



PRESS RELEASE

Ipsos Hong Kong Releases: Hong Kong Consumers Embrace AI, Yet Seek Assurance on Ethics and Privacy, Survey Reveals

Hong Kong, 28 Sep 2023 - A recent survey by IPSOS Hong Kong titled "Hong Kong Consumer Comfort with AI: Insights for Brand Stewards" reveals intriguing insights into the public perception of Artificial Intelligence (AI) and its role in various sectors.

The study highlights that while 60.9% of respondents are familiar with the concept of AI, only 27% are familiar with generative AI, the technology capable of creating novel and original content. Interestingly, younger generations, Gen Z and Millennials, showed a higher awareness of generative AI than Gen X and Baby Boomers.

The survey also indicates a generally positive perception of AI among most Hong Kong residents, viewing it as innovative, creative, futuristic, and groundbreaking. However, it also reveals a dichotomy, with AI seen as lacking soul and authenticity, particularly in the realm of art. In the realm of content creation, there is a strong preference for human-driven content in photojournalism, news articles, and related website content due to the authentic creativity and emotional resonance that humans bring.

Meanwhile, AI-generated content is preferred for consumer marketing websites due to its efficiency and scalability. Trust forms the bedrock of consumer perception in emerging technologies like AI. The survey highlights trust disparities, with AI enjoying trust in internet searches but scepticism prevailing in areas like AI-generated influencers and AI-curated news.

The study also delves into consumers' comfort levels when using AI-powered services throughout their journey. Consumers feel at ease using AI services for routine or transactional interactions, like order tracking and delivery updates, order placement, payment, initial product discovery, and loyalty and rewards program management. However, comfort levels vary across industries, with consumers feeling more comfortable interacting with AI in sectors like restaurants, travel and hospitality, and shopping/retail, while exhibiting lower trust in high-stakes domains like healthcare, insurance, and investment.





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As AI continues to revolutionize our daily lives, brands must remain vigilant about the ethical dimensions of generative AI from the consumer's perspective, particularly regarding transparency, privacy, bias, and trust.

The survey findings underscore the need for brands to be mindful of these perceptions when considering AI technology.

Please visit our [HONG KONG CONSUMER COMFORT WITH AI paper](#) or contact Keres Lee for full details.

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About this survey

IPSOS HONG KONG NEW NORMALTRACKER - This tracking programme monitors changes in consumer sentiment and behaviour in response to the COVID-19 pandemic. Data were collected monthly between April 2020 and June 2021, and quarterly thereafter, covers a sample size of 1,000+ interviews from the general adult population in Hong Kong. Additional markets/questions are available upon request.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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