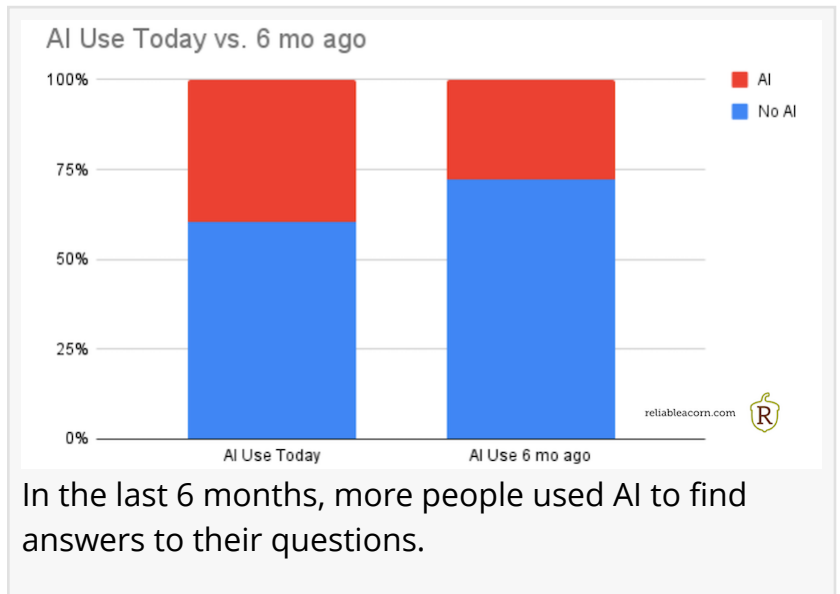


Survey Unveils the Role of AI in Online Search: LLMs Gaining Ground as Backup to Search Engines

Consumer trends: AI on the rise, but search engines preferred for finding services, reveals survey.

CHARLOTTE, NC, UNITED STATES, August 1, 2023 /EINPresswire.com/ -- Consumers' search behavior significantly impacts how businesses are discovered in a dynamic digital landscape. To uncover the latest consumer trends in service and product discovery, we conducted a comprehensive survey focused on the role of AI, search engines, and social media.



The survey, conducted in July 2023, delved into consumers' preferences when seeking services and products.



Rather than follow rumors or anecdotal stories, I created a survey to learn how people use AI to find services or products— this way, we can focus our efforts on the most effective marketing strategy.”

David Zimmerman

Key Consumer Trends:

1. AI's Rising Appeal: The survey revealed a growing trend of consumers turning to AI-driven tools and Large Language Models (LLMs) to discover services and products. AI's ability to provide instant answers to specific queries increasingly resonates with consumers.

2. Search Engines Lead the Way: Despite AI's surge, search engines remain the top choice for consumers when

seeking services and products. Users value search engines for their comprehensive and reliable results.

3. Social Media for Peer

Recommendations: Social media platforms are vital in service and product discovery. Consumers often use social networks for peer recommendations, reviews, and real-life experiences.

4. AI Complements Search and Social Media: While AI adoption is growing, it primarily complements social media. Consumers utilize AI as a supplementary resource when social media fails to yield desired results.

Understanding these consumer trends can profoundly impact businesses' marketing strategies. Aligning with consumers' evolving preferences in their discovery journey can enhance brand visibility and customer acquisition.

To access the complete survey report and gain valuable insights into the changing dynamics of consumer behavior, please visit

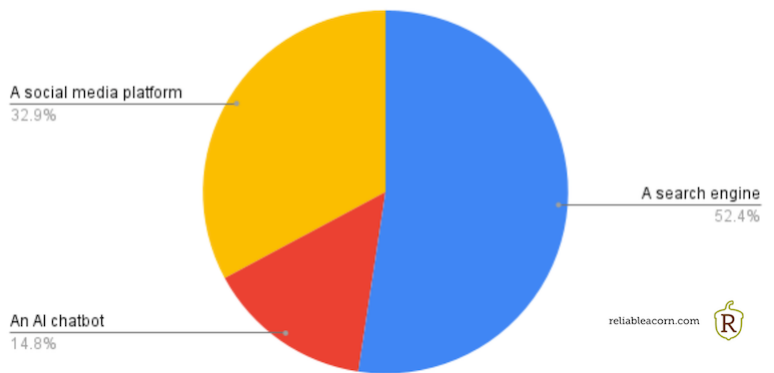
<https://www.reliableacorn.com/blog/how-do-you-find-answers-on-the-internet/>

About [Reliable Acorn LLC](#):

Reliable Acorn LLC helps its clients get found by customers. It specializes in assisting B2B companies with their search engine optimization strategy and campaigns.

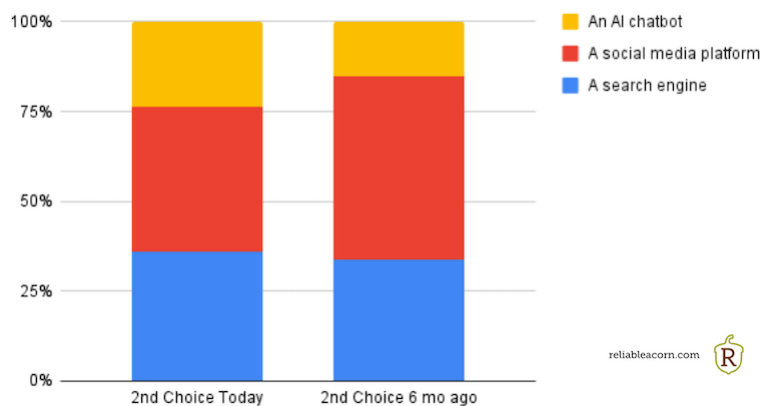
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If you have a question TODAY, where on the internet do you FIRST turn to find an answer to that question?



Most people (as of July 2023) still turn to search engines for their answers.

Second Choice Today vs 6 mo ago



In the last 6 months, fewer people used social media to find answers to their questions.

This press release can be viewed online at: <https://www.einpresswire.com/article/647587650>

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