

# Technology Trends: Spring - UK - 2023

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## This report looks at the following areas:

- Consumer search habits and how search is changing as a result of social media and AI.
- Trends in ownership of technology products.
- Recent buying activity and buying intentions regarding technology products.
- Online activities undertaken on technology devices.

47% of Generation Z would turn first to social media when looking for outfit ideas, while 35% are most likely to use a search engine. Search engines continue to act as the primary portal for consumers accessing the internet, but people now have more options to search for information than ever before. As a result, young people especially, are turning to more immersive, and authentic recommendations and suggestions that can be provided by social media platforms.

Search engines such as Google and Bing, are coming under increased threat from social media platforms such as TikTok and Instagram, that are leveraging algorithms to serve up personalised recommendations. This is especially true when it comes to recommendations of what to wear, where to eat, or learning a new skill.

Search is changing as a result and is leveraging the power of artificial intelligence to transition away from simply listing websites, to providing more immersive and interactive search results. Google has introduced 'Multisearch' to enable combined image and text searching, while it can now recommend specific parts of a video that best answer a search query.

But the big change could come as a result of Microsoft's investment in OpenAI and the integration of Chat-GPT functionality into the relaunched Bing search engine. The opportunity to receive detailed recommendations in a conversational format, rather than links to websites, could change the way



"The way we search for information online is changing. Search engines continue to dominate, but Generation Z in particular is turning straight to social media sites such as TikTok instead."

- Thomas Slide, Category Director – Media and Technology

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search works, and give Bing a boost after years of struggling to stand out against Google.

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