

Digital Culture: why Italians adopt online platforms more slowly than Americans

Innovation/ Digital Marketing



In recent years, digital technology has profoundly transformed the way we live, work, and consume. In the United States, the use of digital platforms has become an established reality, while in Italy the transition is slower. This gap is not only technological but also cultural.

1. Digital Adoption: Numbers Compared

USA: About 90% of adults shop online regularly; digital platforms for food & beverage, delivery, and services are an integral part of daily life.

Italy: About 70% of adults shop online, with higher adoption in major cities; adoption is slower among those over 50 and in rural areas.

2. Trust and Personal Relationships in Italian Business

In Italy, many business decisions, especially in traditional sectors like food & beverage, are still made through direct, personal contact. Italian culture values **human relationships**, particularly in the early stages of a new business partnership, where trust is essential.

3. Alysei: Digital Tools That Facilitate Human Contact

This is where platforms like **Alysei** make a difference. Alysei is not just virtual: it is designed to connect Italian food and beverage producers with buyers, importers, restaurateurs, and international chefs **in a simple and direct way**, without replacing human interaction.

The value of Alysei lies in enabling **initial introductions**, reducing the time and cost of research, and building trust from the very first contact. Many don't realize immediately that the goal isn't to eliminate personal relationships, but to **facilitate them through digital tools**.

4. Cultural and Generational Factors

- **Trust and personal relationships:** Italians need guarantees and human contact before adopting new platforms.
 - **Resistance to change:** Tools like Alysei help overcome this barrier by providing support and transparency.
 - **Generations:** Younger people adopt digital solutions quickly, while older generations and smaller cities tend to be slower.
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Conclusion

In Italy, it often takes years before a new digital tool or innovative business approach is widely adopted. This cultural lag can leave the country behind others, where people and companies are more open to change and embrace digital solutions faster.

Platforms like **Alysei** show that it is possible to **overcome these cultural barriers**, offering digital tools that facilitate initial contact, build trust, and allow Italians to innovate **without losing the value of personal relationships**.