

IPSOS

AI in VIETNAM

What do Vietnamese
think and trust on
Artificial Intelligence (AI)?

August 2024

Vietnamese at a glance



29%

of Vietnamese say they have a **good understanding** of AI is

75%



say they are excited for products and services that use AI. While only 6% say AI makes them nervous.

67%



say that they are aware of AI (more among youngsters up to 90%)

70%



trust that companies that use AI will protect my personal data.

85%



think AI will change how do they do their current job in the next five years.

Base: 500 respondents aged 12-65 in Vietnam



29%

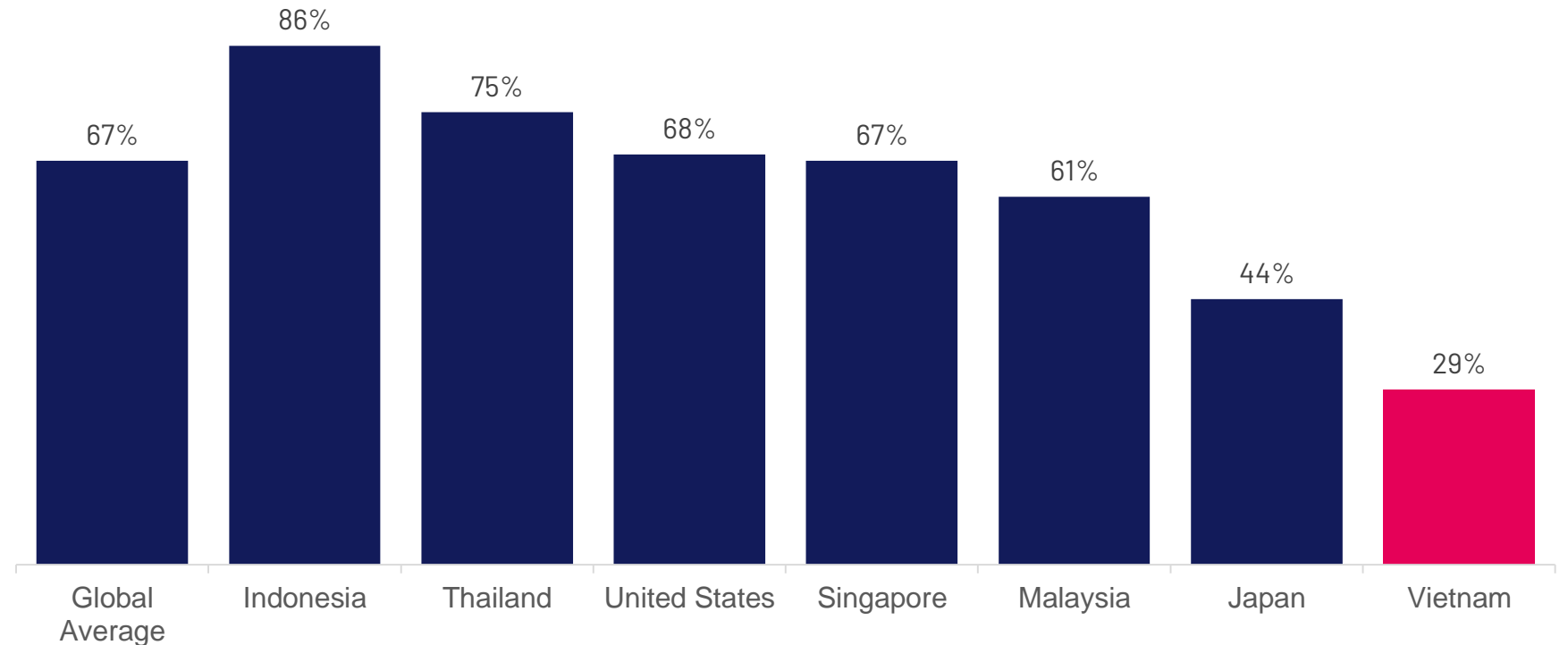
of Vietnamese say they have a **good understanding** of AI is

Base: 500 respondents aged 12-65 in Vietnam

Indonesians and Thais claim to have high confidence about their understanding about AI, while **Japanese and Vietnamese are among the lowest.**

Developed economies such as USA and Singapore, are on par with the global average.

I have a good understanding of what Artificial Intelligence (AI) is (% of agree)



Vietnamese are expecting AI to bring **substantial changes** in their lives. They are **greatly excited**, and feel little nervous about it

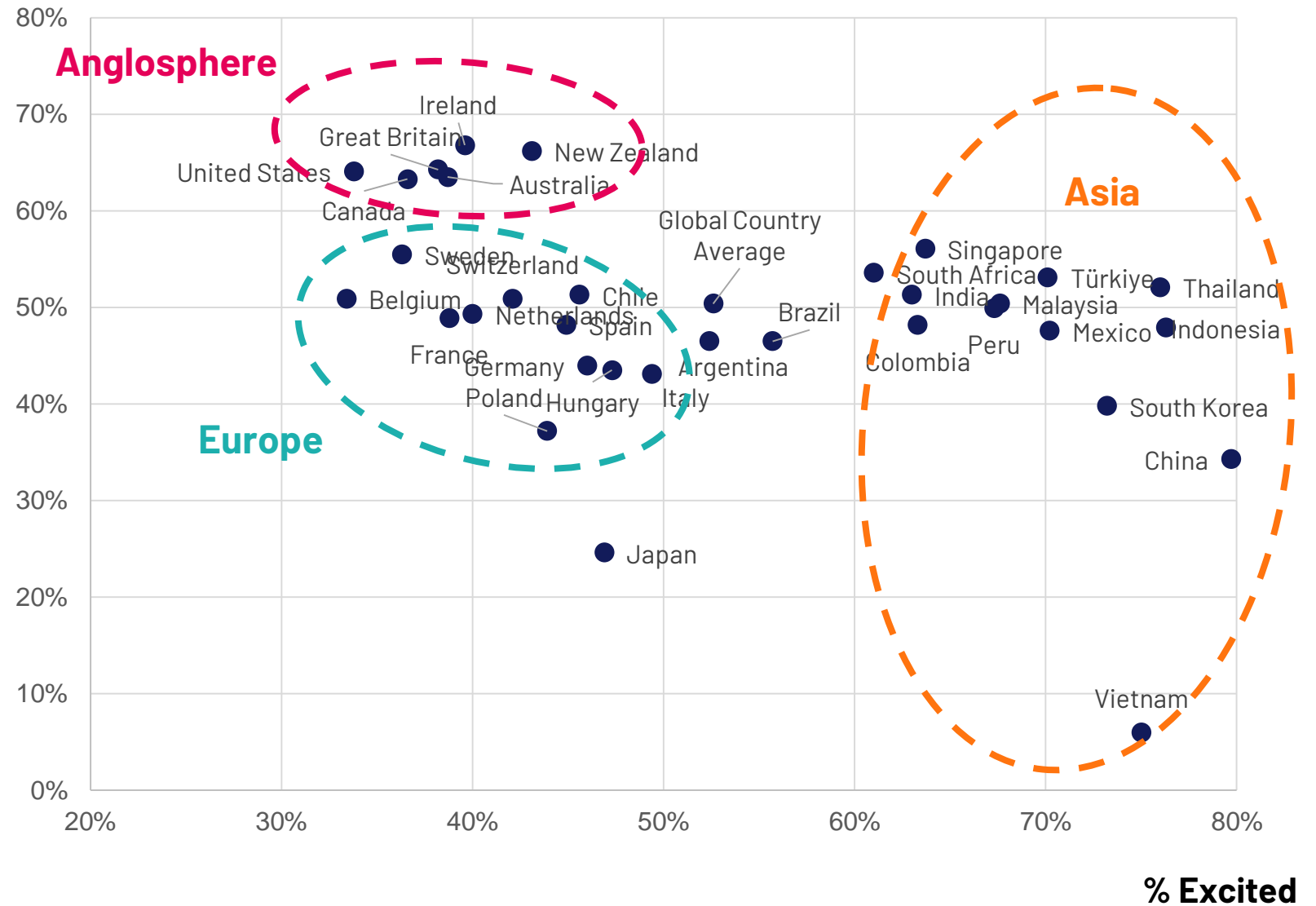


How much do you agree or disagree with the following?

- **Products and services using artificial intelligence make me nervous**
- **Products and services using artificial intelligence make me excited**

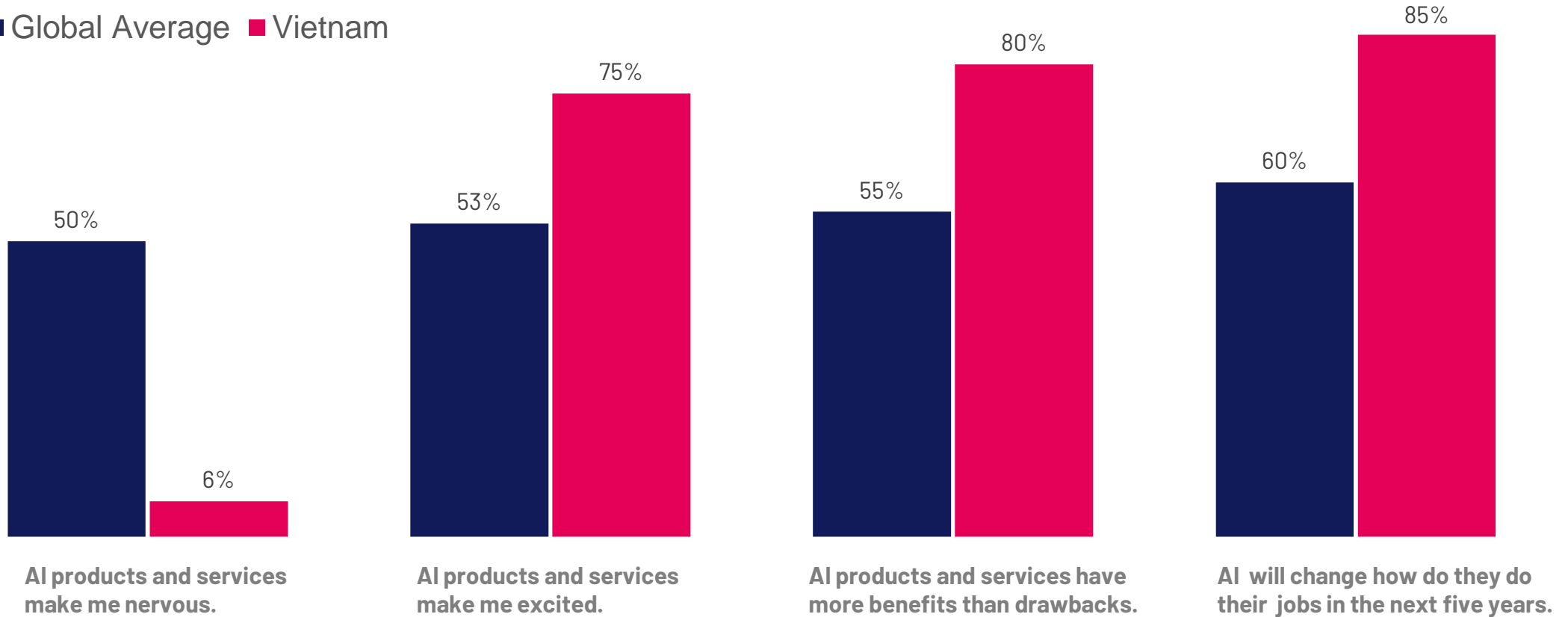
Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024; excluding 500 respondents aged 12-65 in Vietnam

% Nervous



Vietnamese are expecting AI to bring **substantial changes** in their lives. They are **greatly excited**, and feel little nervous about it

■ Global Average ■ Vietnam



Consumers lack understanding about AI, however, they still place their trust in it, emphasizing brands' need for **transparency, ethics, and education.**



70%

of Vietnamese consumers trust that companies using AI will **protect their personal data.**

Base: 500 respondents aged 12-65 in Vietnam

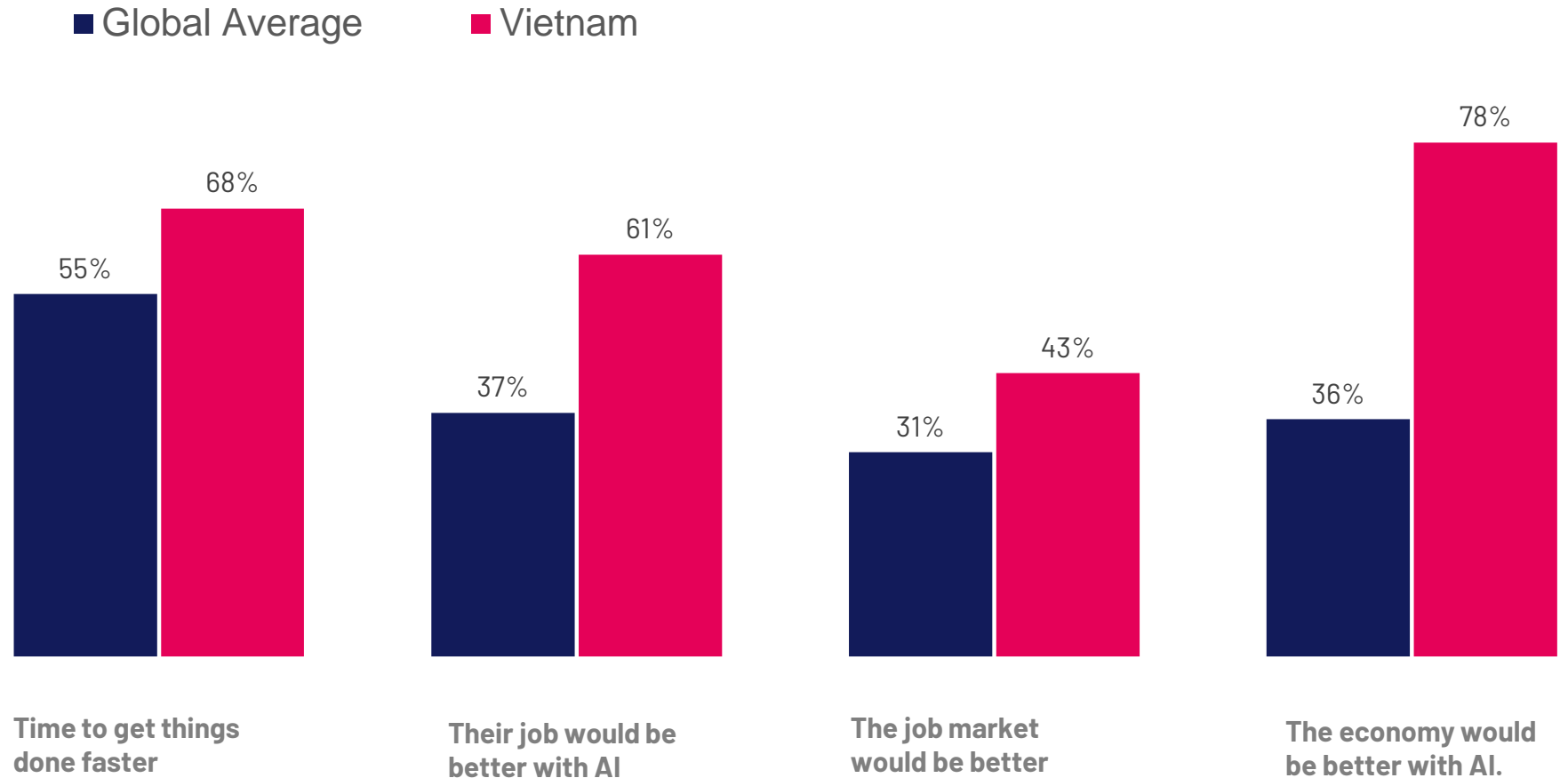


AI AND THE FUTURE



CONSUMERS WITH AI: Betting on a Brighter Future Across All Aspects!

With the powerful combination of **Artificial Intelligence and human ingenuity working together**, consumers hold a strong belief that **significant improvements across various aspects of life are not just possible, but inevitable**. They are placing their bets on a future that is brighter and better!



Base: 23,685 online adults under age 75 across 32 countries, interviewed April 19 – May 3, 2024; excluding 500 respondents aged 12-65 in Vietnam



59%

consumers agree that they want to **learn new skills** to prevent AI from replacing my role at work.

Base: 500 respondents aged 12-65 in Vietnam

HI HUMAN INTELLIGENCE

Imagination | Creativity | Curiosity

AI ARTIFICIAL INTELLIGENCE

Efficiency | Inspiration

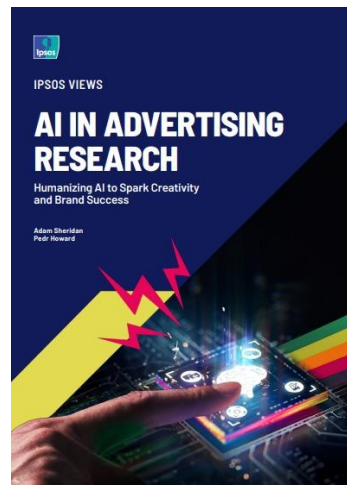
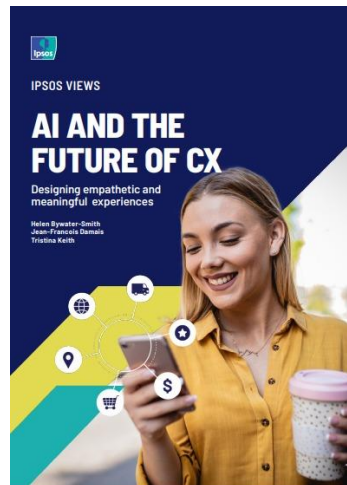
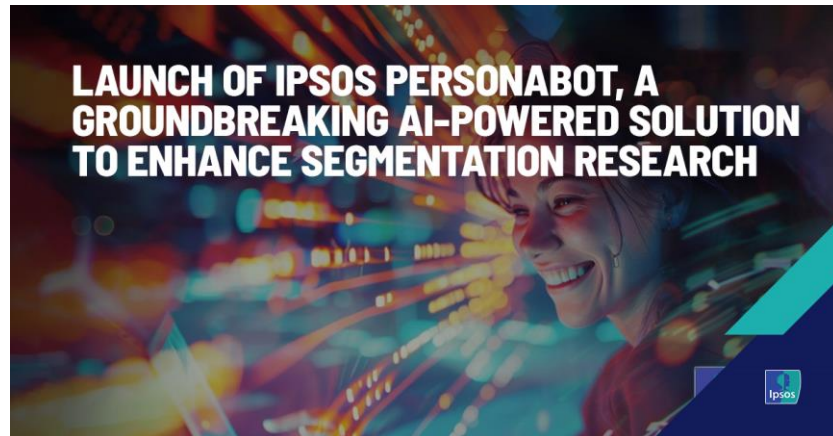
To consumers, human intelligence is vital in guiding AI towards meaningful applications, providing creativity, ethics, and contextual understanding.

How Your Brand Works Wonders?!

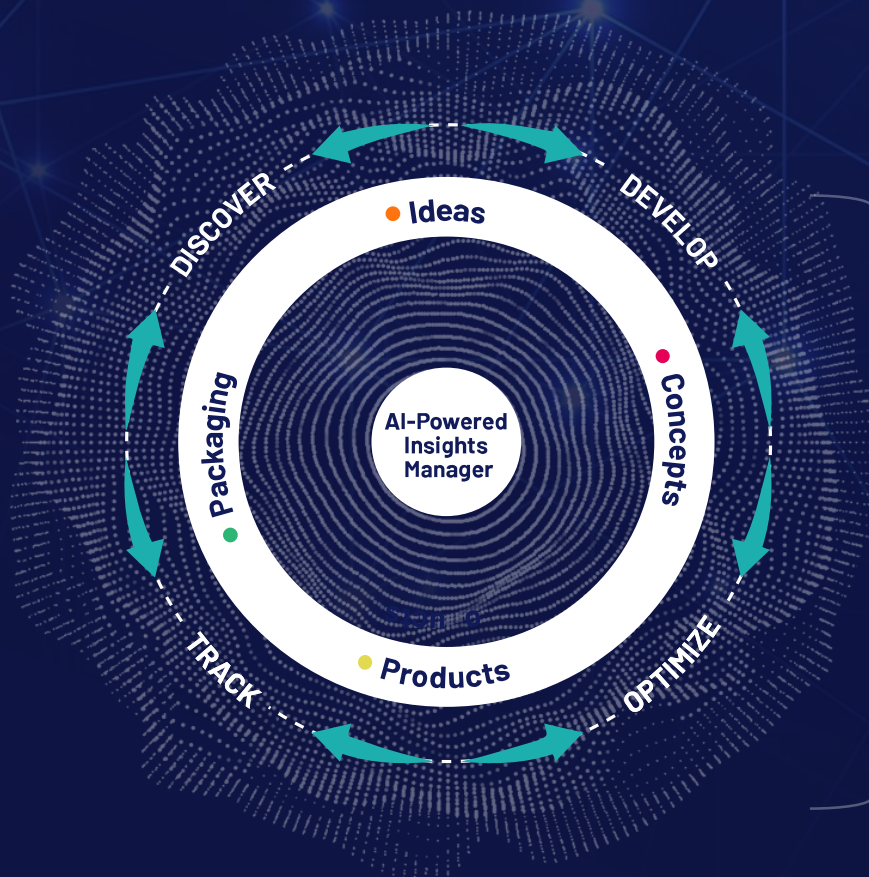


BRAND WITH AI: Diverse aspects and Growth Opportunities

In the realm of AI, brands and marketers can utilize various aspects to leverage this technology, enhancing customer engagement and marketing tactics.



AI pushes for new ideas and provides better solutions for innovation



Innovation Genesis

Consumer Data Fabric

Weaving together authentic consumer data from multiple sources and systems, forming the foundation for actionable insights

HI

+

AI

9%

*Concepts tested have 9% higher trial potential

10%

**Products tested have 10% higher overall liking

*Compared to using AI models alone.
**Compared to traditional product testing.



GENERATIVE AI

Rapidly generates new content including;
new ideas, products and packaging,
from a variety of inputs

ANALYTICAL AI

Accelerates data analysis with
machine learning algorithms

Furthermore, AI can also be applied to findings the insight from consumers.

INNOEXPLORER AI

AI models power innovation by analyzing data, predicting insights, and aiding in creating novel solutions.

PersonaBot

Ipsos developed PersonaBot, a tool that revolutionized engagement with consumer segments.

For more information

Ipsos in Vietnam

contactvietnam@ipsos.com

