AI: Companion or Uninvited Guru

We're fine with unsolicited advice—just leave some breathing room.

Utilizing the power of Quals.ai, an AI-powered qualitative research tool, we conducted 90 in-depth interviews with participants from Turkey, Hungary, and Spain on April 02-05, 2025. Our research aimed to uncover how consumers perceive the presence of AI in their daily lives, which AI-powered applications they currently find most useful, and what future uses of AI they desire—shedding light on both their excitement and concerns around the technology.

Spotting AI:
The Usual Suspects and Surprising Finds

Consumers have become increasingly aware of the seamless nature of their digital experiences. Many identify AI by the speed and accuracy with which these technologies predict their needs or replicate human-like interactions. The uncanny appearance of relevant ads after casual conversations reinforces their belief in AI's pervasive presence.

"Banking apps are definitely using AI. The processes are so quick; it feels like only AI could make it that smooth." (Turkey, Female, 28)

"Online shopping sites know exactly what to show me before I even think about it. It's like they read my mind." (Turkey, Male, 37)

"I think AI is used in Instagram and Facebook because the visuals often look too perfect to be real." (Spain, Female, 29)

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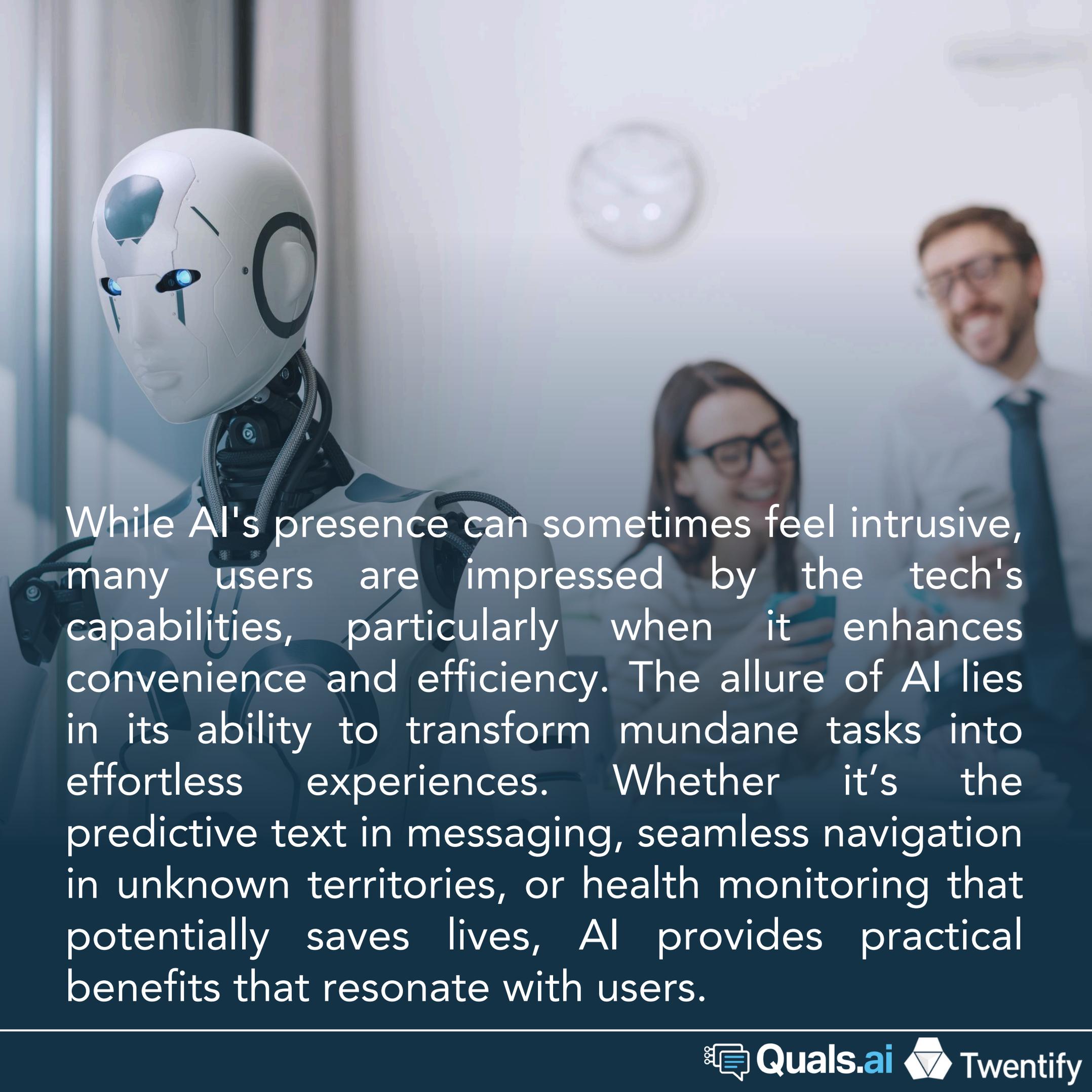
While AI's presence can sometimes feel intrusive, many users are impressed by the tech's capabilities, particularly when it enhances convenience and efficiency. The allure of AI lies in its ability to transform mundane tasks into effortless experiences. Whether it's the predictive text in messaging, seamless navigation in unknown territories, or health monitoring that potentially saves lives, AI provides practical benefits that resonate with users.

"Using ChatGPT to write my school paper was amazing. It gave me everything I needed at my fingertips." (Spain, Male, 22)

"AI in my smartwatch tracks my health stats and alerts me to any concerns, which is really helpful." (Turkey, Female, 46)

"I use Siri to make calls when my hands are full, it's like having a personal assistant." (Turkey, Female, 24)

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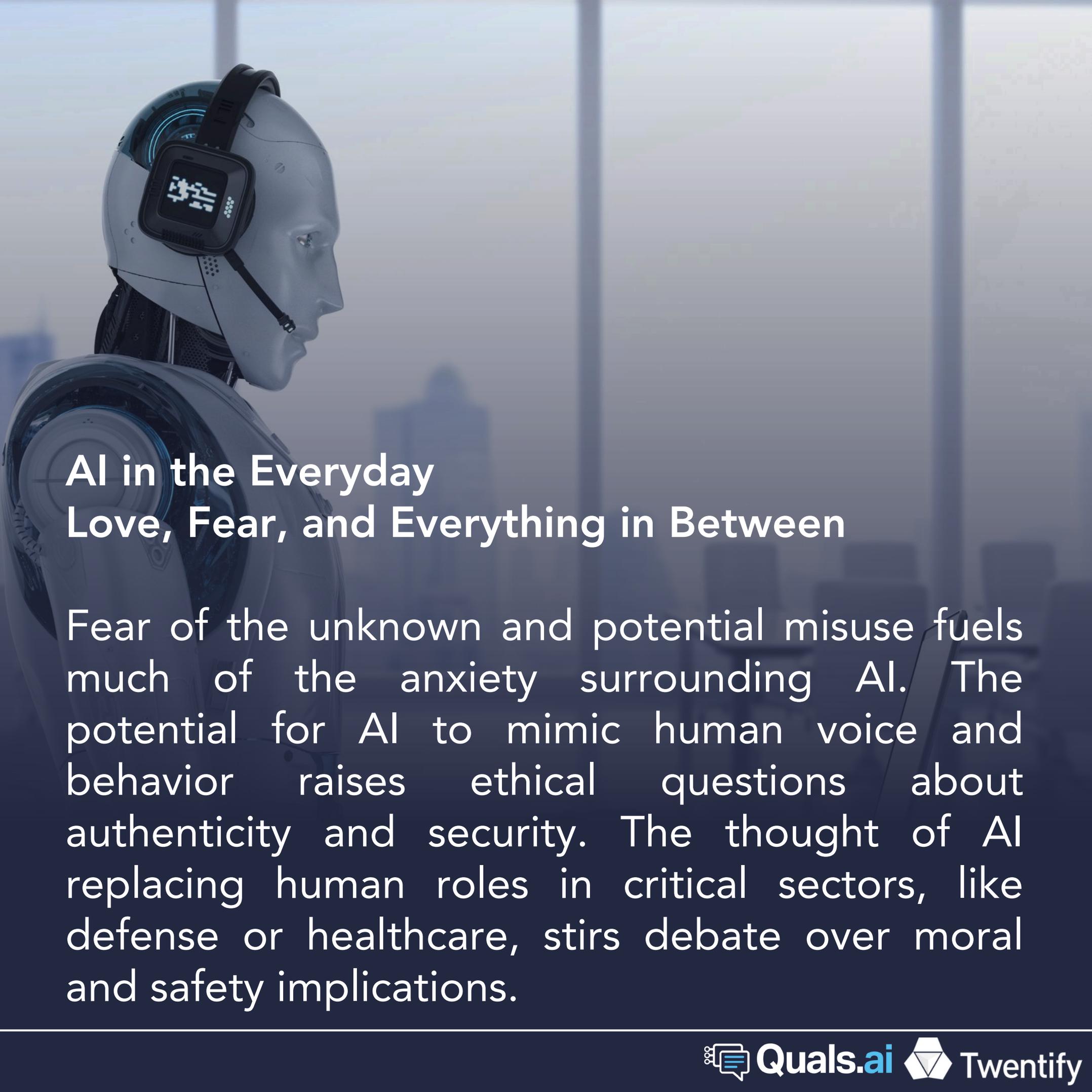
AI in the Everyday
Love, Fear, and Everything in Between

Fear of the unknown and potential misuse fuels much of the anxiety surrounding AI. The potential for AI to mimic human voice and behavior raises ethical questions about authenticity and security. The thought of AI replacing human roles in critical sectors, like defense or healthcare, stirs debate over moral and safety implications.

"I'm worried about AI being used in military applications; it seems like it could be misused." (Turkey, Male, 45)

"The idea that AI can replicate voices and images is concerning; it could be used maliciously." (Turkey, Female, 38)

"Constant personalization from AI makes me feel like I'm being watched, and it's unsettling." (Romania, Female, 43)

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When AI Gets on Our Nerves

The ethical implications of AI, especially when it comes to replacing human judgment in critical areas, also raise alarms. The ethical concerns stem from the fear of AI overstepping its bounds, especially in areas requiring moral judgment and empathy. Participants express unease about AI's role in life-or-death decisions, such as military applications or healthcare, where human intuition and compassion are essential.

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"AI in military drones worries me. It's like giving machines too much power." (Turkey, Male, 45)

"The lack of human touch in AI decisions is concerning, especially in healthcare." (Romania, Female, 44)

"I don't trust AI in autonomous weapons; it's too dangerous." (Turkey, Female, 21)
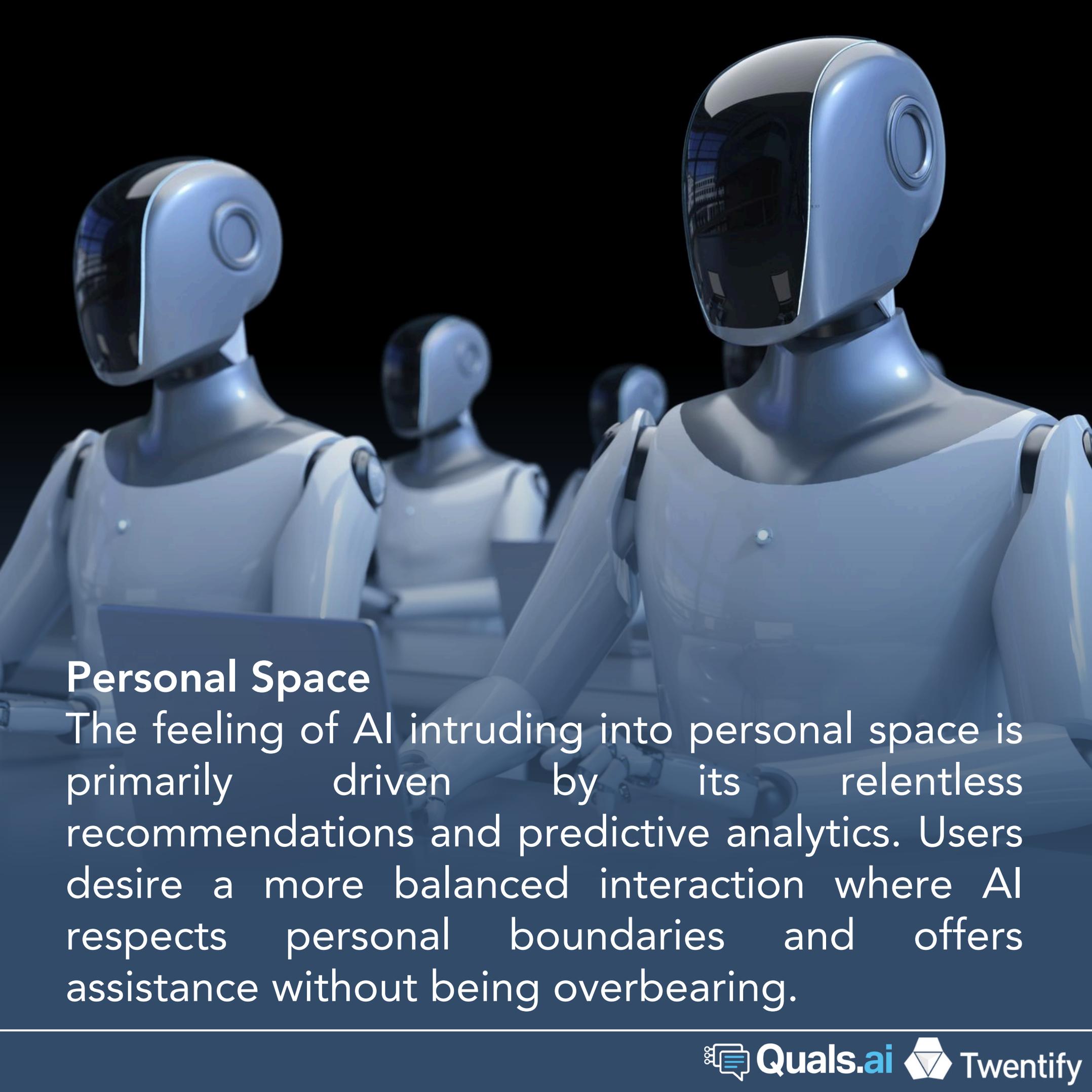
Personal Space
The feeling of AI intruding into personal space is primarily driven by its relentless recommendations and predictive analytics. Users desire a more balanced interaction where AI respects personal boundaries and offers assistance without being overbearing.

"I don't like how AI interferes with my personal choices, like what I want to see or buy." (Romania, Female, 57)

"Sometimes AI feels like it's trying too hard to be helpful, crossing lines I didn't set." (Turkey, Male, 55)

"I wish AI would respect my space and not suggest things based on past searches." (Spain, Female, 32)

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People enjoy AI most in everyday tools that simplify life—like ChatGPT, smartwatches, and shopping or navigation apps—valuing their precision and personalization. They're excited about future uses in education, healthcare, sustainability, and emotional support. Interestingly, many of these "futuristic" AI applications already exist, but people aren't fully aware they're available yet. This means the adoption level will be high—**they are ready to integrate.**
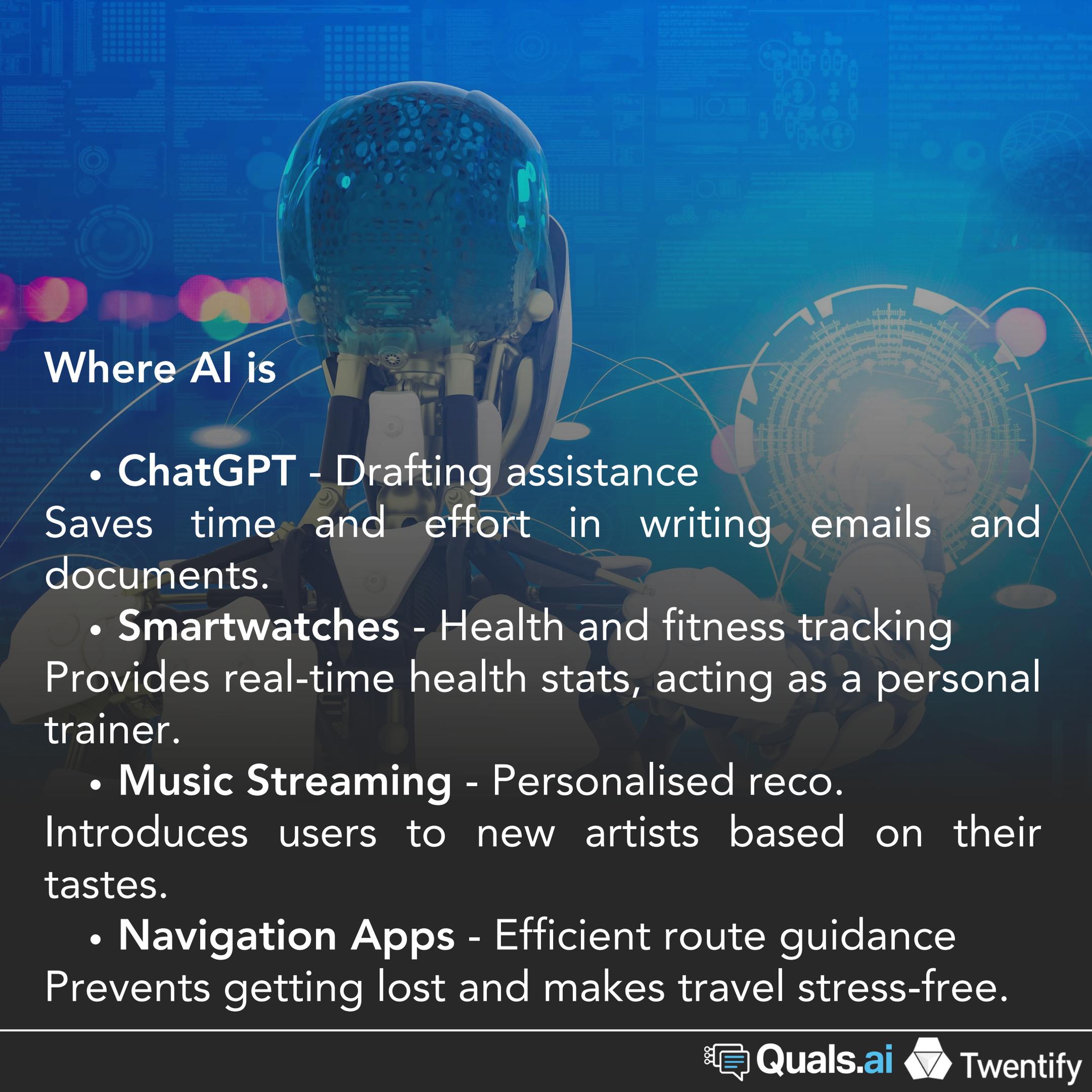
Where AI is

- **ChatGPT** - Drafting assistance
Saves time and effort in writing emails and documents.

- **Smartwatches** - Health and fitness tracking
Provides real-time health stats, acting as a personal trainer.

- **Music Streaming** - Personalised reco.
Introduces users to new artists based on their tastes.

- **Navigation Apps** - Efficient route guidance
Prevents getting lost and makes travel stress-free.

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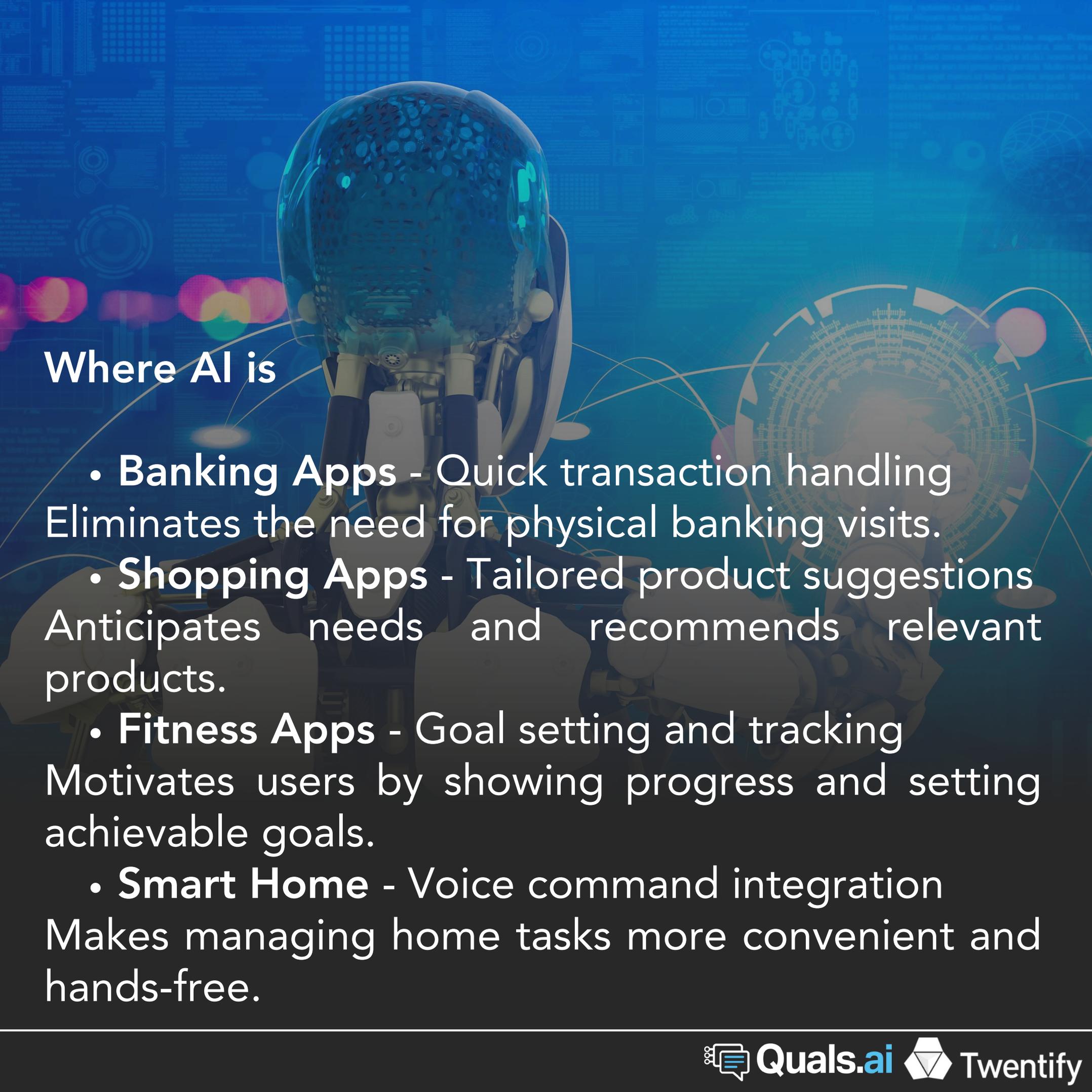
Where AI is

• **Banking Apps** - Quick transaction handling Eliminates the need for physical banking visits.

• **Shopping Apps** - Tailored product suggestions Anticipates needs and recommends relevant products.

• **Fitness Apps** - Goal setting and tracking Motivates users by showing progress and setting achievable goals.

• **Smart Home** - Voice command integration Makes managing home tasks more convenient and hands-free.

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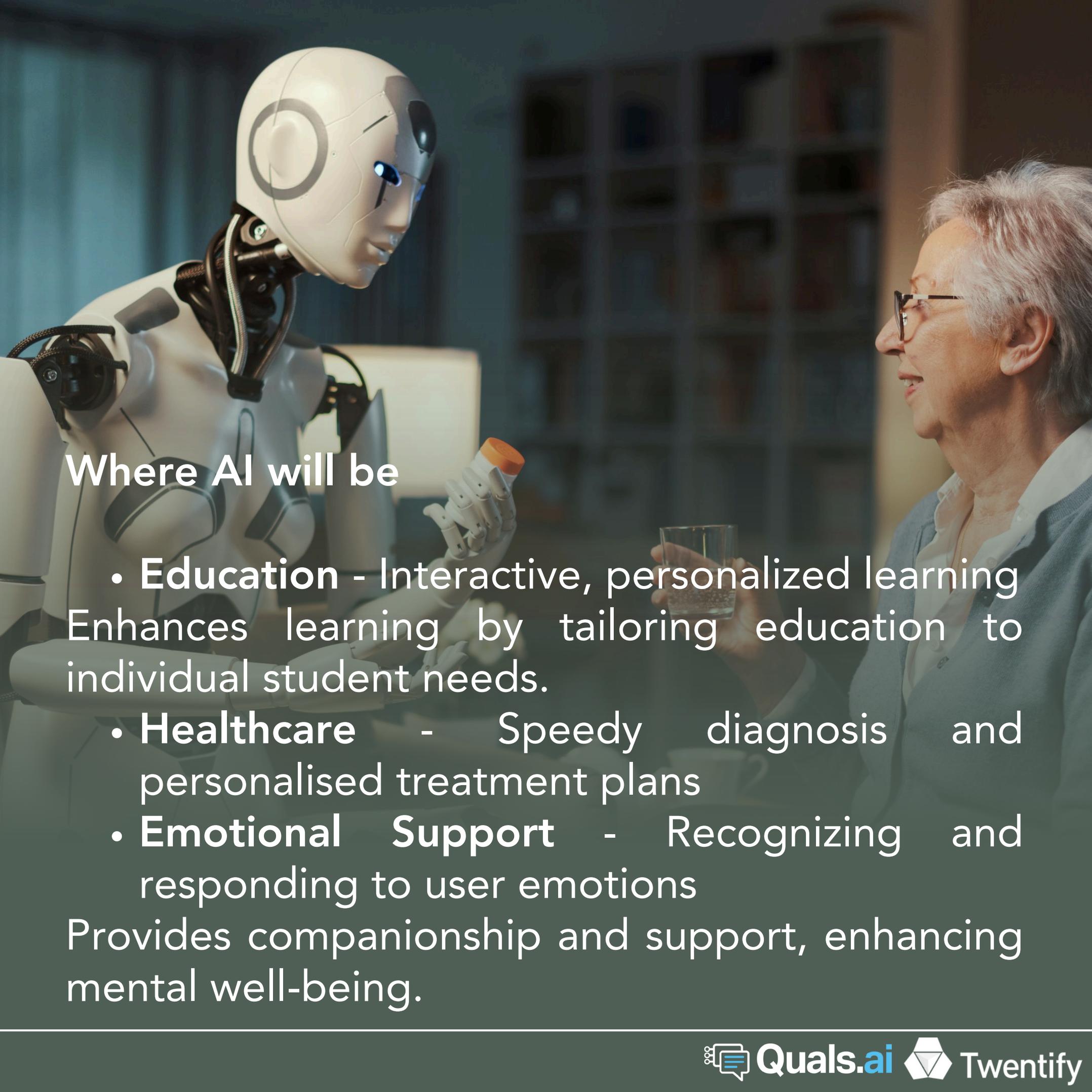
Where AI will be

- **Education** - Interactive, personalized learning Enhances learning by tailoring education to individual student needs.
- **Healthcare** - Speedy diagnosis and personalised treatment plans
- **Emotional Support** - Recognizing and responding to user emotions

Provides companionship and support, enhancing mental well-being.

Where AI will be

- **Environmental Management** - Analyzing and addressing climate change and pollution
Provides innovative solutions for global environmental challenges.
- **Agriculture** - Precision farming techniques
Increases crop yields and sustainable farming practices through data-driven insights.
- **Disaster Management** - Predictive analytics for natural disaster response
Helps prepare and mitigate the effects of natural disasters, saving lives and resources.

Where AI will be

- **Financial Planning** - Budget management and investment optimization
Assists in better financial management and decision-making.
- **Self-Driving Cars** - Autonomous driving for safer and more efficient travel
Reduces traffic accidents and eases commuting stress.
- **Home Automation** - Frees up time by automating daily chores, improving quality of life.

What Users Want More Of

While AI currently offers significant value, participants see vast potential for improvement. The ability of AI to deliver more tailored experiences is the key.

Additionally, enhancing conversational interfaces and emotional intelligence could strengthen users' connection to and reliance on the technology.

"I wish AI could better understand my personal preferences and provide more tailored recommendations." (Spain, Male, 40)

"I'd love for AI to be able to handle more complex tasks without needing so much human intervention." (Turkey, Female, 29)

"I'd appreciate it if AI could offer more in terms of emotional support, like recognising when I'm stressed." (Turkey, Female, 21)

AI-Powered Shopping Sprees – Smarter, Savvier, Simpler

Many participants envision a future where AI revolutionises the shopping experience by making it more personalised, efficient, and intuitive. Imagine walking into a store (or browsing online) and having AI predict your needs, suggest the best products, and even find the best deals instantly!

"AI could make online shopping feel more like a personal shopping spree, finding unique items that match my tastes." (Spain, Female, 30)

"AI could streamline my grocery shopping, suggesting meal plans based on what's in my fridge and what's on sale." (Spain, Male, 60)

"I dream of AI that can predict trends and help me stay ahead of the fashion curve." (Turkey, Female, 21)

Living the AI Dream
Beyond shopping, participants anticipate AI's role in enhancing their daily lifestyles by making routine tasks more manageable and freeing up time for what truly matters. From household management to financial planning, AI's potential is vast.
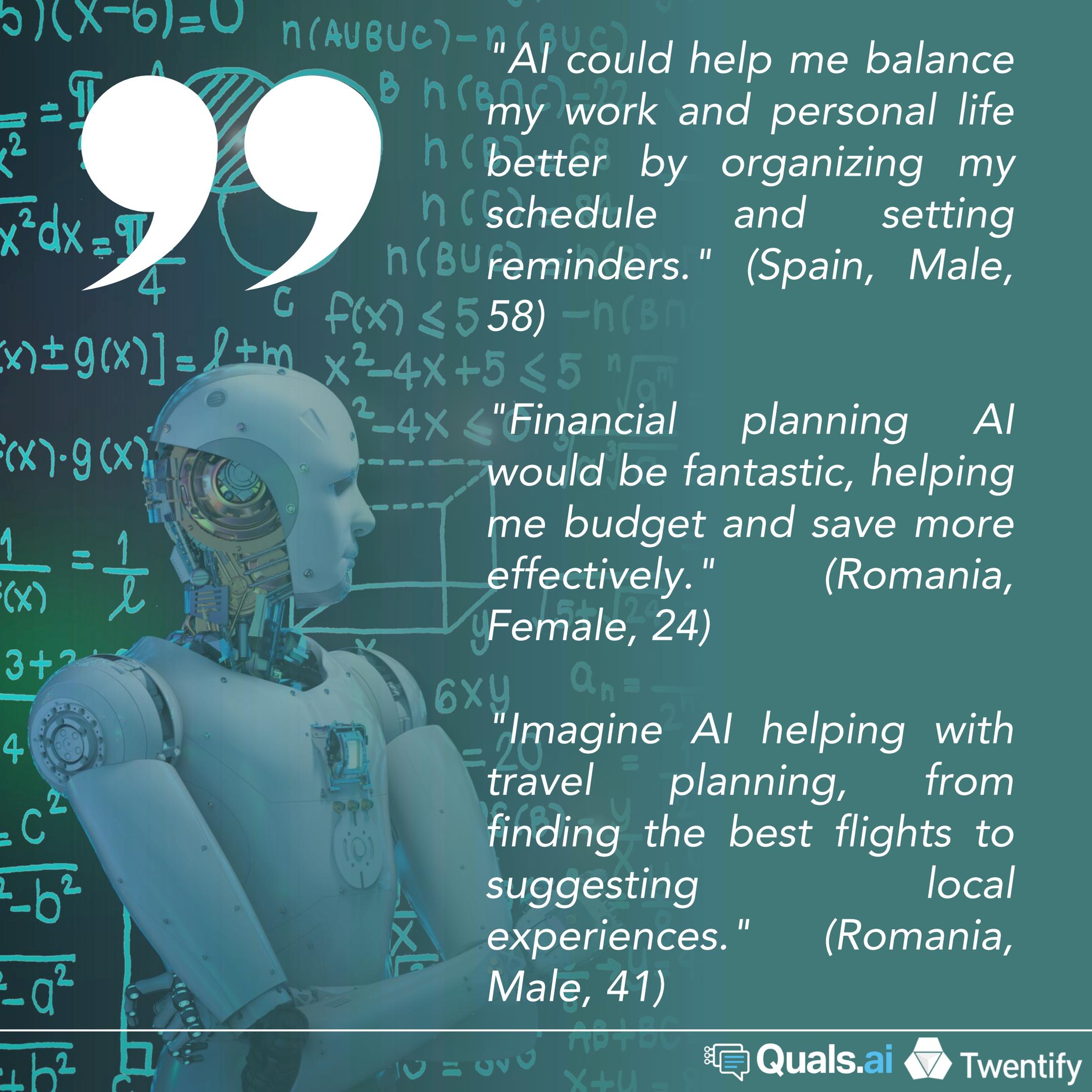
"AI could help me balance my work and personal life better by organizing my schedule and setting reminders." (Spain, Male, 58)

"Financial planning AI would be fantastic, helping me budget and save more effectively." (Romania, Female, 24)

"Imagine AI helping with travel planning, from finding the best flights to suggesting local experiences." (Romania, Male, 41)
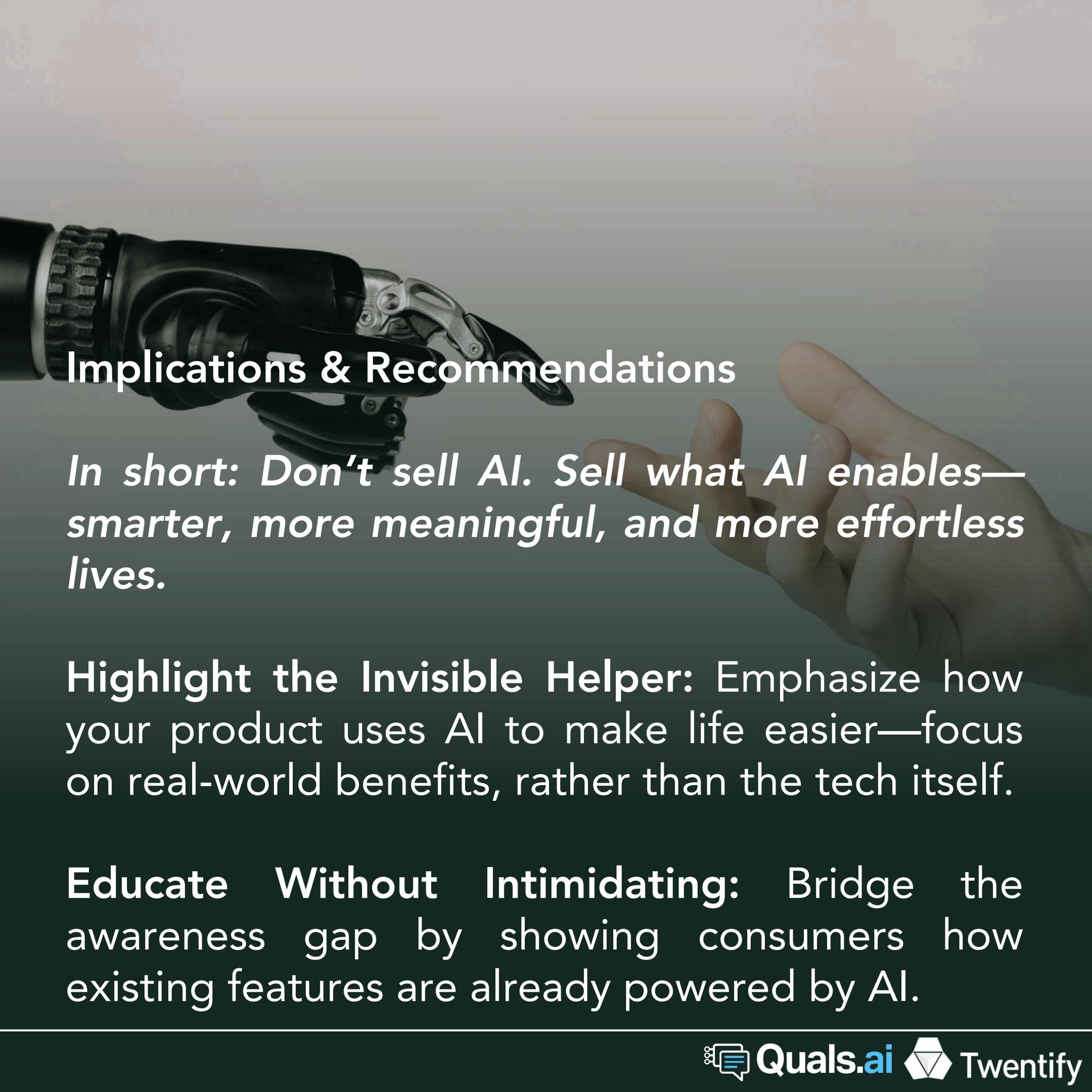
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Implications & Recommendations

In short: Don't sell AI. Sell what AI enables—smarter, more meaningful, and more effortless lives.

Highlight the Invisible Helper: Emphasize how your product uses AI to make life easier—focus on real-world benefits, rather than the tech itself.

Educate Without Intimidating: Bridge the awareness gap by showing consumers how existing features are already powered by AI.
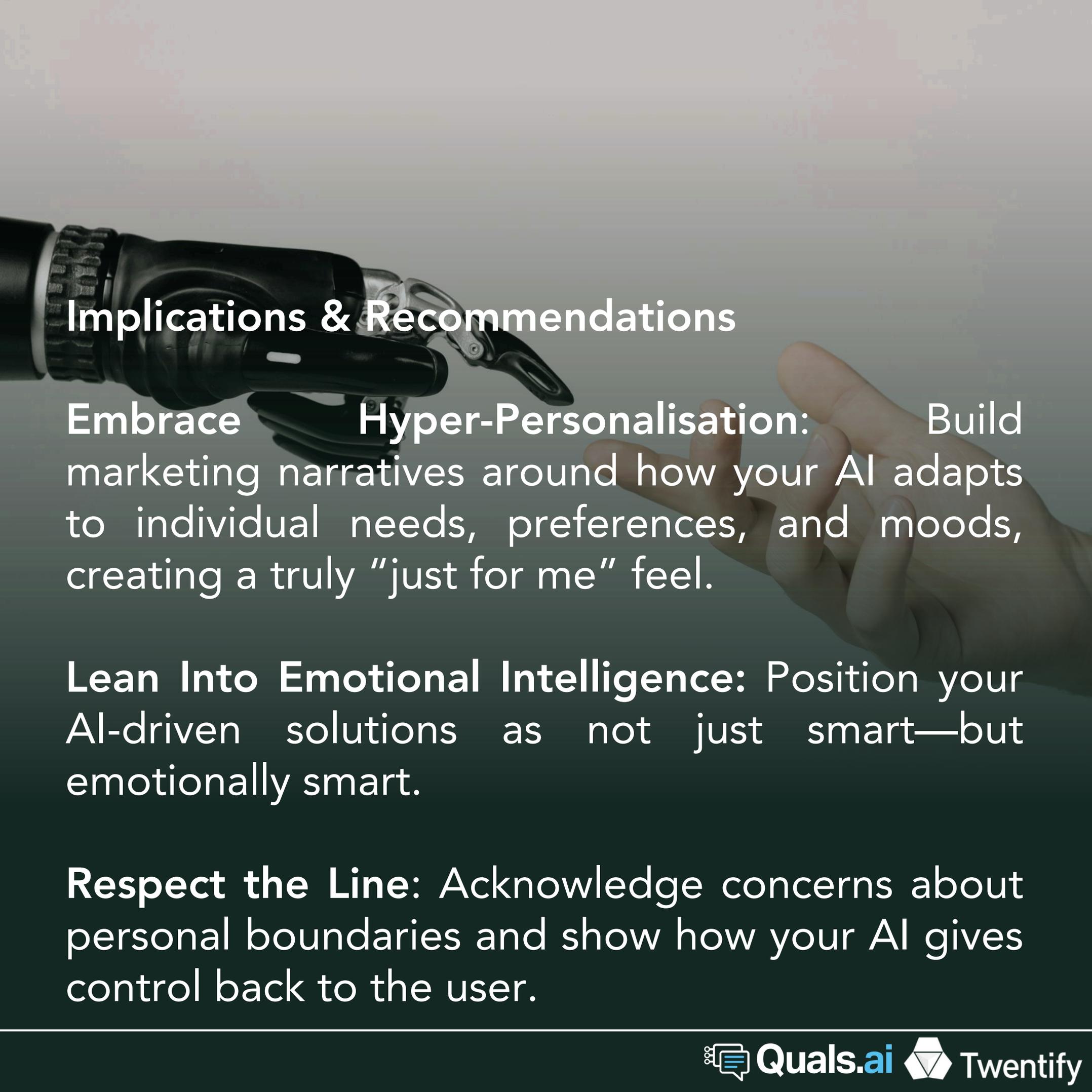
Implications & Recommendations

Embrace Hyper-Personalisation: Build marketing narratives around how your AI adapts to individual needs, preferences, and moods, creating a truly "just for me" feel.

Lean Into Emotional Intelligence: Position your AI-driven solutions as not just smart—but emotionally smart.

Respect the Line: Acknowledge concerns about personal boundaries and show how your AI gives control back to the user.
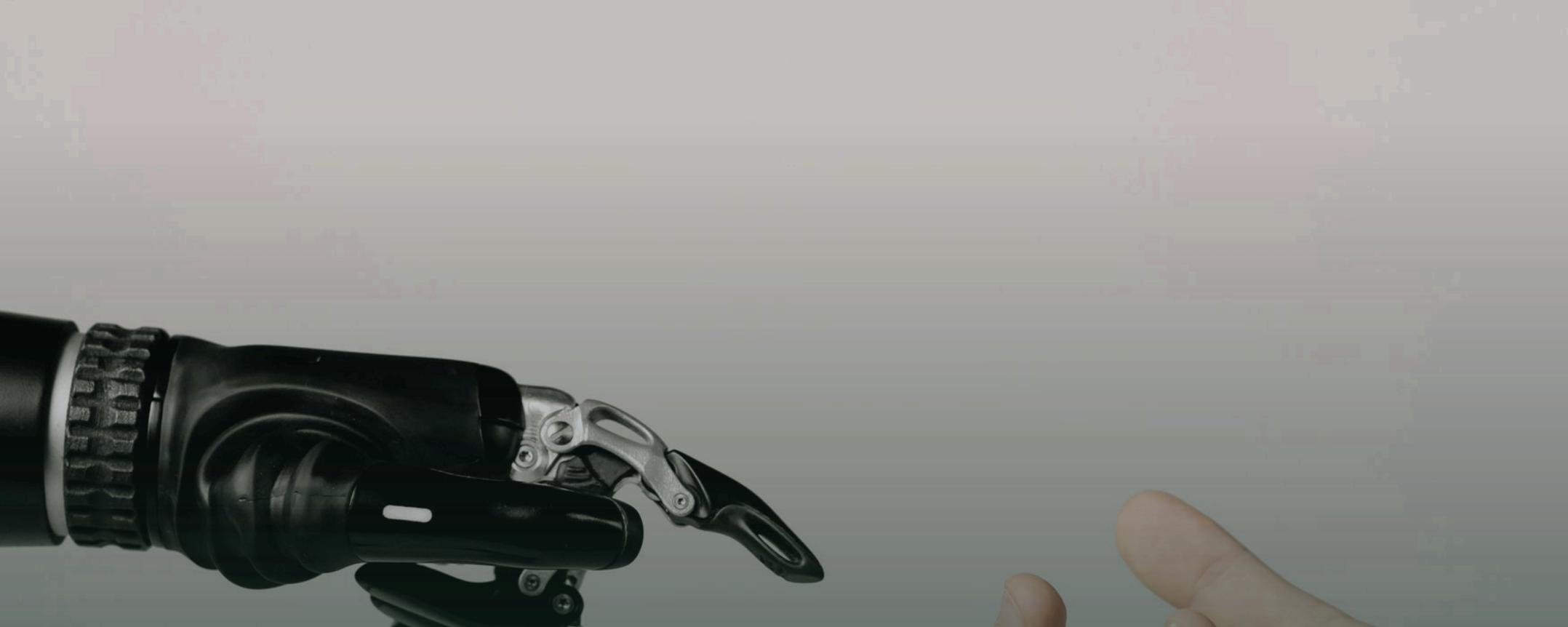
Implications & Recommendations

Show the Future, Now: Market "futuristic" features already present in your product as innovations users can access today. Turn imagined potential into tangible, everyday value.

Humanize the Tech: Use warm, human-focused storytelling to connect with consumers emotionally. Let users hear from "people like them" whose lives are made better with AI.