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ARTIFICIAL INTELLIGENCE IN ASIA: TRUST, UNDERSTANDING AND THE OPPORTUNITY TO RE-SKILL

What do consumers in Asia think about AI and how it will impact the way they live and work? Salesforce commissioned YouGov to do a deep dive on consumer opinion across the region including Singapore, India, Hong Kong, Malaysia, Thailand, Indonesia and the Philippines. Here's some of the standout results.

IMPACT OF AI ON EMPLOYMENT IN ASIA

41% OF CONSUMERS SAID FEWER JOB OPPORTUNITIES WERE A TOP CONCERN.

63% SAY AI WILL GIVE THEM "FREEDOM FOR BETTER AND MORE INTERESTING JOBS"

58% OF CONSUMERS ARE KEEN TO UPSKILL TO BE READY FOR THE JOBS BROUGHT BY AI.

COUNTRY HIGHLIGHTS: PERCEPTIONS OF AI, JOBS AND DATA

Thailand and India are Asia's most receptive markets to AI.

70% THAILAND

64% INDIA

CONSUMERS IN THAILAND AND INDIA SHOW THE HIGHEST LEVELS OF POSITIVITY TOWARDS THE TECHNOLOGY

THAILAND IS THE ONLY MARKET WHERE MORE RESPONDENTS TRUST AI (31%) TO MAKE PRODUCT RECOMMENDATIONS FOR THEM OVER THEIR OWN FAMILY MEMBERS AND FRIENDS (29%)

29% OF CONSUMERS FROM SINGAPORE AND HONG KONG ARE PESSIMISTIC ABOUT THE IMPACT OF AI ON JOBS, THE HIGHEST OF ANY COUNTRIES SURVEYED

SINGAPOREAN CONSUMERS ARE MOST DISSATISFIED WITH HOW THEIR DATA IS HANDLED BY BUSINESSES.

83% FEEL THEY ARE KEPT IN THE DARK ABOUT HOW COMPANIES USE THEIR DATA

80% FEEL THEY ARE NOT GIVEN CONTROL OVER THE DATA THAT THEY SHARE WITH COMPANIES

PERCEPTIONS OF ROBO ADVISORS

- 69% SINGAPORE
- 77% HONG KONG
- 63% INDIA
- 61% MALAYSIA
- 57% THAILAND
- 71% PHILIPPINES
- 55% INDONESIA

PERCENTAGE OF CONSUMERS WHO TRUST AND PREFER A HUMAN TO OFFER FINANCIAL AND WEALTH ADVICE

MALAYSIAN AND THAI CONSUMERS' SENTIMENT IS SIMILAR TO THAT OF SINGAPORE AND HONG KONG'S, BUT INDONESIANS AND FILIPINOS WOULD TRUST A ROBO-ADVISOR AND A HUMAN EQUALLY.

PERCEPTIONS OF CHATBOTS

53% OF CONSUMERS WOULD PREFER TO USE A HUMAN TO HELP THEM RESOLVE AN ISSUE THROUGH CHAT

64% OF CONSUMERS BELIEVE CHATBOTS PROVIDE QUICKER RESPONSES

53% BELIEVE CHATBOTS ARE BETTER AT SAFE-KEEPING PERSONAL INFORMATION

ASIAN CONSUMERS ACROSS HONG KONG, INDIA, THAILAND, INDONESIA AND PHILIPPINES ALL PREFER THE HUMAN TOUCH AND TRUST A HUMAN TO BETTER UNDERSTAND THE ISSUE AND WILL GIVE THEM THE ANSWER THEY ARE LOOKING FOR.

PERCEPTIONS OF SELF-DRIVING CARS

62% OF ASIAN CONSUMERS WOULD CONSIDER USING A SELF DRIVING CAR IN THE FUTURE

48% WOULD PREFER A HUMAN DRIVER TO TAKE THEM TO THEIR DESTINATION

16% WOULD PREFER AN SELF-DRIVING CAR TO TAKE THEM TO THEIR DESTINATION

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THE ARTIFICIAL INTELLIGENCE IN ASIA REPORT

Identify the trends of trust, understanding and receiptivenss to using AI across six real world applications of this technology.

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