AIR

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Case Study - Retail

AI Research

“Understanding how younger and older Czech consumers shop differently.”

04/2026

CASE STUDY SUMMARY

Goal of the Case Study? Promptly understand shopping behaviors between younger (18-30) and older (50-65) Czech consumers to help retailers understand generational differences in channel preferences, decision-making, and purchase drivers, enabling more targeted strategies and smarter investment decisions.

What did we find out? Online shopping dominates among younger consumers, while older generations still prefer physical stores for certain categories. Price comparison is universal, but the channels differ – younger shoppers use apps and social media, while older consumers rely on traditional comparison websites and in-store visits. Trust factors vary significantly: younger buyers trust influencer recommendations and user reviews, whereas older shoppers value brand reputation and personal recommendations.

What did the results deliver? The insights reveal critical generational differences in retail behavior, from preferred shopping channels to decision-making factors. These findings help retailers optimize their omnichannel strategies, tailor marketing messages to each demographic, and make informed decisions about where to invest in digital vs. physical retail experiences.

QUANTITATIVE RESEARCH

Target audience:
- Younger buyers (age 18 – 30)
- Older buyers (age 50 – 65)
- All buyers (age 18 – 65)

Virtual respondents: 6 730 000

Market: Czech Republic

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FAST DATA - NO COMPROMISE

Type of research

Quantitative questionnaire survey with closed-ended questions conducted on AI-modelled respondents.

Why can the results be trusted?

AI research achieves long-term **agreement** with traditional research **of over 90%.** Thanks to the large sample size (tens to hundreds of thousands of respondents), **the results** are **more stable and less prone to noise.**

AI-simulated respondents – how it works

Each AI respondent has realistic demographic and behavioral parameters, up to **500,000 data points**, and individual attitudes based on information they trust.

Who is this case study for

For agencies and retailers working with audiences and data who want to better understand the behavior and decision-making of selected target groups.

SURVEY TIMELINE

Week 1

Kick-off call, alignment of the brief, definition of the topic, markets and target groups.
Preparation of the brief, questions and project setup incl. research design.

Week 2

Setting up the AI model and first round of testing.
Conducting the survey, ongoing analysis and regular consultations, data evaluation.

Week 3

Case study ready to share.

MARKET RESEARCH SUMMARY

PHYSICAL STORES DOMINATE

58%

of all respondents prefer **offline shopping experience.**

60%

prefer spending **larger sums in physical store**.

BARRIERS DIFFER BY AGE

61%

of younger blocked by **shipping costs** to continue in shopping.

50%

of older blocked by **inability to try** the product.

GENERATIONAL SPLIT

60%

of older use **PC or laptop** for online shopping.

58%

of younger use **smartphone** for online shopping.

WEBROOMING IS KING

RESEARCH -> STORE

73% younger and 86% older used **"online research → store buy"** in last 30 days.

YOUNGER SHOWROOM FASHION

FASHION TRENDS

63% younger have **visited fashion store** then **bought online** vs. 46% of older.

PRICE IS THE #1 REASON TO SWITCH ONLINE

65%

who see product in-store then buy **online** because of the **lower price**.

GENERAL SHOPPING BEHAVIOR & BARRIERS

56%

Find **Google** as the universal **starting point**. For 24% older starts shopping process in **physical store**.

Device gap

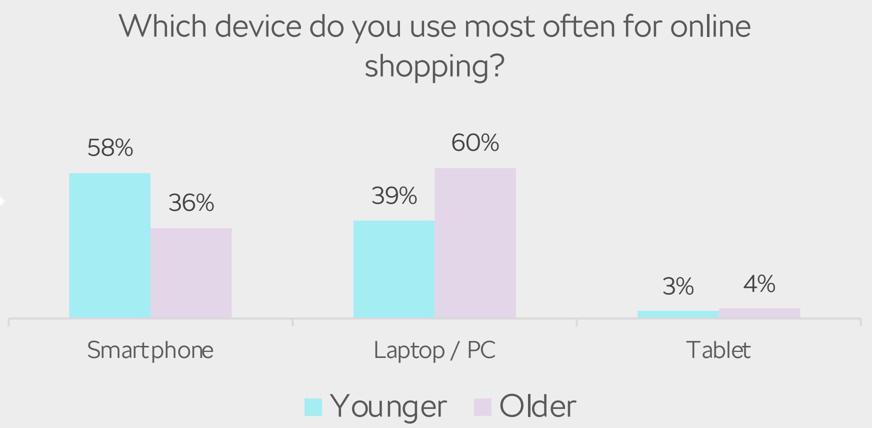
58% of younger use **primarily smartphone** vs 60% of older **primarily Laptop or PC.**

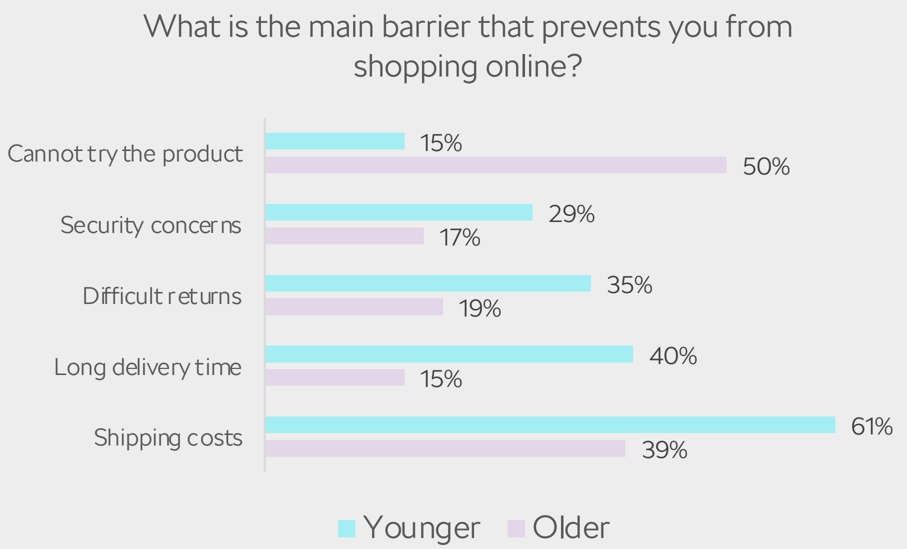
Pick-up point

(Zásilkovna etc.) is preferred **delivery** for both groups - 49% younger, 57% older.

Barriers

Younger = **shipping** cost (61%), Older = can't **try** product (50%) completely different pain points





PRICE PERCEPTION & WILLINGNESS TO PAY

Research threshold

43% of **younger** start researching above **500 CZK.**
41% **older** need **2 000+ CZK** to bother.

Inspection needed

For items over 20 000 CZK, 63% say physical **inspection in-store** is the most critical final **decision** step.

Free shipping impact

65% of younger say it significantly/somewhat **changes decision** vs only 40% of older.

Better deals online

Younger **believe online** has better bulk/bundle **deals** (87%) vs older less convinced (56%).

Everyday items

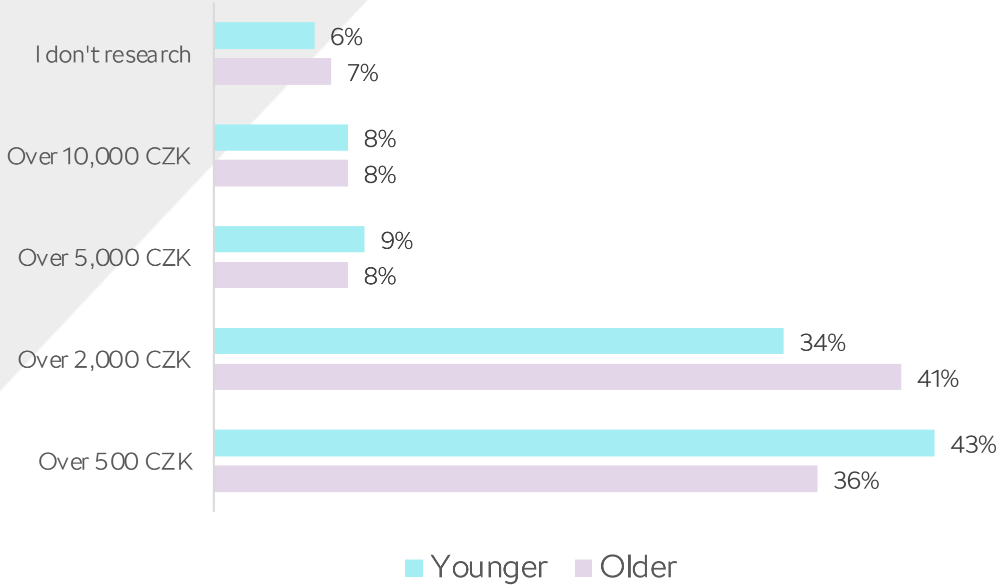
For low-cost everyday items, 53% priorities **price over proximity**, but 26% still value proximity.

Pay extra, get it today

66% will **pay +5–10% to buy in-store** and get it **today**. Immediacy premium

66% would **pay** the in-store **premium** for **immediacy**

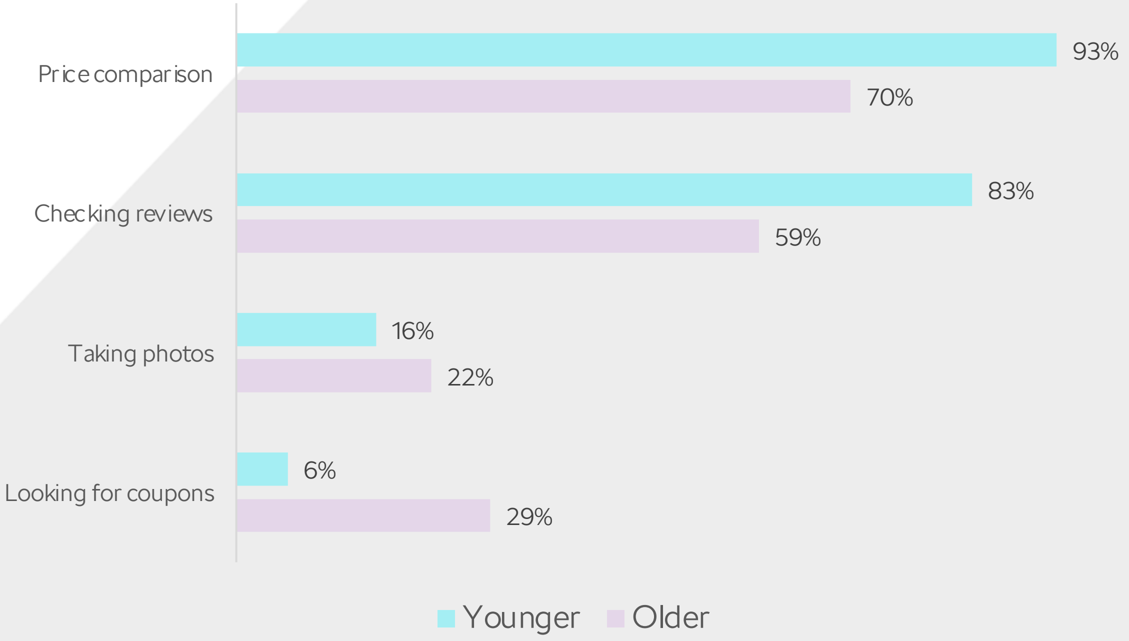
Above what price threshold do you always research a product online first?



MOBILE'S ROLE IN THE PHYSICAL STORE

Younger	Older
60% Always/Often use **mobile phone** while shopping	**44%** Always/Often use **mobile phone** while shopping
65% Have scanned **QR code** in-store	**34%** Have scanned **QR code** in-store
47% Would definitely use **Scan&Go**	**only 20%** Would definitely use **Scan&Go**
60% **Always/often** use their phone to find the store location and opening hours.	**43%** **Always/often** use their phone to find the store location and opening hours.
50% Feels strongly/somewhat **influenced by social media** while visiting physical store.	**21%** Feels strongly/somewhat **influenced by social media** while visiting physical store.

What do you use your phone for inside a physical store?



FASHION & COSMETICS: THE TOUCH-FIRST CATEGORIES

FASHION HIGHLIGHTS

Showrooming in fashion

63% younger **visited store** → **bought online** vs only 46% older

Impulsiveness

Younger are more **impulsive** (21% purely impulsive) vs **older** who **plan** (63% fully planned)

Reason

Touching fabric (97%) and **trying** on (94%) are overwhelmingly the **reasons** to buy fashion **in-store**

Online fashion

Online fashion preferred for wider **selection** (83%) and lower **prices** (70%).

COSMETICS HIGHLIGHTS

Younger showroom cosmetics

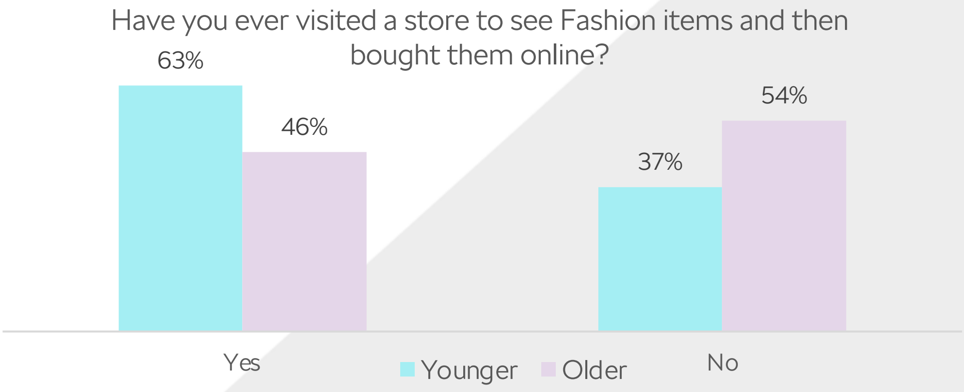
50% tested in-store then bought online vs only 28% older.

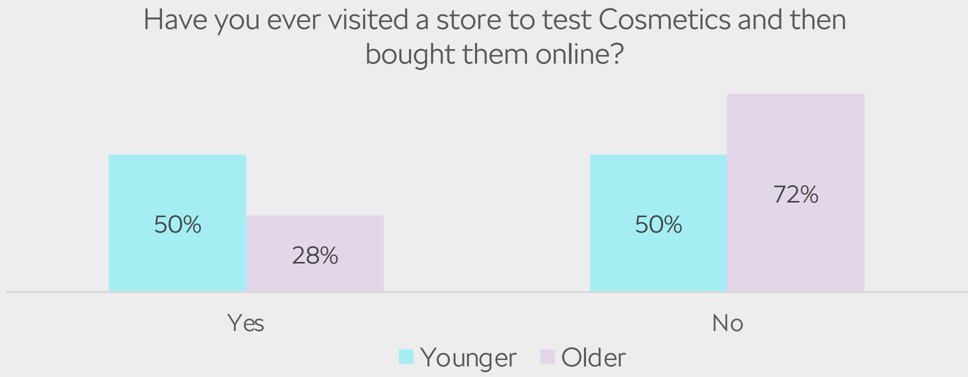
In-store shopping

Older buy cosmetics mostly **offline** (56% mostly/only offline) vs **younger** more **split**.

Sensory experience

99% cite **smell/test** as reason to buy in-store.





ELECTRONICS & SPORTS: RESEARCH-HEAVY, PRICE-DRIVEN

ELECTRONICS HIGHLIGHTS

Price + reviews

89–92% cite lower **prices**, 70–74% cite **reviews** as reasons to buy online.

In-store for electronics

Importance on seeing **the size** (83%) + **have it now** (83%). Expert advice lags at “20–38%”.

Younger more impulsive

In electronics (17% younger purely impulsive) vs older (8%)

Online research

Majority always/often **research online** before buying in-store

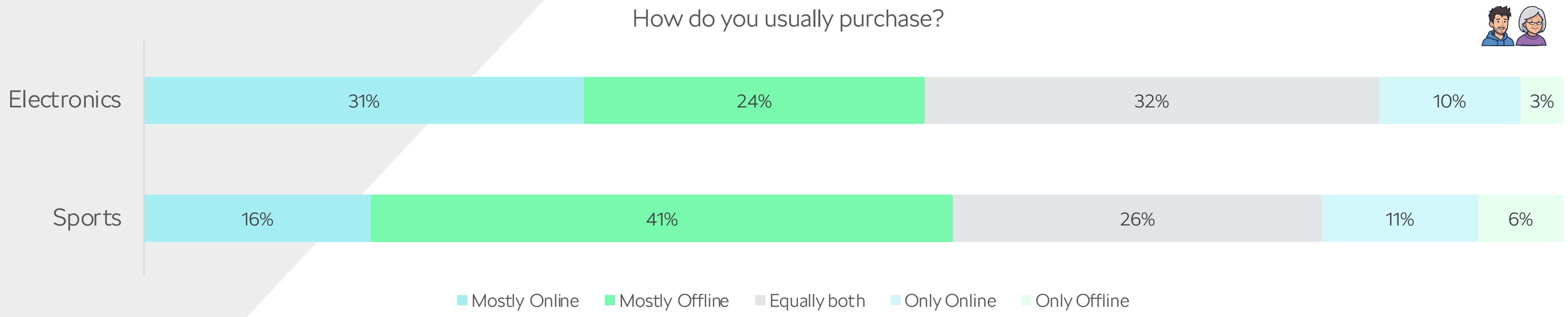
SPORTS HIGHLIGHTS

Older go offline

65% of older mostly/only **offline** for sports equipment vs only 39% younger.

Testing matters

95% of younger cite **"test the equipment"** the try-before-buy instinct. (79% population)



HOME GOODS: THE MOST HYBRID CATEGORY

Shopping journey

Younger (37%) start their shopping **journey online** more than older (29%). Older still mostly start their shopping offline (60%).

Online motivations

For younger - **convenience** (59%) + **delivery** of heavy items (83%)
Older - **delivery** (77%) + **convenience** (48%).

Planned purchase

53% all say last purchase was **fully planned** - highest "planned" rate across categories.

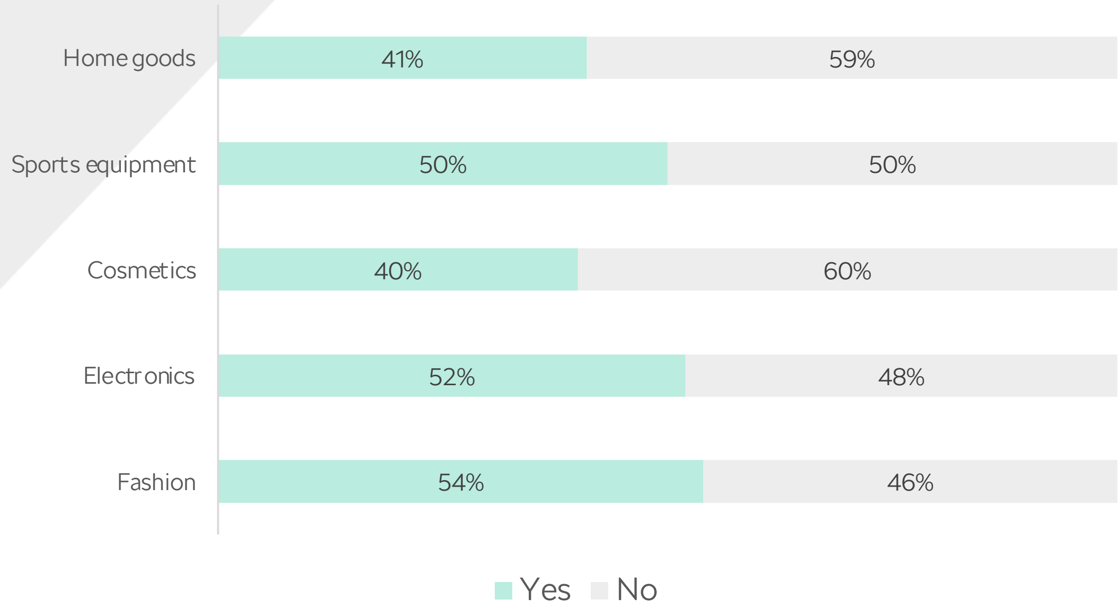
Older = practical

Older care about **dimensions** (91%) and **colors/material** (83%); younger want to see **material** (88%) but also get **inspiration** (21%).

Younger showrooms

62% of younger visited home goods store, but the actual **purchase made online** vs only 40% older.

Have you ever visited a store to see the product and then bought them online?



PHYSICAL EXPERIENCE & CHANNEL TRUST

Staff interaction

Younger rarely/never **seek staff** help (49%) vs older (38%) - younger are self-sufficient.

Complaint resolution

80% younger and 77% older say physical store is **faster for returns**.

Store location

Older strongly influenced by store **location/proximity** (73% very much + somewhat) vs younger (57%).

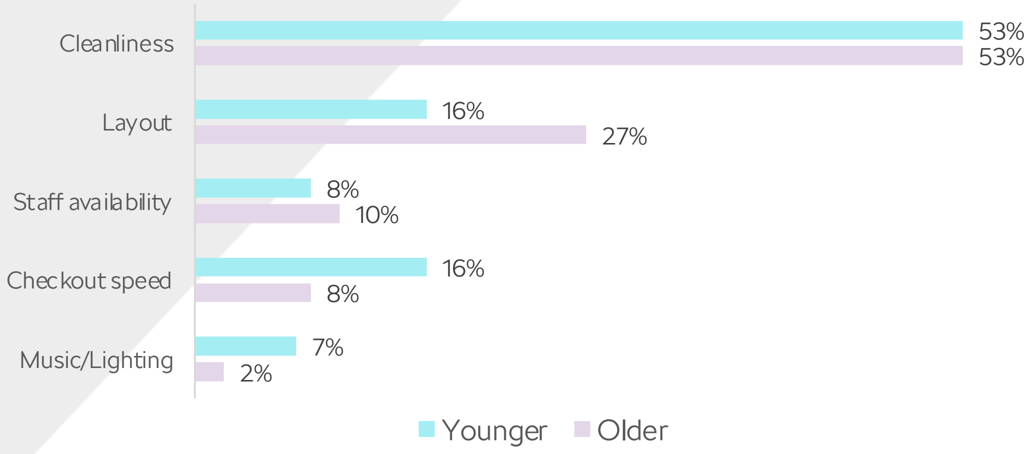
Not only shopping

55% **combine shopping with other activities** occasionally - leisure integration is a consistent pattern

Younger	Older
42%	**43%**

Trust **physical stores** more with personal and payment **data.**

What is the most important part of the in-store atmosphere for you?



THE HYBRID SHOPPING JOURNEY

Real-time stock

60% find the **stock status** the most critical **information** before they visit the store.

Webrooming dominates

78% younger / 86% older used "online research → in-store buy" in last 30 days.

Go in-store #1 reason

After online research: **"to have it today"** (50%)

Buy online #1 reason

After seeing in-store: **lower price** (65%) - not convenience, price!

High value items

Items (5 000+ CZK), 76% prefer **combined journey**: online research + offline buy.

Click & Collect

43% of younger vs only 13% of older used it in last 30 days - huge gap.

Which of these "Hybrid" scenarios have you experienced in the last 30 days? (Multiple choice)