More than Just Delegating:
A Typology of Consumers' Orientations toward AI Agentic Commerce and Consumer Autonomy

Abstract

In agent commerce, persuasion is embedded in ranking logic, conversational framing, and AI-generated consideration sets. This study develops a pattern-based typology of consumer orientations toward AI shopping agents, foregrounding how consumers negotiate autonomy when engaging with conversational AI. Drawing on observations and semi-structured interviews with eleven young consumers completing live AI shopping tasks, we identify two dimensions: deliberation delegation, and verification orientation. Four types of consumers emerge: Delegating Verifiers, Delegating Trusters, Independent Verifiers, and Exploratory Browsers. Findings show that AI delegation does not uniformly reduce autonomy. Instead, consumers preserve authorship through verification, veto authority, and exploratory sense-making. The study reframes agentic commerce as a new advertising environment and extends advertising and consumer autonomy research to AI-mediated marketplaces.