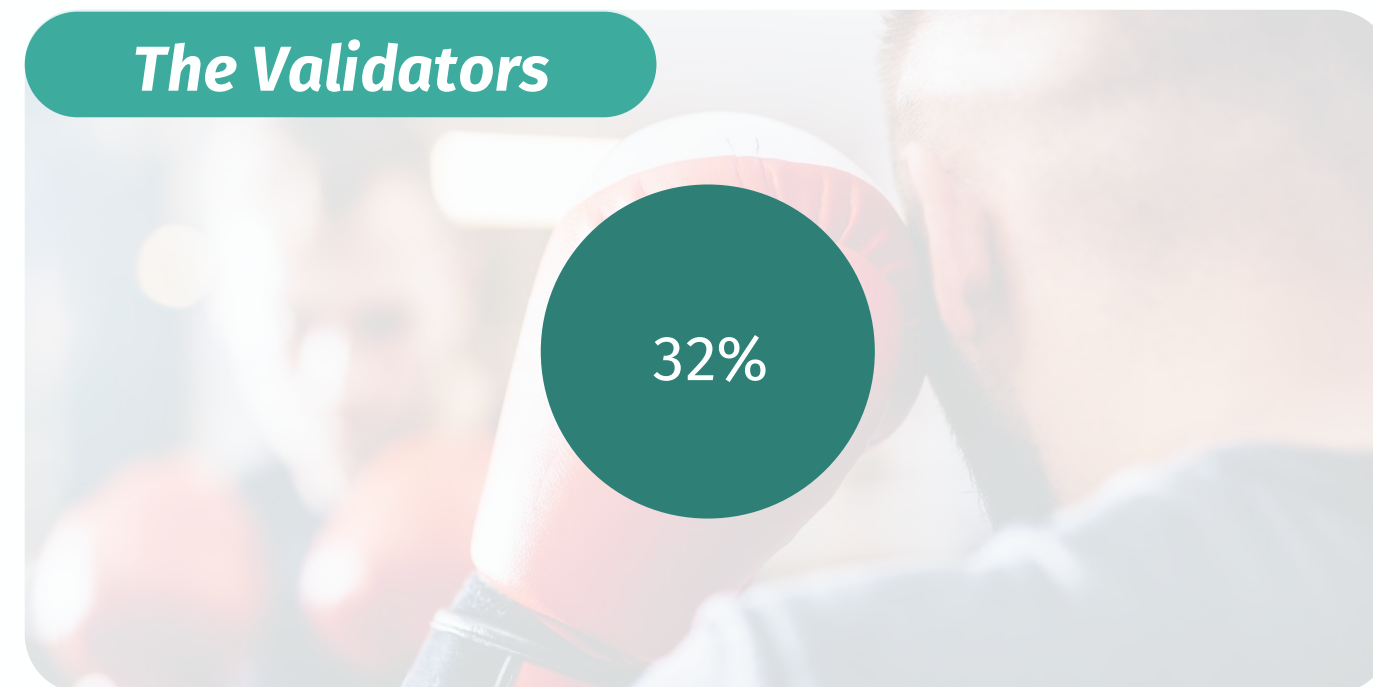
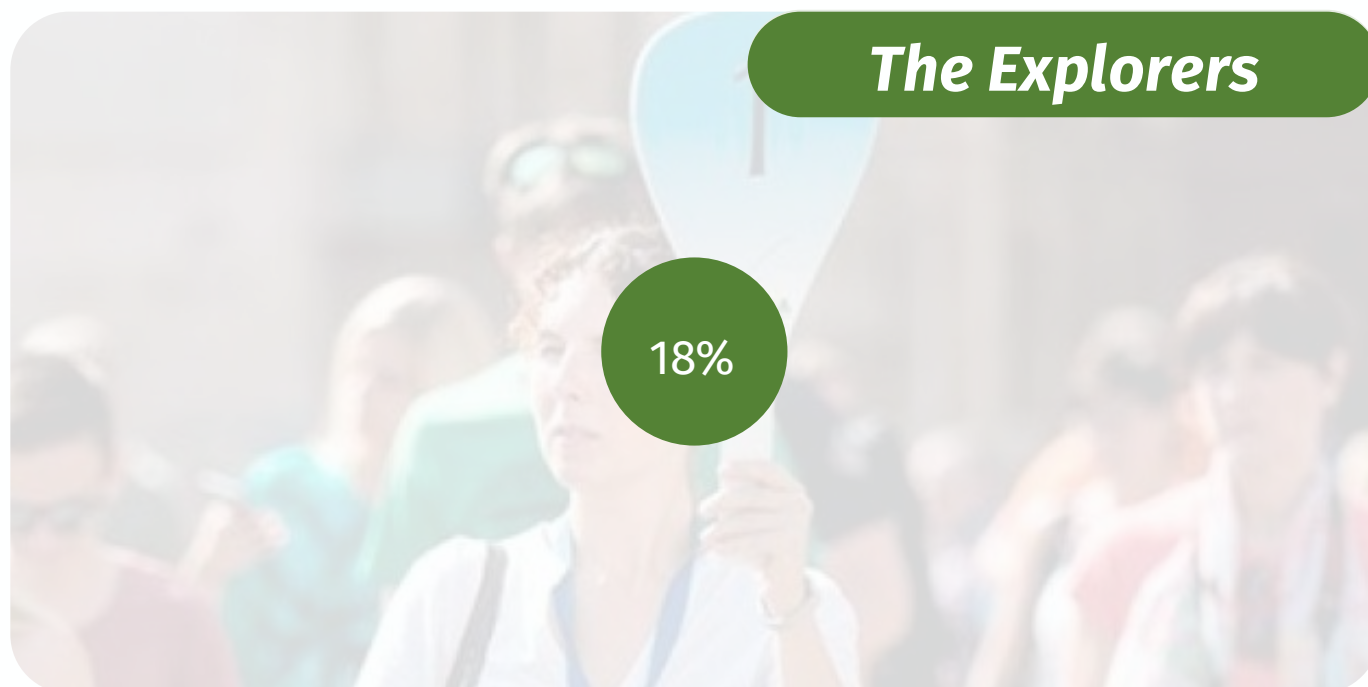
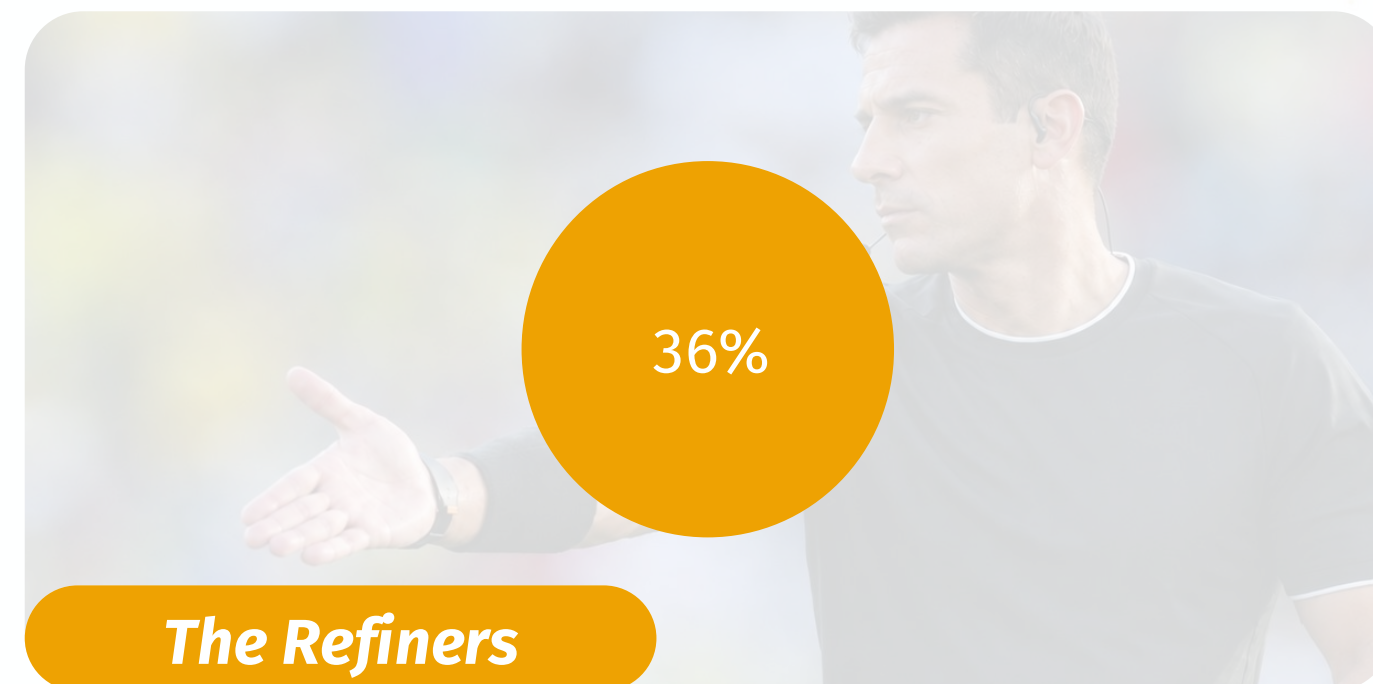
Low knowledge.
Uses AI for **guidance**

Prior knowledge of the user
turning to AI

High knowledge.
Uses AI for **confirmation**



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High acceptance of
AI recommendations:
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18%

The Delegators



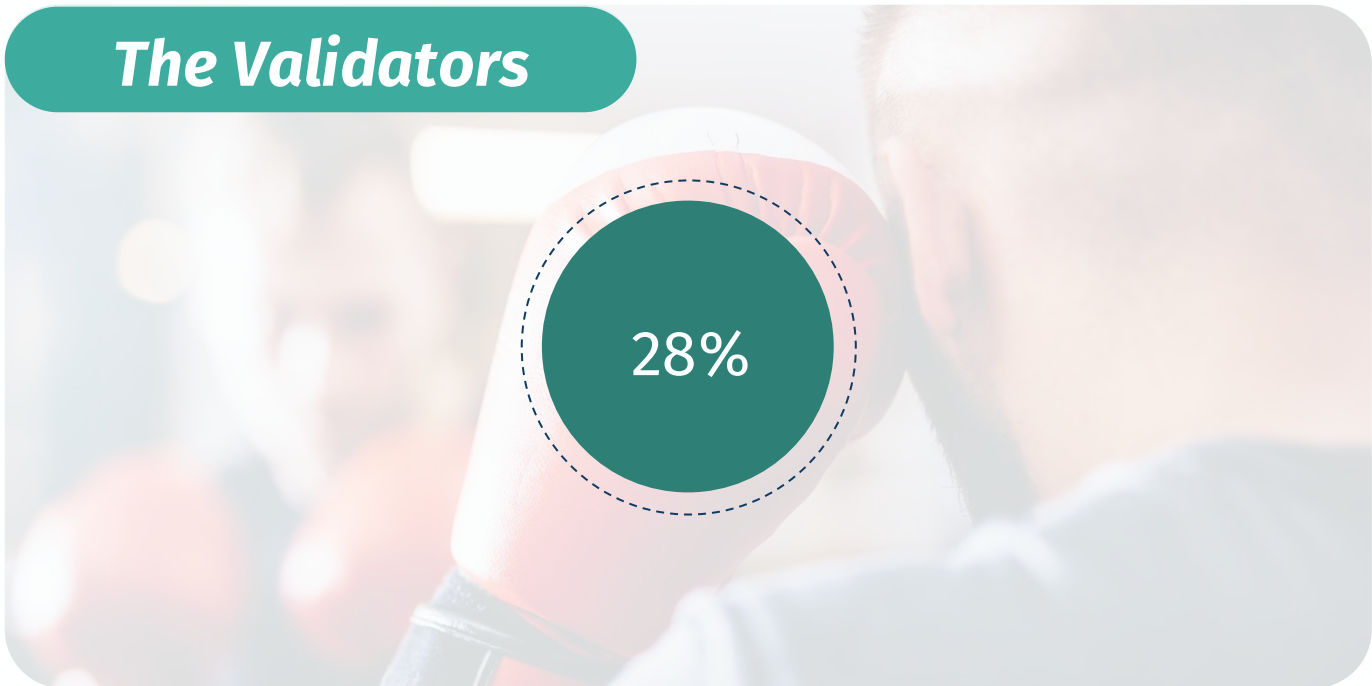
26%

The Refiners



28%

The Explorers



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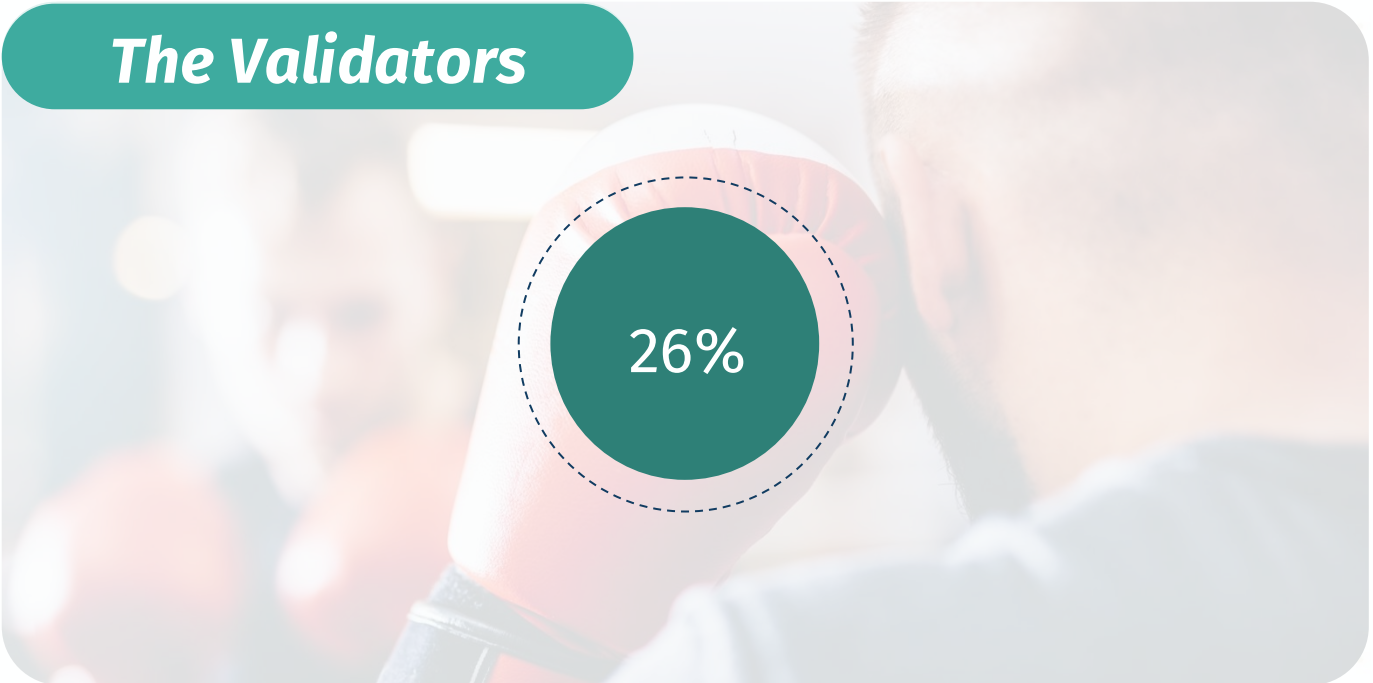
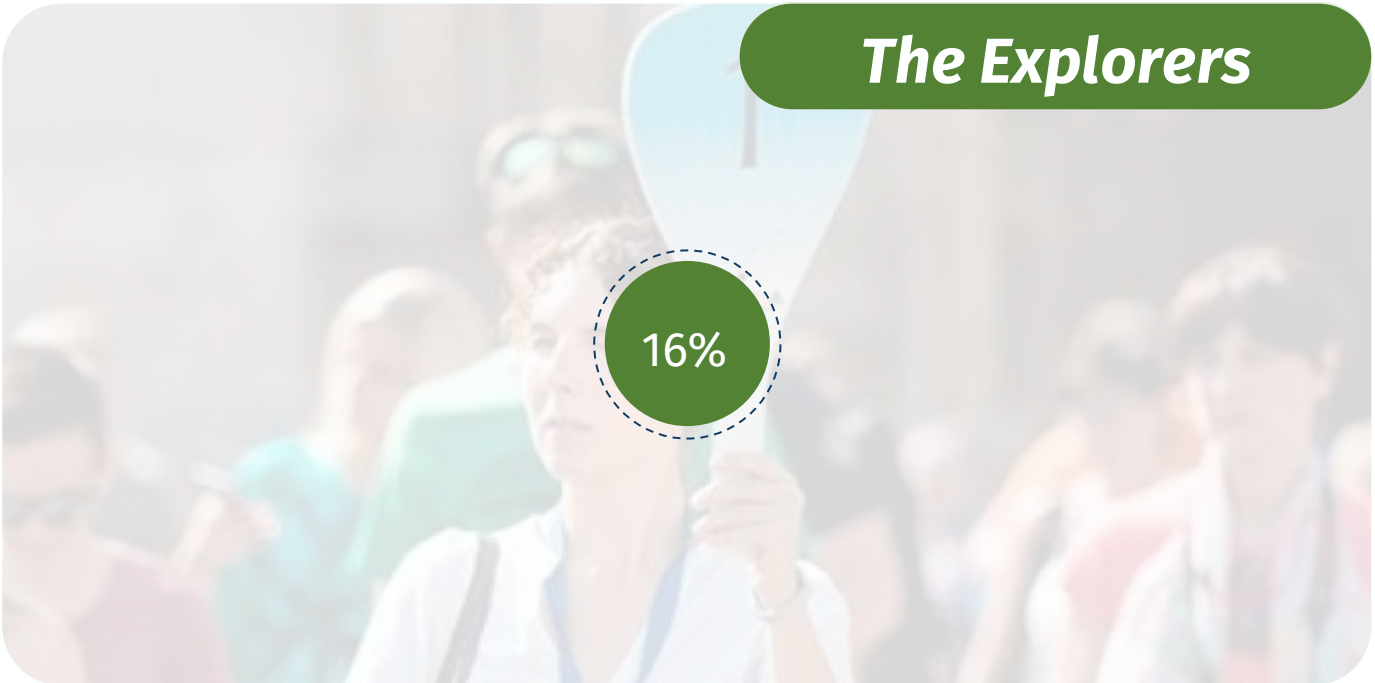




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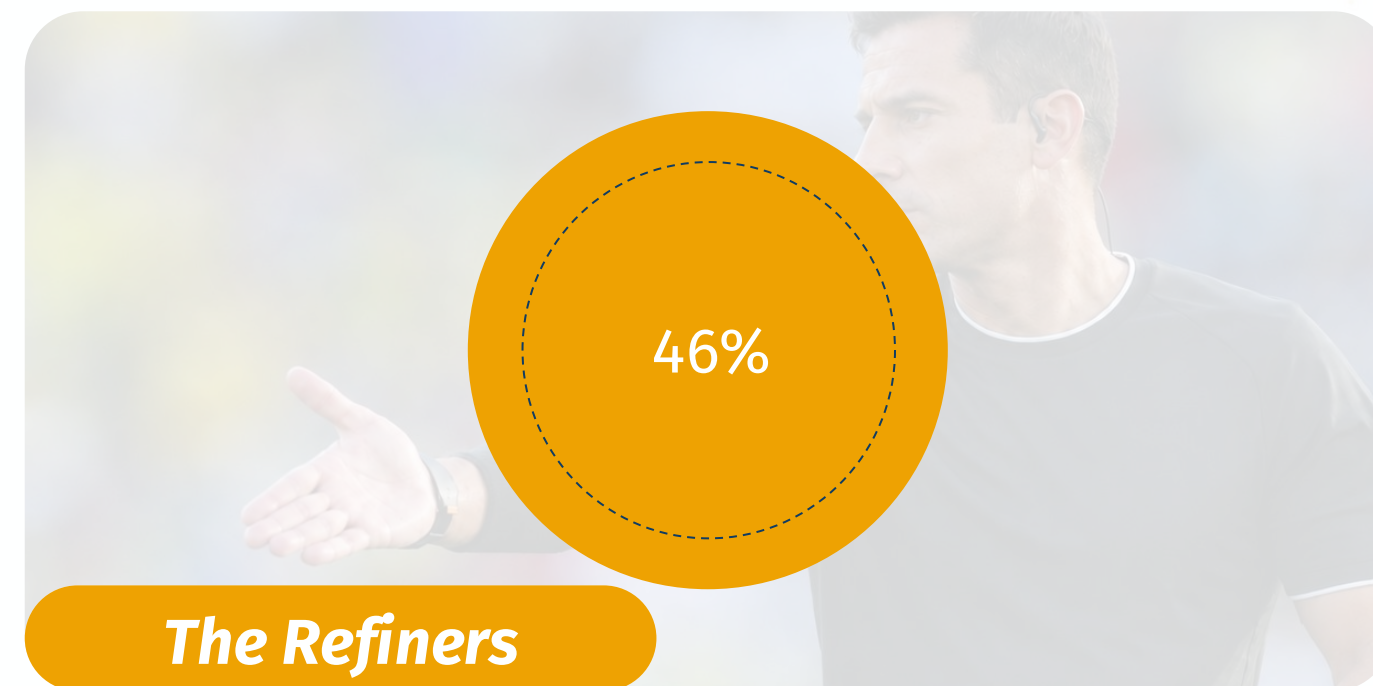
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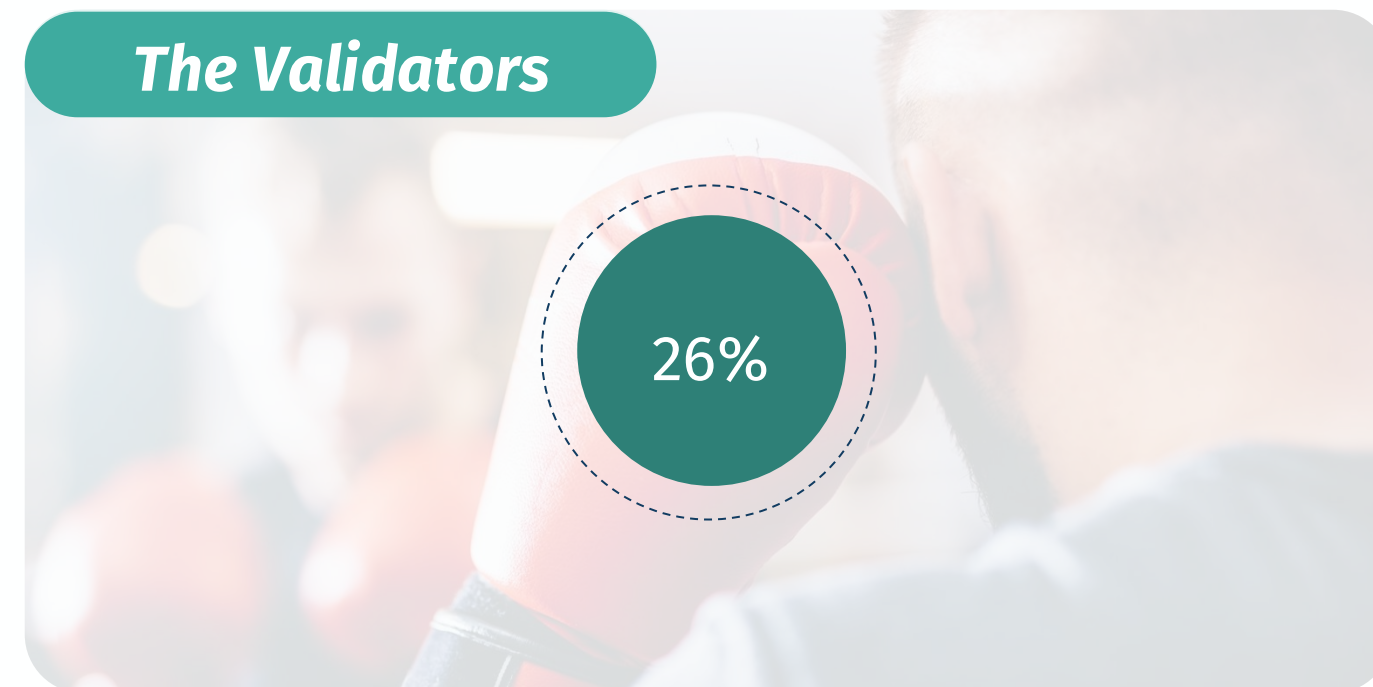
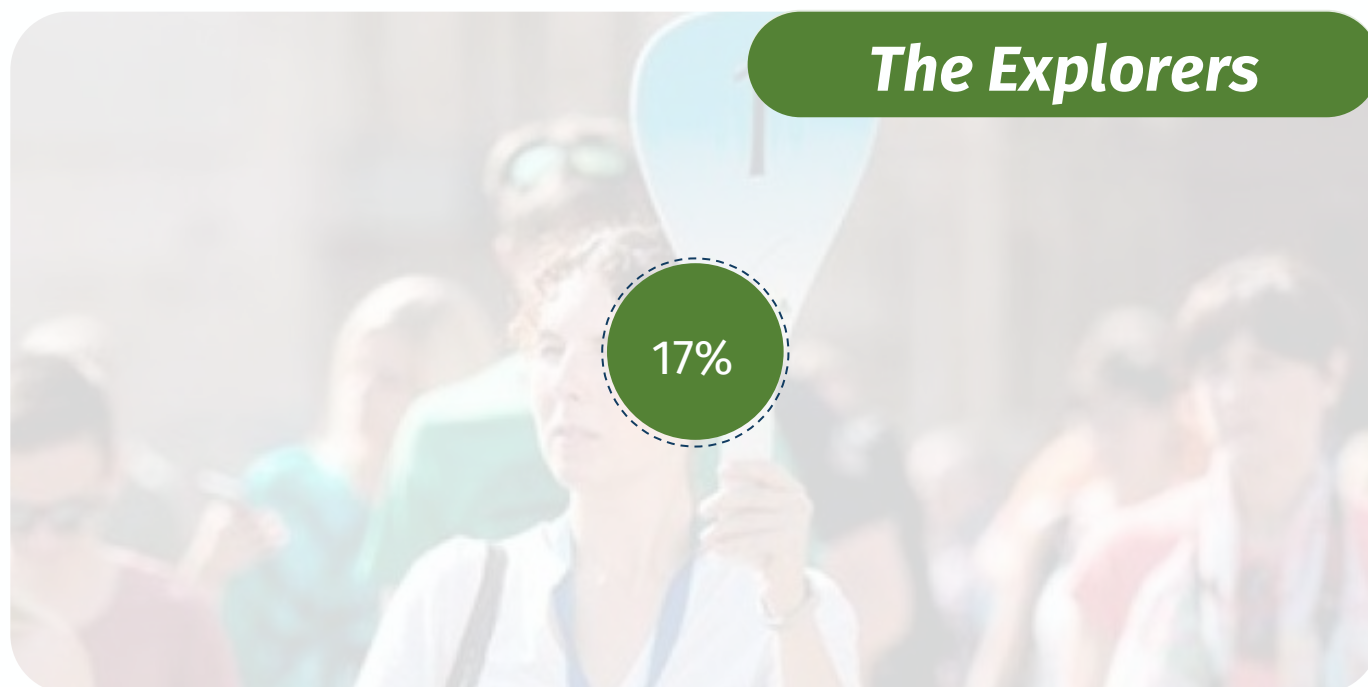




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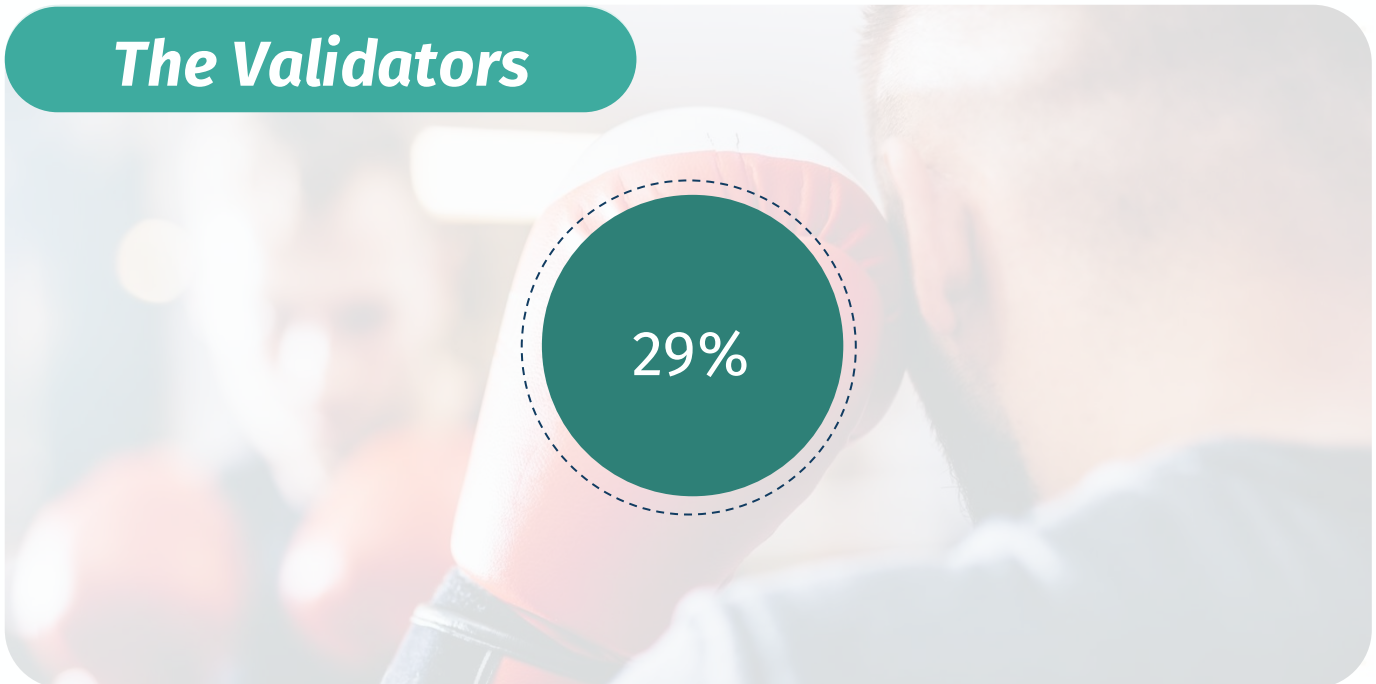
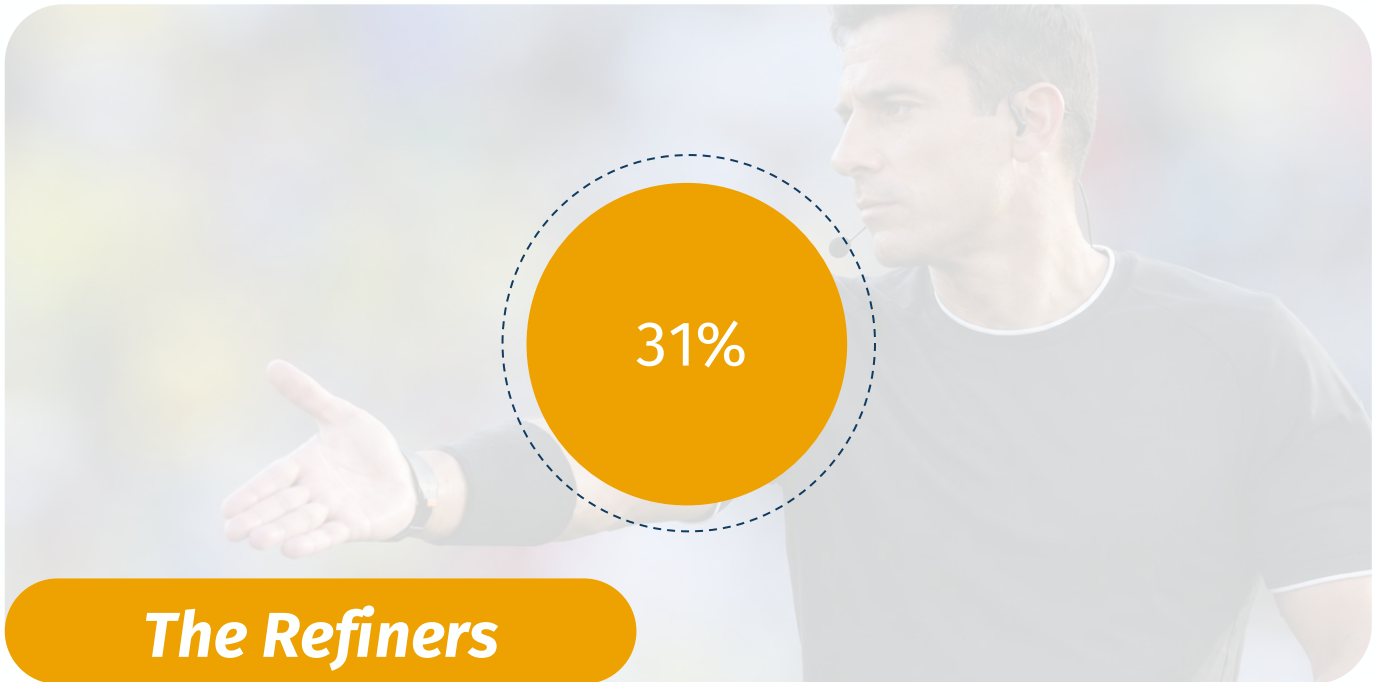
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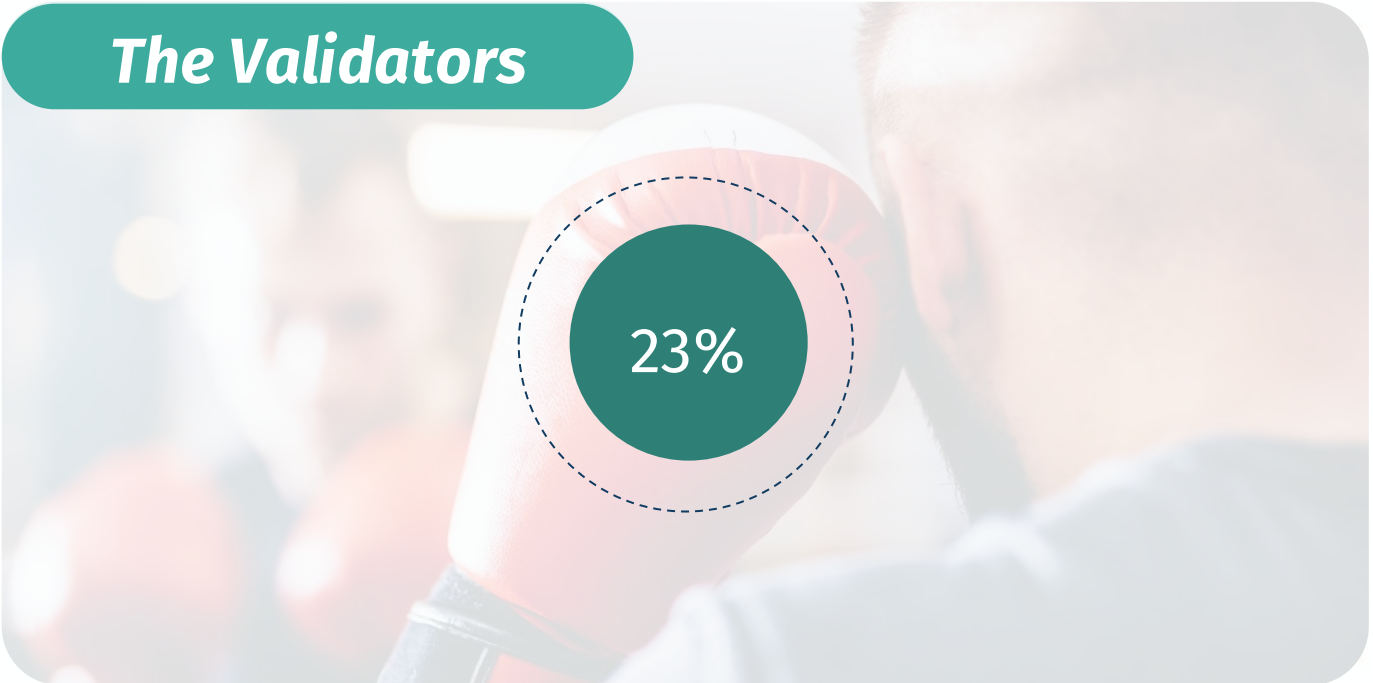
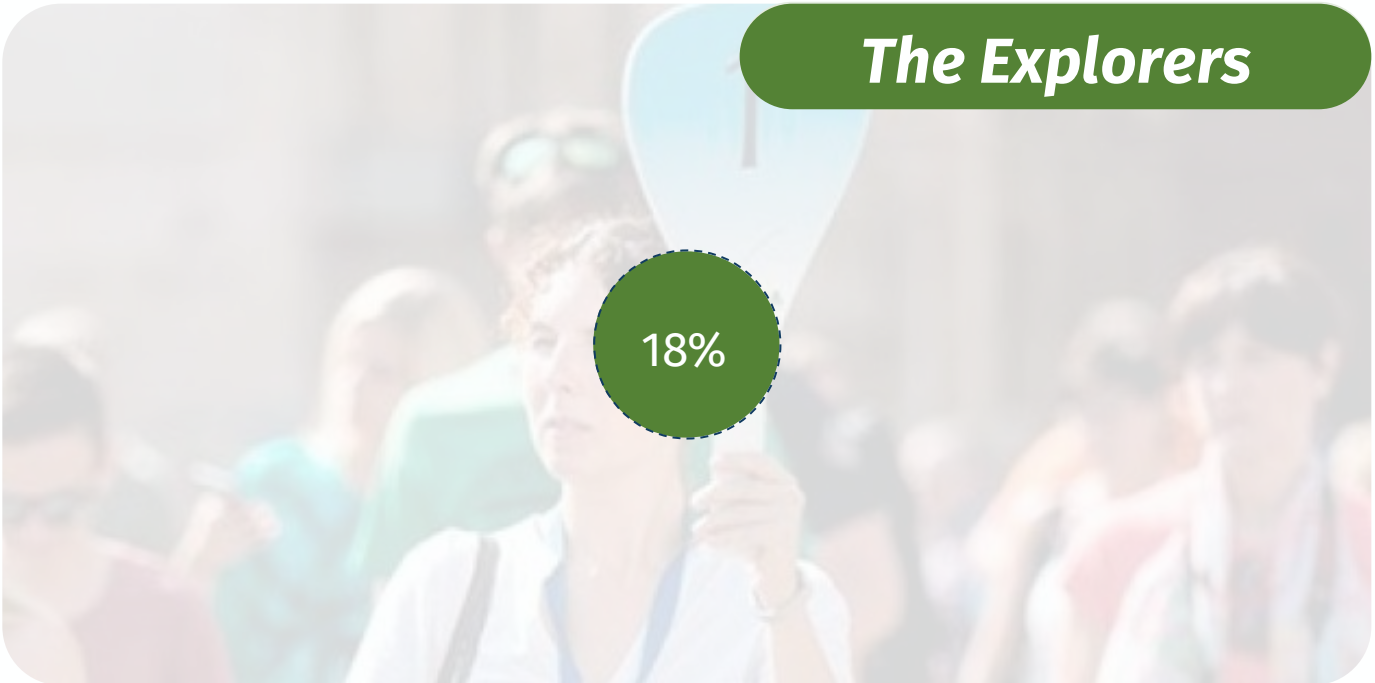




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What questions should we start asking ourselves?

What percentage of purchase decisions in your category **are being mediated by AI?**

How do your customers behave when they use AI? What questions do they ask, and with what context do they arrive?

How are your customers segmented in their use of AI? What **risks are involved** and **how can they be mitigated?**

Where does AI discover you or bury you? What does AI say about your brand when a consumer describes your product without naming you?

How much does AI really drive the decision?

What triggers whether **you get considered... or ruled out?**





Global understanding, local accuracy

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TWA
TAGUSWORLD
ANALYTICS

MEDIA
MONITOR
GRUPO MARKTEST

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