

# Traditional vs Agentic Commerce Comparison

Source: [Agentic Commerce Is Coming Faster Than Most Retailers Think Angle: What happens when AI assistants start shaping discovery, comparison, and purchase behaviour.](#) [Google's 2026 ads and commerce outlook gives you a live foundation for this.](#)

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Key differences between traditional and AI-driven commerce across decision speed, attributes, pricing, reviews, and brand impact.

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Comparison Factor	Traditional Commerce	Agentic Commerce
<b>Decision Speed</b>	Hours to days	Milliseconds
<b>Attributes Considered</b>	5-10 key features	50-200+ specifications
<b>Price Sensitivity</b>	Moderate (brand loyalty buffers)	Extreme (algorithmic optimisation)
<b>Review Influence</b>	Subjective interpretation	Sentiment scores + statistical analysis
<b>Brand Impact</b>	High emotional weight	Moderate trust signal

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<https://ronnyhossain.com/agentic-commerce-ai-assistants-discovery-comparison-purchase/>