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FOR IMMEDIATE RELEASE

## Media Alert: New research shows Asia Pacific brands are falling behind consumer and employee generative AI adoption

- Only 4 in 10 Asia Pacific (APAC) brands have adopted generative AI, compared to 9 in 10 employees claiming to have used generative AI in marketing campaigns
- Same report finds brands are failing to prioritise factors that drive consumer trust and spending: data security, sustainability and accessibility

**Hong Kong — 4 October, 2023** — Almost all APAC brands (97%) are prioritising customer experiences to drive growth, but are challenged by reduced budgets, according to new research from Adobe. Most organisations are cutting their marketing and customer experience budgets – 37% have already done so and 36% will in the next 12 months.

In response, brands are seeking to drive efficiencies by deploying technology solutions that improve workflows (61%) and generative AI (53%). However, the research suggests that formal business rollouts of generative AI lags well behind consumer demand and employee usage.

Almost half of APAC consumers are excited by how generative AI can improve products and services (46%) and the customer experience (44%). This is nearly three times higher than the US and those in Europe, the Middle East and Africa.

In the workplace, 91% of APAC employees said they had already used generative AI in marketing and customer experience campaigns. That includes 42% who have used large language models or conversational AI, 25% using text-to-image generators, and 23% using both. This is contrasted by only 40% of respondents saying the company they work for currently uses generative AI tools.

Tony Ng, Managing Director, Greater China, Adobe, said: "As indicated in the survey, there is a consensus that Generative AI technology will have a greater role to play in improving employee productivity and the customer experience. However, for companies wanting to adopt generative AI, there is a need for the clear formulation of use policies and a mechanism for supervision and management to avoid potential risks in terms of security, privacy, data processing and upholding compliance standards. This will help enhance the consumers' trust in a brand."

### **APAC brands fail to prioritise factors that drive trust and spending: data security, sustainability and accessibility**

Adobe's research found that in a challenging economic environment, brand trust is a key determining factor for consumer spending. Almost half (48%) of APAC consumers said they are more likely to stay loyal to brands they trust, and 36% are more likely to spend more with the brands they have confidence in.

The number one factor in building consumer loyalty is keeping data safe and using it in line with customers' expectations. This is closely followed by the provision of sustainable products or services, and accessible customer experiences. These factors are also likely to increase the amount a customer spends with a brand.

Conversely, 87% of consumers say they will decrease spending with brands that don't keep their data safe, including 47% that will refuse to spend at all. An inaccessible experience that doesn't support the needs of people with disabilities will also prompt 87% to spend less, while 84% will cut spending if a brand doesn't comply with sustainability regulations and requirements.

Despite its impact on consumer spending choices, 46% of APAC brands don't see data safety as important to attracting and retaining customers. For accessible and sustainable products and services, that number rises to 51% and 54%, respectively.

### **About the research**

The research is derived from an online survey of more than 16,113 consumers and 4,250 marketing and customer experience professionals globally. The survey, conducted by Advanis, was in the field in May 2023. The Asia Pacific analysis comprises a sample of 5,027 consumer respondents and 1,877 marketing and customer experience professionals. This includes Australia and New Zealand (ANZ) (505/142), Malaysia, Singapore and Thailand (Southeast Asia) (1,005/676), India (2,004/501), and Japan (1,007/500).

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