

Study Finds: Using the Wrong AI Can Be Bad for Consumer Wallets

ShopSavvy finds price differences for nearly 30% of products on Google's two shopping screens, showing why a second price check matters.

SAN FRANCISCO, CA, UNITED STATES, September 28, 2026 /EINPresswire.com/ -- Monolith Technologies, Inc., the company behind ShopSavvy, today announced findings from a shopping study showing how relying on a single AI-generated price can cause consumers to miss better offers for the same product.

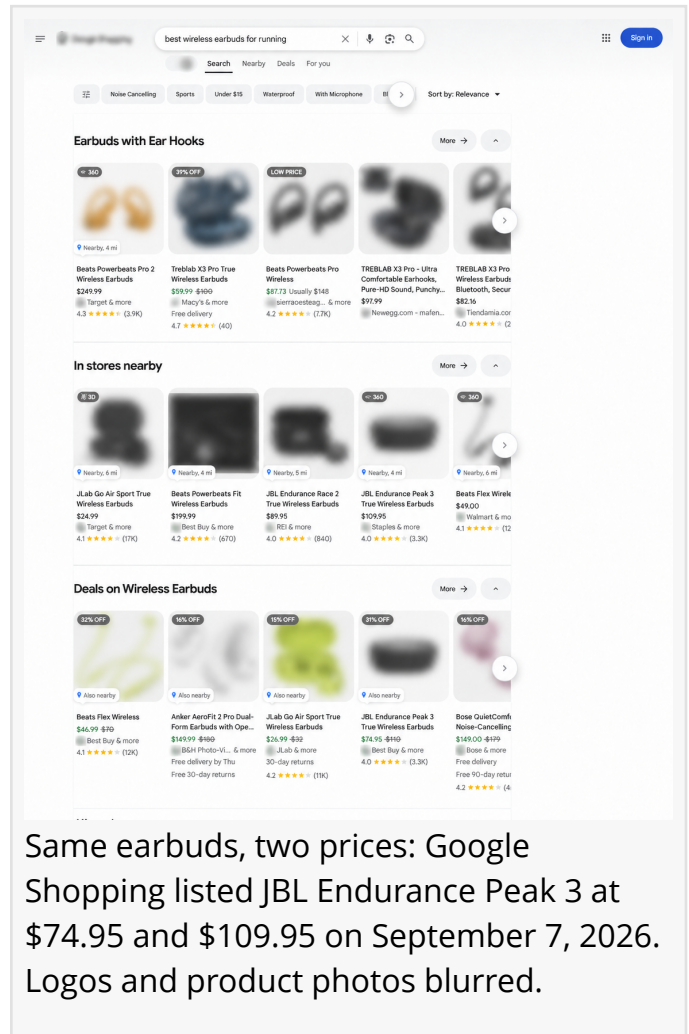
ShopSavvy compared 270 products appearing in both Google AI Mode and Google's Shopping tab. Nearly three in ten had different prices. When prices differed, AI Mode showed the higher price 60% of the time.

"An AI assistant can find the right product and still leave you paying the wrong price," said John S. Boyd, Chief Executive Officer of Monolith Technologies. "Consumers deserve shopping tools that compare competing offers and make those differences visible before they spend their money."

The study tested 240 shopping questions across 12 categories on September 7, 2026, using a United States English session. Researchers matched products using Google's product identifiers, then cross-checked star ratings and review counts.

The findings show both how often prices differed and how much those differences could matter:

- Prices differed for 80 of the 270 matched products, or 29.6%. The remaining 190 had identical



The screenshot shows Google Shopping results for the query "best wireless earbuds for running". The interface includes a search bar, filters (Noise Cancelling, Sports, Under \$15, Waterproof, With Microphone), and a "Sort by: Relevance" dropdown. The results are organized into three sections:

- Earbuds with Ear Hooks:** Displays five product listings. The first two are blurred. The third is "Beats Powerbeats Pro 2 Wireless Earbuds" for \$249.99. The fourth is "TREBLAB X3 Pro - Ultra Comfortable Earbuds, Pure HD Sound, Punchy..." for \$97.99. The fifth is "TREBLAB X3 Pro Wireless Earbuds Bluetooth, Secure" for \$82.16.
- In stores nearby:** Displays five product listings. The first two are blurred. The third is "JBL Endurance Race 2 True Wireless Earbuds" for \$89.95. The fourth is "JBL Endurance Peak 3 True Wireless Earbuds" for \$109.95. The fifth is "Beats Flex Wireless" for \$49.00.
- Deals on Wireless Earbuds:** Displays five product listings with discounts. The first is "Beats Flex Wireless" for \$46.99 (5% off). The second is "Anker AeroFit 2 Pro Dual-Fit Earbuds with Op..." for \$149.99 (10% off). The third is "JLab Go Air Sport True Wireless Earbuds" for \$24.99 (10% off). The fourth is "JBL Endurance Peak 3 True Wireless Earbuds" for \$109.99 (1% off). The fifth is "Bose QuietComfort Noise-Cancelling" for \$189.00 (5% off).

Below the screenshot, a text box states: "Same earbuds, two prices: Google Shopping listed JBL Endurance Peak 3 at \$74.95 and \$109.95 on September 7, 2026. Logos and product photos blurred."

prices.

- When AI Mode showed the higher price, the median premium was 20.2%.

- When AI Mode showed the lower price, the median discount was 8.3%.

For shoppers, those gaps can translate into meaningful dollars. The study recorded these examples:

- JBL Endurance Peak 3 earbuds: \$109.95 in AI Mode versus \$74.95 in Google Shopping—a \$35 difference.

- Braun Series 9 PRO Aio9570 trimmer: \$199.99 in AI Mode versus \$164.95 in Google Shopping—a \$35.04 difference.

ShopSavvy also checked nine selected products through its own service. Their combined listed prices through ShopSavvy were \$295.86 lower than the AI Mode total, averaging \$32.87 less per item.

The largest difference in that group was the Dyson 360 Vis Nav: \$399.99 in AI Mode versus \$297.99 through ShopSavvy, a \$102 gap. These selected examples illustrate potential savings and do not predict what every shopper will save.

“

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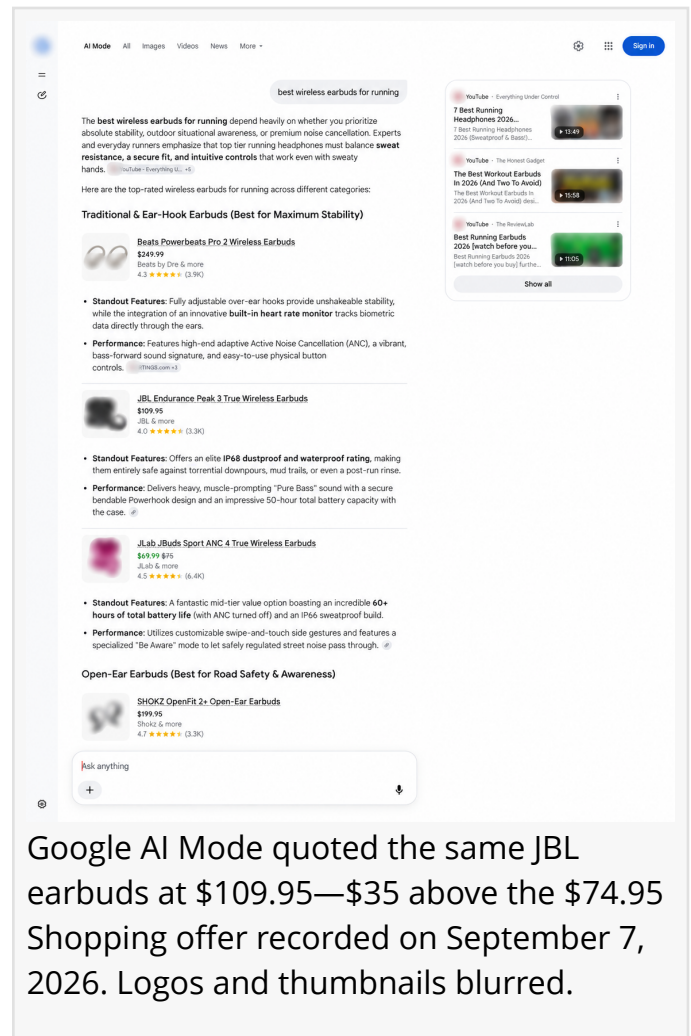
John S. Boyd, Chief Executive Officer of Monolith Technologies

“Finding a price is only the beginning,” said Jake Marsh, Chief Technology Officer at Monolith Technologies. “ShopSavvy brings offers from multiple retailers into the shopping process so consumers can compare what is available and make a more informed decision.”

The findings reflect displayed prices on a single day. Prices

and promotions change, and sellers may offer different terms. The study did not track completed purchases, compare performance across all AI agents, or evaluate which products AI Mode recommends. It also does not establish intentional steering.

For consumers, the takeaway is simple: before checking out, compare current offers for the



exact product. A second price check could reveal a better deal.

Read the [full study, examples, and methodology](#), or explore ShopSavvy at shopsavvy.com.

About ShopSavvy

ShopSavvy is an independent shopping assistant with tens of millions of downloads. Its product discovery, price comparison, reviews, and price history tools help consumers evaluate purchases and shop with greater confidence.

About Monolith Technologies

Founded by Jake Marsh and John S. Boyd, Monolith Technologies, Inc. develops commerce technology focused on consumer choice, retailer fairness, and transparent shopping. The company operates ShopSavvy.

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