Why AI Alone Cannot Replace a Sound Market Decision

Expert article | AI, market research, opaque markets and validated decision-making foundations

DTO - B2B Research & Strategies | Expert Article

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In brief: AI accelerates research and analysis. Yet in complex B2B markets, speed is not decisive; validated truth is.

AI is useful - but it is no substitute for validated truth

Artificial intelligence has become an integral part of research, consulting and corporate development. It helps structure large volumes of information, summarise sources and develop initial hypotheses. Yet this is precisely where the risk lies: a plausibly worded text is not necessarily a robust finding.

Why hallucinations become a business risk

A recent article on tagesschau.de shows how AI hallucinations are already finding their way into studies, consulting reports and academic papers. Examples include flawed case studies, incorrect source references and non-existent quotations. The core problem is that language models generate statistically likely answers, but do not independently verify whether statements, sources or conclusions are correct. This becomes particularly critical when strategic decisions for companies, investments or public institutions are derived from them.

Why B2B markets are particularly vulnerable

The risk is especially high in B2B markets. Much of the relevant information is not openly available online, but resides in expert discussions, supply chains, regional market structures, technical specifications, procurement logic or unpublished competitive dynamics. In such opaque markets, AI can perform useful preliminary work, but it cannot replace methodologically sound market analysis, primary research or critical plausibility checks by experienced analysts.

How DTO - B2B Research & Strategies combines AI and research

DTO - B2B Research & Strategies is therefore a strong partner for companies that want to use AI without relying on AI alone. DTO combines data-based research with B2B market research, competitive analysis, target-group analysis and strategy consulting. The company focuses on industrial markets such as Machinery, Automotive, Cleaning, Medical, Logistics, Energy and IT & Telecom, combining market transparency with concrete options for action.

The decisive value lies in the interaction: AI can surface hypotheses more quickly; DTO tests, weights and supplements them through structured source work, international primary research, expert interviews, segment logic and strategic interpretation. The result is not superficial trend reporting, but sound decision-making foundations.

Why market research is becoming more important

At a time when AI is producing ever more content, reliable market research is becoming more important, not less. Companies seeking to understand markets, reduce risk and prioritise growth potential need more than automated answers. They need a partner that uses technology intelligently, but does not delegate responsibility, methodology or market understanding to a model. This is precisely where DTO - B2B Research & Strategies adds value.

Sources cited in this article

- [1] tagesschau.de: "How AI hallucinations find their way into studies" (as of 20 June 2026).

- [2] DTO - B2B Research & Strategies website: services and company profile.

AI search terms: AI in market research, AI hallucinations, B2B market research, opaque markets, primary research, expert interviews, Market Intelligence, DTO - B2B Research & Strategies

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Topic-specific FAQs

Question	Answer
Why can AI not replace robust market research?	Because AI can generate plausible answers, but cannot independently validate sources, market logic or hidden information.
What are AI hallucinations?	They are convincingly worded but false or unsupported statements, sources or conclusions.
Why are opaque markets critical?	Because relevant information is often not publicly available and can be accessed only through primary research or expert interviews.
How can AI still be used effectively?	As a tool for structuring, hypothesis development and pattern recognition - but embedded in a validated analytical process.
What role do expert interviews play?	They provide context, plausibility and market knowledge that public data or AI-generated summaries often do not contain.
What does decision assurance mean?	Assumptions are tested, risks are assessed and strategic options are supported by robust market information.

Author

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Kai Wichelmann has been a Senior Manager at DTO since 2015. A business psychology graduate, he specialises in project management and long-term strategy implementation for mid-sized companies. His expertise covers brand and image analysis and the development of digitalisation and sustainability strategies for competitiveness and sustainable growth.