**Most Consumers Now Familiar With ChatGPT**

Seven in 10 consumers have heard of artificial intelligence powered ChatGPT, and 77.5% of those who have tried the technology use it repeatedly and primarily for creative writing, followed by problem solving and data analysis, per research by search engine optimization specialist Kevin Indig and Appinio. While 16.1% of consumers say they wouldn't buy products recommended via solely AI, 11.5% said they would.

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[*https://www.mediapost.com/publications/article/382916/will-consumers-buy-products-based-on-recommendatio.html?edition=129418*](https://www.mediapost.com/publications/article/382916/will-consumers-buy-products-based-on-recommendatio.html?edition=129418)

*Image credit:*

[*https://blockzeit.com/wp-content/uploads/2022/12/chatGPT.png*](https://blockzeit.com/wp-content/uploads/2022/12/chatGPT.png)