

accenture



2018 Accenture Chinese Consumer Insights Series Reports

# **SMART LIFE IN A CONNECTED WORLD** **- THE FUTURE IS NOW**



# INSIGHTS AND REVELATIONS

Since 2007, when Apple introduced the iPhone, smartphones have been enabling explosive innovations in various industries and all facets of our lives.

Now that 660 million Chinese citizens are using smartphones, intelligent devices have become a fixture in daily life, as common as chopsticks<sup>1</sup>. The Chinese consumers are keen on learning and trying new things, and intelligent devices make that easier than ever.

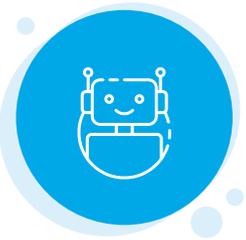
According to Accenture's 2017 digital trends research, existing intelligent equipment and related services fall short of satisfying Chinese consumers' expectations by a large margin.

The relationship between intelligence and consumers will receive increasing attention and will keep evolving. We therefore put forward five insights and revelations about how this relationship will continue to change, bringing smart life to the fore:



## Smartphones at the epicenter of the digital world

Smartphones will be more closely integrated into people's work and daily lives, putting them at the center of both. In the future, we will focus on interconnecting intelligent equipment of all types to improve people's work, living, and health conditions.



## Building the Artificial Intelligence (AI) / human relationship

Intelligent voice recognition is enabling a wave of human-machine communication. Chinese consumers are accepting voice assistants more quickly than consumers in many other countries, so we expect artificial intelligence to find applications in a wide variety of fields here, from healthcare to transportation.



## Virtual Reality (VR) and Augmented Reality (AR) reinvent the customer experience

Half of Chinese consumers look forward to the magic of experiencing their products through virtual reality (VR) and augmented reality (AR). VR and AR are becoming a reality of future retail, redefining customer experience.



## Digital trust: A new contract with consumers

Traditionally, consumer attitudes in China toward privacy issues in the digital age have been relaxed and tolerant. However, now Chinese consumers are raising their expectations for companies and other organizations to provide data security and earn digital trust. As a result, data ethics is increasingly coming into the spotlight.



## Digital distraction

Digital technologies have changed the way people connect with each other and the relationship between human beings and the environment. However, Chinese consumers' digital life is not free from problems, worries, and anxieties. To make digital life ideal, innovators in the digital world need to be guided by the ultimate philosophy of designing technologies and products with the people at the center.



# SMARTPHONES

## AT THE EPICENTER OF THE DIGITAL WORLD

Over the past decade, a number of innovations have come into being, with the smartphone at the center of this digital universe. Think Internet of Things (IoT), wearable devices, intelligent voice assistants and online banking. In the future, the focus will be on improving people's work, living, and health conditions, through the interconnections of various intelligent equipment. The ultimate goal is to make people's lives truly smart in a connected world.

# WHERE HAS THE TIME GONE?

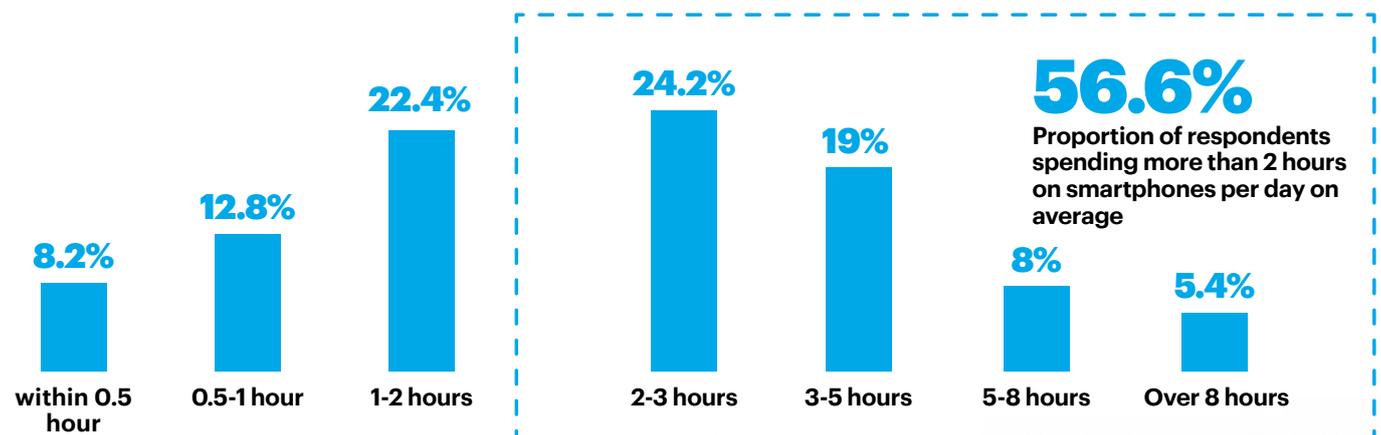
According to Accenture's 2017 Chinese Consumer Survey, people use mobile phones on a daily basis for a large variety of purposes, including entertainment, socializing, shopping, traveling, and wealth management. Nearly 60 percent of respondents spent an average of more than two hours per day on mobile phones (See Figure 1).

Due to their high reliance on smartphones, most consumers change them frequently (once every two years for 70% of respondents). Among the

reasons cited for phone replacement are the desire for innovative features and higher security. High-income, young consumers change their phones more frequently: 70.7 percent do so once every one and half years. Only 6.8 percent of consumers change their phones every two years or more. Smartphones are now an integral part of people's daily lives; thus, an increasing number of smartphone-centered innovations will take place in the foreseeable future, such as intelligent voice assistants and scenario applications.

Figure 1. Where has the time gone?

## Time spent on smartphones



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)



# SMART LIFE SERVICES

Sensors, cloud computing, smart devices, real-time analytical tools and new algorithms endow objects, devices, machines, and vehicles with intelligence. This intelligence allows them to communicate with human beings, adjusting themselves in accordance with people's needs and preferences. As a result, services in the digital world are more targeted, practical and attractive.

Intelligent digital services are able to sense the environment and respond to a user's needs in real time. They sense and record temperature, heartbeat, voice, gestures, posture and sleeping position, providing personalized services for their user.

Smartphones are at the center of smart life. Most of the respondents to our 2017 Chinese consumer survey felt smartphone apps related to healthcare and fitness are more valuable. Chinese consumers' expectations of intelligent services concentrate in fitness, health management, remote monitoring, remote control of home appliances, and the Internet of Vehicles (see Figure 2).

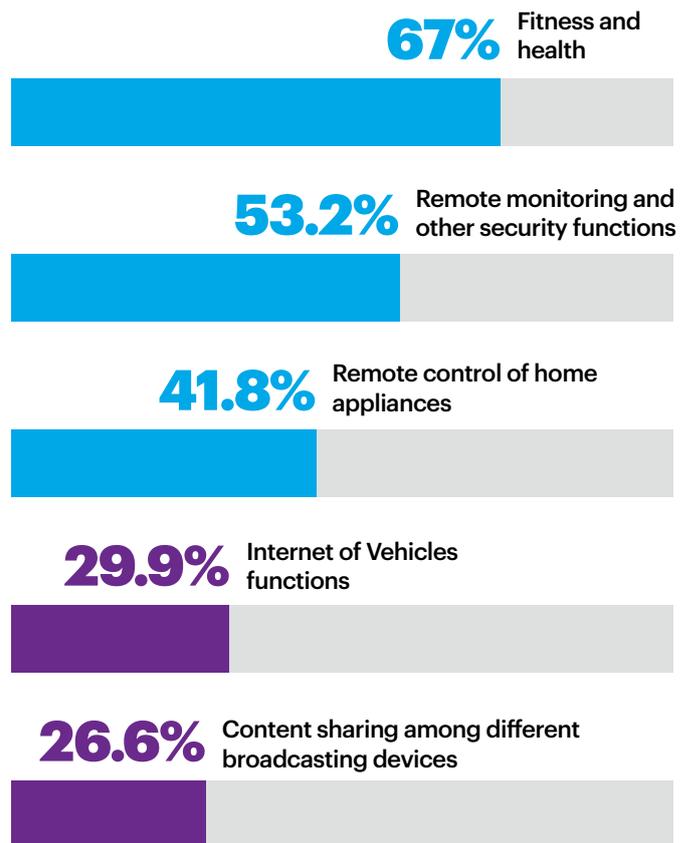
Intelligent services show vast potential. As people become more affluent, they invest more in health management and fitness activities. According to a report by the Economist Intelligence Unit, 34 percent of Chinese citizens regularly participate in sports activities, up significantly from 28.2 percent seven years ago<sup>2</sup>. China's fitness and athletic wearable devices market topped 15.5 billion yuan in 2017, and is expected to reach 22.5 billion yuan by 2020<sup>3</sup>.

China's Internet of Vehicles users totaled 11.64 million households in 2017, with an expected market penetration of around 10.6 percent. The figure is expected to increase to 40.97 million households in 2021, with the market size climbing to 401.4 billion yuan<sup>4</sup>.

Accenture's 2017 research on digital trends among Chinese consumers shows that nearly 40 percent of respondents purchased intelligent home appliances; 60 percent were regular users and more than one-third were occasional users.

Figure 2. Consumers' expectations for intelligent service scenarios

## Consumer recognition of smartphone-related Internet of Things apps



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

Intelligent services that enable innovative consumer experiences are continuously created in a digital, intelligent world, fostering new modes of consumption and raising the expectations of consumers. The advent of intelligent services will continue to change industries and markets as they evolve.

# "AN OFFICE IN YOUR PALM"

Smartphones have fundamentally changed people's understanding of time and space. Theoretically, people can work anywhere and anytime as long as they have Internet access. Our 2017 consumer survey shows that more than 70 percent of smartphone users utilize smart apps for work-related purposes (See Figure 3). Highly educated, high-income young consumers in Tier-1 cities use smartphones for work more frequently.

Smartphone users can connect to their work email anywhere and anytime. They can conduct discussions or teleconferences with colleagues or customers using social media apps such as WeChat and DingTalk. Vast amounts of corporate and customer data are accessed and transmitted through smartphones on a daily basis. The art of the possible has created a natural extension of working hours and physical workspace-literally, an office in the palm of your hand.

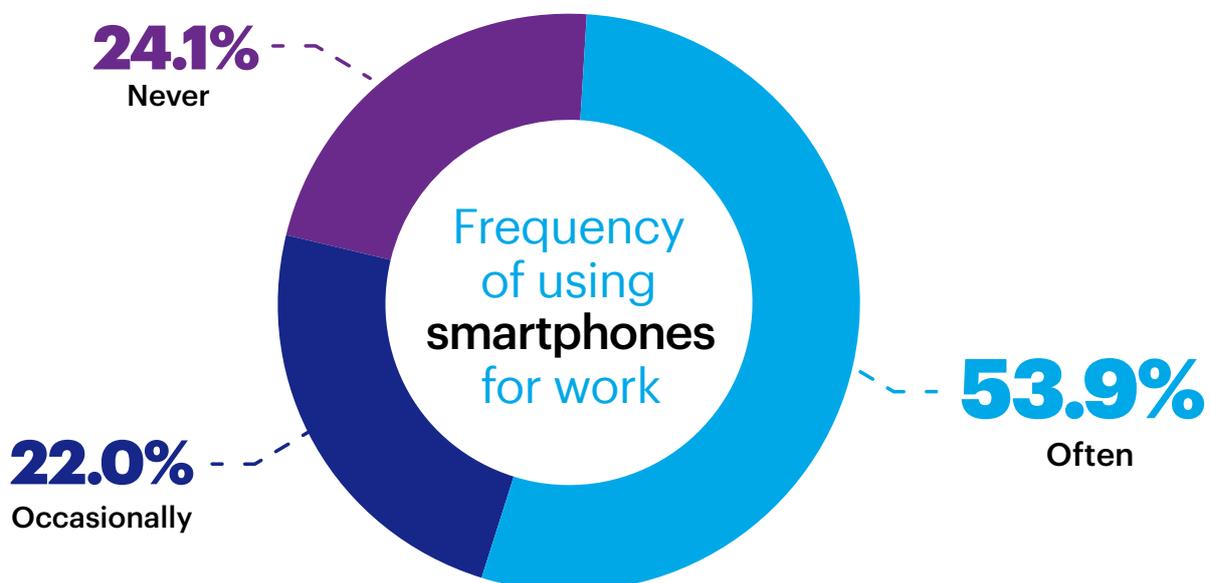
The presence of digital workspaces is raising new requirements for data security. Accenture, for example, employs more than 400,000 people distributed in more than 50 countries and regions. Its networks are accessed by tens of thousands of these employees every second of the day through personal digital devices, including smartphones and iPads. Accenture implemented mobile device management (MDM) to help our employees connect to our networks, so they can record and track sales, read emails, reimburse expenses, browse

internal news and hold videoconferences. Through the MDM protocol, Accenture's IT department is able to detect anomalies, install or remove files, monitor the status of digital devices or reset passwords. If a digital device is lost, the employee and the IT department are able to remotely remove the company or customer data from the device, preventing its theft or malicious use.

Maturing mobile technologies are blurring the boundary between the development of companies and that of individual employees. As smartphones are so widely and profoundly applied for work-related purposes, companies are seeing the responsibility to facilitate these applications by both their employees and customers. By doing so, companies shall truly exercise the principle of putting people first in digital technologies. Also, some companies are building up new work platforms for their mobile employees by using mobile technologies.

Amway has developed WeChat-based mobile studios for its Chinese distributors, bringing new digital experience to its China salesforce of 650,000. Consumers can choose their own mobile workspaces based on their preferences, helping them meet their customized needs. These mobile studios enable salespeople to provide customers with more personalized, customized and flexible services, so direct selling can be more service-oriented, adding value for customers<sup>5</sup>.

Figure 3. Digital offices



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

# WEARABLE DEVICES: THE NEXT FRONTIER

Sensors embedded in wearable devices are widely used in medical care, sports and fitness, entertainment, and production.

The wearable devices market was highly touted in 2017, but has not gained as much acceptance as expected among the consumers. The Chinese market generated gross sales of US\$2.4 billion, with annual compound growth expected to reach 2 percent by 2022<sup>6</sup>.

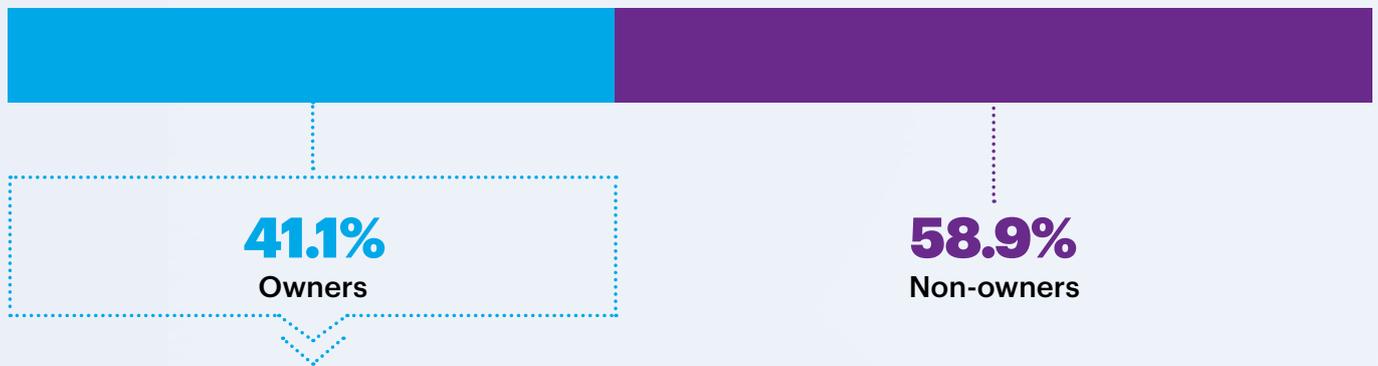
According to Accenture's 2017 research, although more than 40 percent of Chinese consumers own

wearable devices, only approximately 30 percent of them use these devices every day or regularly. The vast majority use wearables occasionally, or have ceased to use them entirely (See Figure 4). In terms of gender, males aged 18 to 23 are more likely to use wearable devices, and females aged 24 to 45 are more likely to use them than their counterparts in the same age group.

Wearable devices form an important part of intelligent services. Their many potential benefits will be maximized by enhancing user experience with more personalized services.

Figure 4. Wearable devices: the next frontier

## Ownership of wearable devices

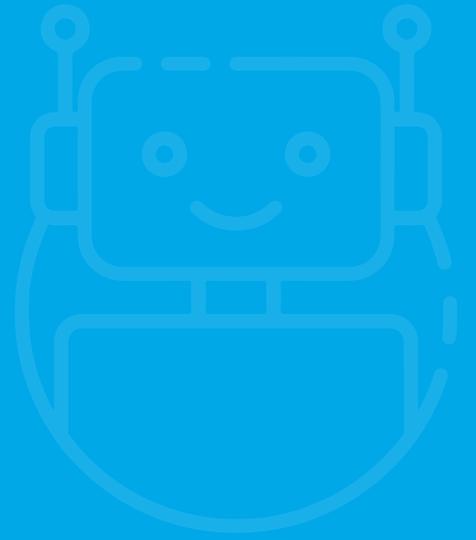


## Frequency of use of wearable devices



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)





# BUILDING THE AI/HUMAN RELATIONSHIP

AI is developing at an exponential rate. In particular, in the messaging apps area, AI-powered chatbots are becoming popular. Human/machine communication is driving a new digital wave. By 2020, people may communicate more with chatbots than with a spouse (which may not be realized by most of us). Machines now recognize voice with an accuracy rate in excess of 90 percent. According to Andrew Ng, AI scientist at Stanford University, the disruptive moment comes when the accuracy rate reaches 99%. Currently, intelligent voice services are widely available in searches, transportation, customer services, and shopping.

The intelligent voice services market was valued at 5.9 billion yuan in 2016, with a nearly 10-fold increase over 2011, and continues to grow rapidly. Iflytek commands a 70 percent share of the intelligent voice services market<sup>7</sup>, and its products have applications in a wide range of industries, including education, public services, automobiles, customer service and medical care<sup>8</sup>. Xiaoice, an advanced natural language chatbot developed by Microsoft, enjoys 100 million users, with more than 30 billion conversations cumulatively and an average of 23 conversations per day. Globally, 37.2 percent of consumers prefer searches using intelligent voice services<sup>9</sup>. Baidu users conduct 30 million voice searches every day<sup>10</sup>.

Highly receptive to new things, Chinese consumers are quickly embracing intelligent voice assistants. In Accenture's 2017 global survey, China ranks the first in the use of these assistants among the 22 countries covered, with 55 percent of Chinese consumers using voice assistants (versus roughly 45 percent in the United States).

# INTELLIGENT VOICE ASSISTANTS: EXPECTATIONS VS. PERFORMANCE

A symbiotic relationship between consumers and intelligent voice assistants is still far from a reality. According to Accenture's 2017 research, although 64.7 percent of Chinese consumers own products featuring intelligent voice assistants, less than 20 percent of them use these devices regularly (see Figure 5). Intelligent voice assistant users are primarily ages 25 to 35. The more highly educated a person is, the more likely he or she is to use voice assistants.

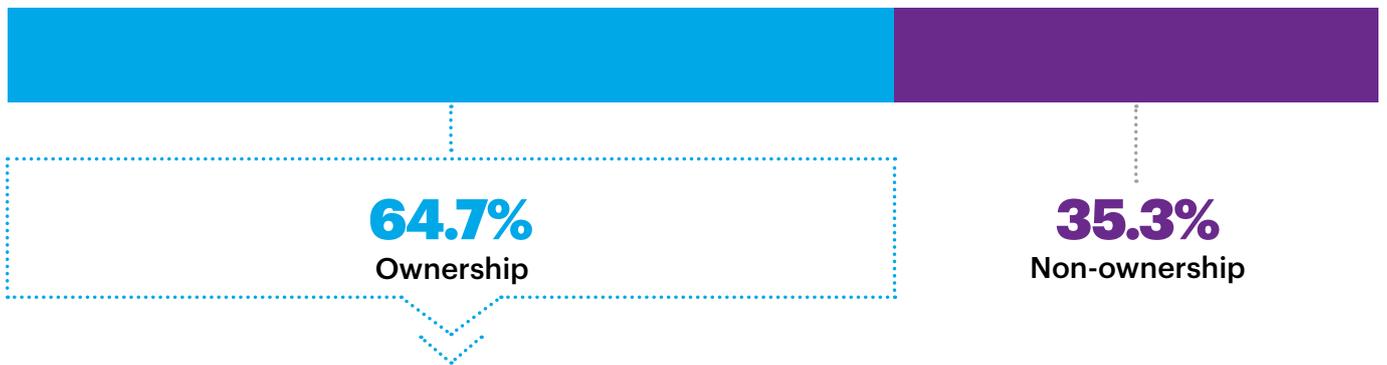
According to Accenture's 2107 global survey on intelligent voice assistants<sup>11</sup>, 20 percent of Chinese consumers are willing to purchase intelligent voice assistance devices in the next 12 months, putting China first-with the USA-among the seven countries covered. Despite consumers' willingness

to purchase, potential risks run rampant-mainly that these devices will not satisfy customers' expectations due to their insufficient capabilities. The same survey suggests that among the six emerging categories of intelligent peripherals, complaints about voice assistants are the most common. As many as 77 percent of consumers globally are disappointed by the voice assistants they purchase due to malfunctions, overly complicated usage instructions and Internet connection failures.

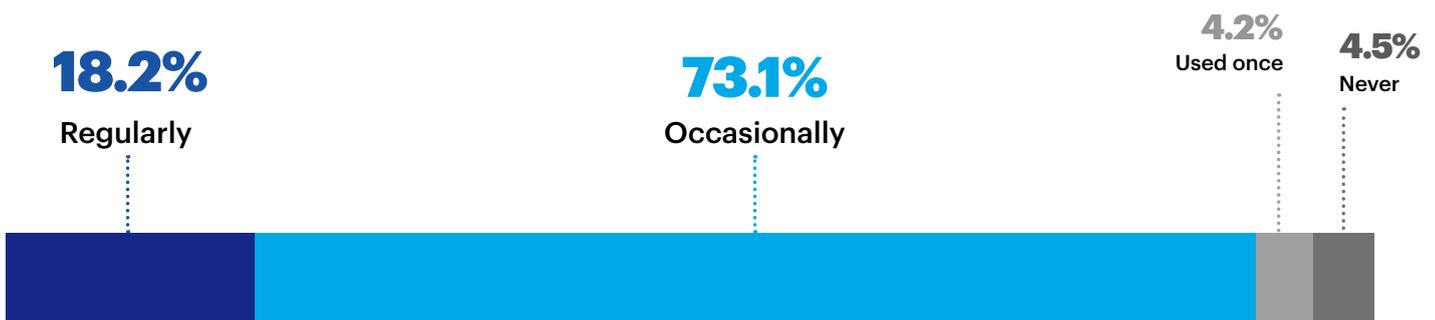
Current disappointment does not negate future potential. To reach it, however, the industry will have to overcome the limited number of current applications, and provide a more sophisticated experience for users.

Figure 5. Ownership and usage of smart voice assistants

## Ownership of products featuring intelligent voice assistant functions



## Usage of intelligent voice assistants



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)



# “INTELLIGENT BUTLER, ARE YOU THERE?”

Consumer expectations of intelligent devices will only increase, particularly given that Chinese consumers value individualized products and services. Accenture research has shown that more than 60 percent of them prefer sellers or brands that provide not only products, but also related services. Consumers are generally highly interested in complete solution sets, such as smart living rooms and smart kitchens. Our research reveals that 56 percent of consumers show interest in services (See Figure 6). According to an Accenture global survey, 58 percent of consumers are more willing to purchase if sellers make recommendations based on their prior purchase history or preferences<sup>12</sup>.

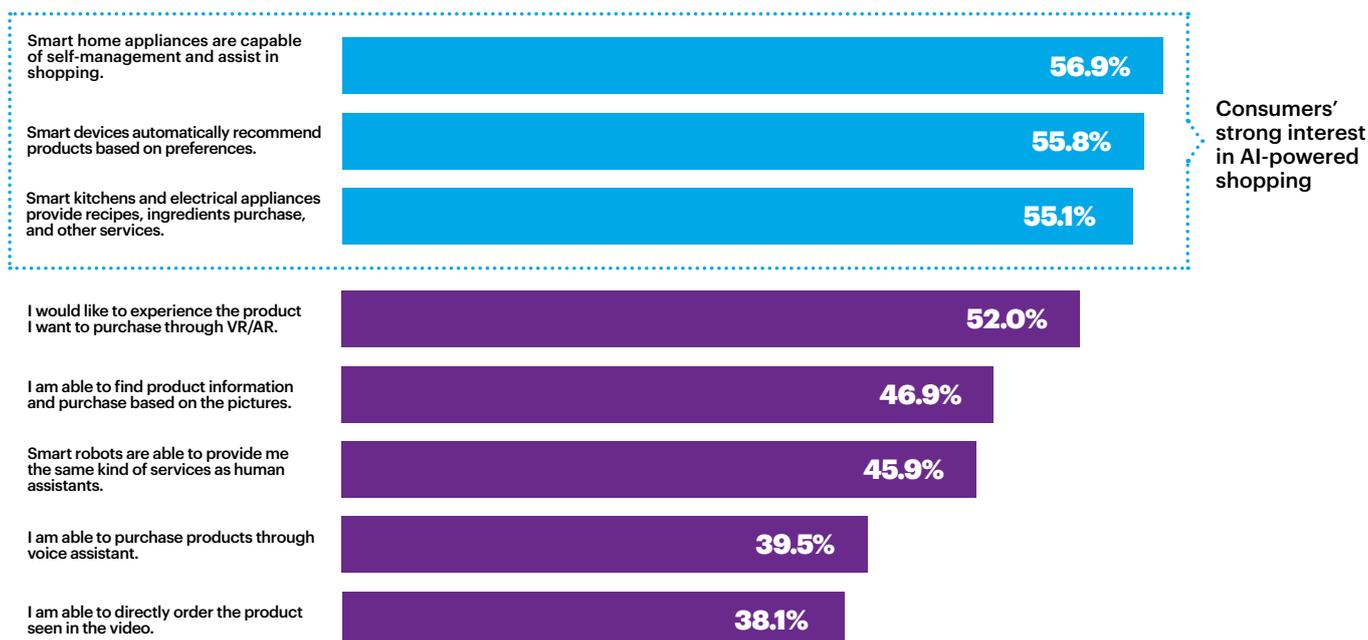
Based on their platform advantages and vast amounts of consumer purchase data, the ecommerce giants Amazon and Alibaba are both investing in smart voice assistants, opening up a new online shopping interface and a new window for consumer data insights. Other tech giants are also vying to be intelligent servants. Amazon Echo and Google Home account for the lion’s share of global smart voice-controlled speakers. Echo’s chat assistant Alexa has conversed with more than three million people in assisting Amazon in

increasing sales<sup>13</sup>. Statistics show that Echo users now account for half of Amazon’s online sales and their total expenditures are also on the rise. The use of Echo causes the consumer to increase his or her purchase frequency by 6 percent and total spending up to 10 percent<sup>14</sup>.

Also, Alibaba has made its own Echo-like competitor, called Tmall Genie (named after its ecommerce platform Tmall). Featuring the AliGenie voice assistant, Tmall Genie offers smart home control, shopping, mobile phone replenishing, food ordering, music playing, and a range of other functions-all of which can be activated by saying “Tmall Genie” in Chinese. Accenture Digital and artificial intelligence lab have jointly developed a Tmall Genie model, which completes the voice-powered process of ordering fruit juice in less than two minutes-from placing the order, to making the payment, to obtaining juice through a mechanical arm. In Accenture’s 2017 consumer survey, 40 percent of respondents expressed their interest in voice-enabled shopping. Companies are cultivating a market niche with Tmall Genie and other related voice assistants but some users say that while their speech recognition capability is good, their platform content is still insufficient.

Figure 6. Expected smart shopping

## Consumers expressed interest in new ways of shopping and services



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

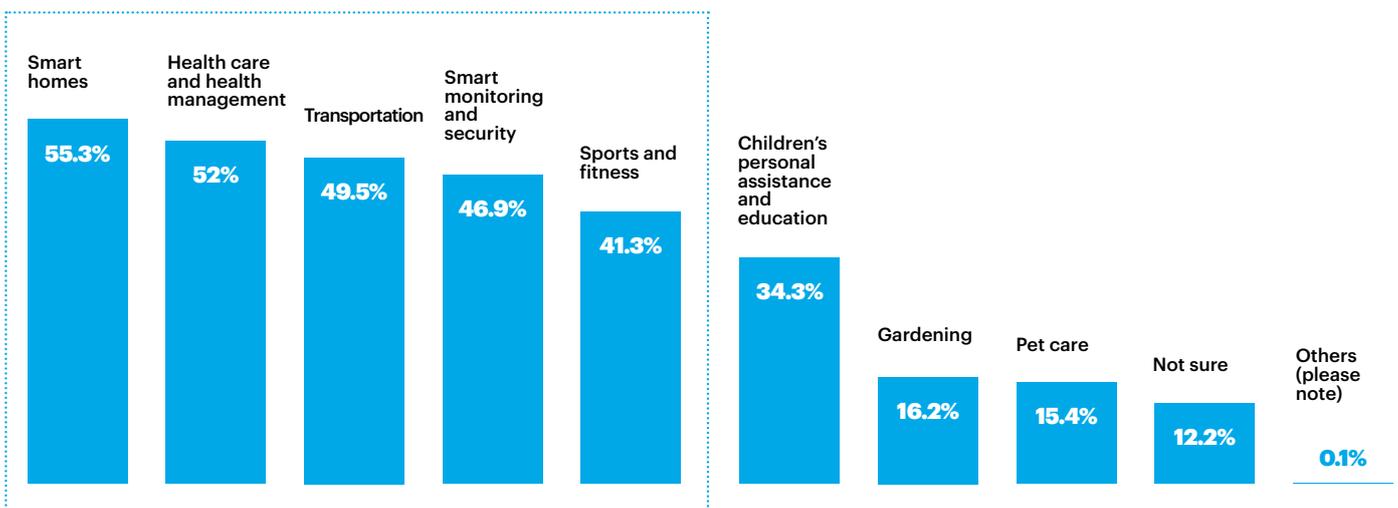
# AI-ENABLED SERVICES

Uses for intelligent voice and chatbots in people's daily lives are triggering widespread interest in AI. As analytics and machine learning develop exponentially, AI is expected to find applications in a growing number of industries-many closely related to people's daily lives-such as automobiles, consumer goods, banking and medical care<sup>15</sup>.

According to Accenture's research, Chinese consumers' expectations for AI applications concentrate in: home appliances, health care, transportation, security, and sports and fitness (See Figure 7).

Figure 7. Consumer expectations of AI-enabled services

## Future fields in which AI-enabled services will concentrate



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

The areas in which AI is expected to have a profound influence are increasingly an integral part of Chinese consumers' daily lives. Accenture's research indicates that nearly 40 percent of Chinese consumers have purchased smart home appliances. Of these, 60 percent are regular users who experience these products more favorably than they do voice assistants. We find that smart home appliance users constitute a vanguard consumer group in the adoption of various newly emerging smart products and services.

As smart home services gradually mature, retailers and other organizations are developing new products and services by building on Amazon Echo, Google Home, Apple HomeKit and other applications. Various household devices will be integrated, and intelligent voice will enable control in the smart home environment in a very natural way. Home will be reconceptualized, with smart life opening an endless array of possibilities.

For example, in Japan, the market for carebots for the elderly is expected to reach 59 billion US dollars by 2025<sup>16</sup>. Telenoid serves as a good companion to the elderly, and the nursing robot Robear can gently lift an elderly person up from the ground.

A recent study shows that AI breakthroughs in automatic driving technologies have the potential to generate 500 billion yuan worth of value<sup>17</sup>. China's search engine behemoth Baidu is making strategic investments in AI and anticipates introducing driverless cars as early as 2018<sup>18</sup>. Driverless taxis have been publicly tested on the road in Singapore. Tesla, BMW, Ford, and GM have expressed their intention to introduce driverless cars. The concept of a car may need to be redefined. Just as smartphones have narrowed the virtual space, a car will bring forth various new services and experiences. It will no longer be just a vehicle, but rather the ultimate mobile platform with its own Internet ecosystem.



# VR AND AR: SHOPPING IN A NEW WORLD

Virtual reality technologies are being brought to the average person as VR applications come to the fore. However, as concrete VR applications suffer due to technological constraints, consumers are showing increasing interest in augmented reality. Through its AR app, iPhone users can see digital images overlaid onto the physical world. More and more developers are creating AR apps on Apple's dedicated platform, ARKit. AR applications for mobile phones and other areas are becoming more and more innovative and practical.

Some analysts and media describe AR devices as the breakthrough digital devices following smartphones. Over the past several years, investments in this area have been rising. Goldman Sachs estimates that the market for AR technologies will soar to US\$80 billion by 2026. According to Gartner, however, neither VR nor AR head-mounted displays (HMDs) will become mainstream products until 2021.

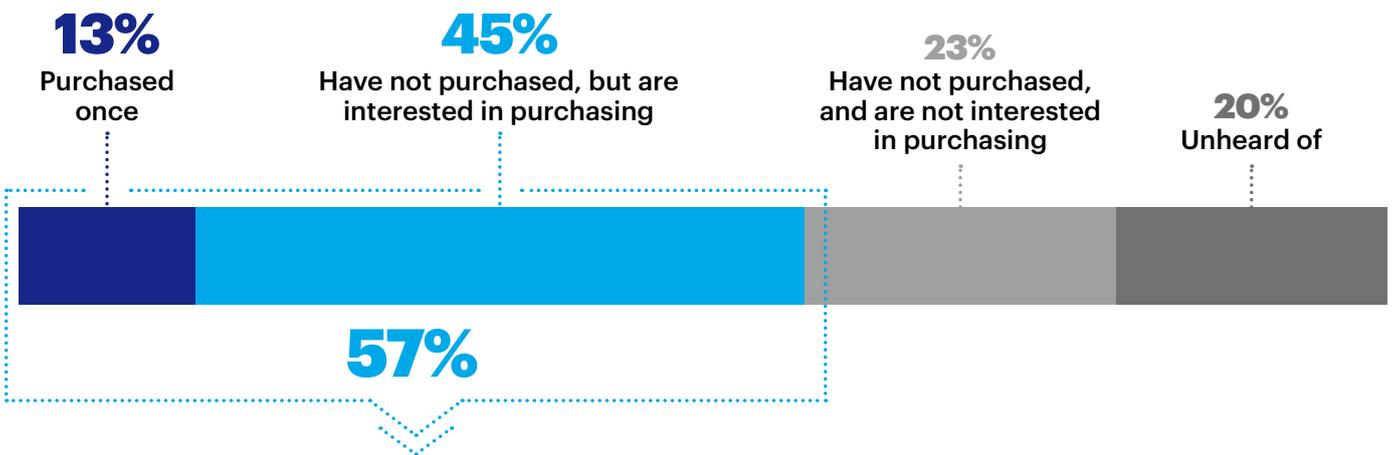
products to be purchased through such apps (See Figure 8). On the Singles' Day<sup>19</sup> (November 11) of 2016, Alibaba introduced a virtual shopping service, whereby consumers were able to "visit", through the Taobao app, Macy's flagship store in New York City for virtual shopping. As the boundary between the physical reality and virtual reality is blurred, the concept of consumer experiences may need to be redefined<sup>20</sup>.

Currently, VR and AR apps are mainly used in videos and gaming. But, we expect them to enhance virtual shopping experiences in the near future. Accenture's 2017 research indicates that 57 percent of Chinese consumers have purchased or are interested in purchasing VR or AR apps. Roughly 45 percent of them expect to experience

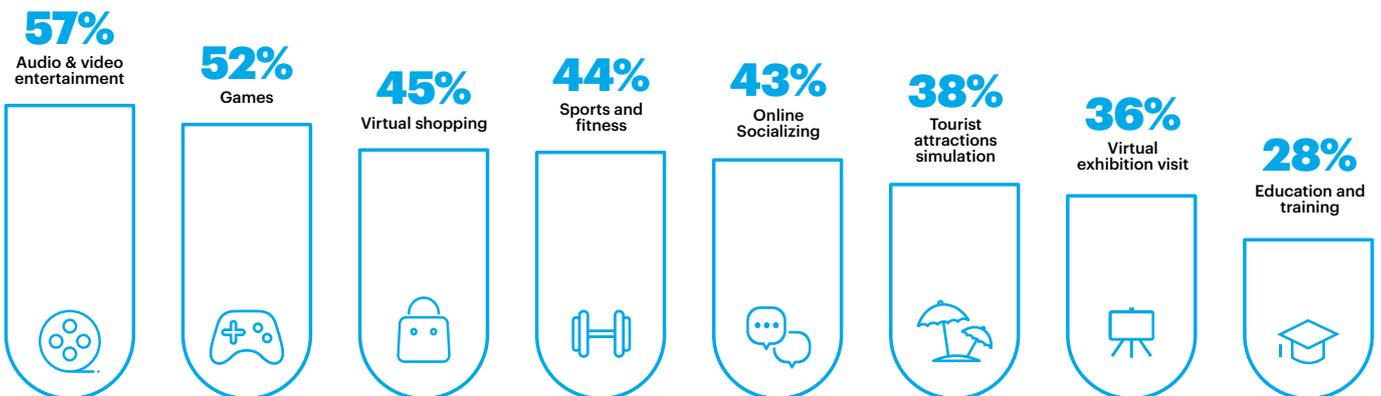
The "mixed reality" resulting from the integration of VR and AR will be where the magic of these technologies truly lies. In the future, interactions between humans and computers will more and more center on VR and AR experiences and will be seamlessly integrated into our daily lives.

**Figure 8. Virtual shopping: The vanishing distance**

## Purchase of VR and AR devices



## Expected product uses



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

Accenture's 2017 consumer survey also shows that both VR and non-VR purchasers are highly interested in audio & video entertainment, music, and games; therefore, these should be a primary focus in the development of VR applications. Non-purchasers expect virtual shopping, virtual travels, and virtual exhibitions more than purchasers do; these have the potential to attract large numbers of VR purchasers.



# DIGITAL TRUST:

## THE NEW CONTRACT WITH CONSUMERS

People are increasingly concerned about and interested in digital trust. How digital device service providers and operators collect and utilize consumer data has always been an area of focus. But, as digital devices are widely used to collect personal health, living and travel data, businesses and the public must special attention to privacy and ethics issues.

Digital trust reflects the extent to which consumers trust that companies and government organizations collect, store, and use consumer information or data in ethical and responsible ways. The higher their digital trust is, the more willing they are to share personal data. For companies and government organizations, the more information they possess that belongs to consumers, employees, and citizens, the more likely they should be to provide better, more valuable services and create a benign circle of consumer digital trust.

In Accenture’s 2016 Technology Vision, 89 percent of Chinese enterprises believed that trust is the foundation on which businesses achieve differentiated competitive advantages in the digital economy. Accenture believes that in order to win consumer trust, it is essential that enterprises not only have strong data security guarantees, but also exercise high data ethics standards in every phase of the consumer experience. Consumer trust needs to be maintained as companies use and share data resources and develop broad-based partnerships in an ecosystem. All of the above are critical for meeting the requirements of regulatory institutions and Internet security insurance companies.

Traditionally, Chinese consumers take a relaxed attitude toward personal data privacy. According to Accenture’s global survey on consumer data privacy, 80 percent of respondents aged 20 to 40 believe that complete data privacy does not exist<sup>21</sup>. In another survey by Accenture on data privacy among Chinese consumers, 82 percent of respondents pointed out that there is no privacy in the digital era (See Figure 9).

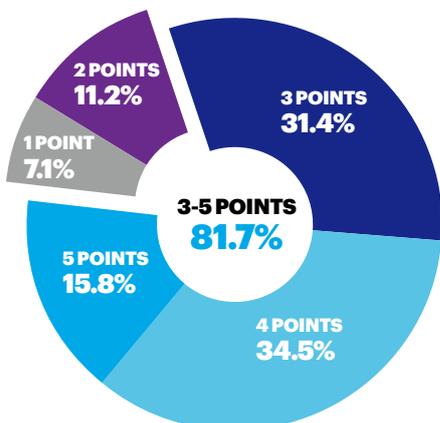
Nevertheless, Chinese consumers expect their personal data to be strictly protected. Approximately 92 percent of respondents were concerned about the security of the data stored in their mobile phones, and 94 percent of respondents said that such data must be strictly protected. Roughly 70 percent of respondents expressed their willingness to share personal data in exchange for services (See Figure 9). In contrast, in our global survey, no more than half of the respondents aged 20 to 40 said they were willing to have their purchase history tracked in exchange for sellers’ discounts or other relevant benefits.

Intelligent services in the digital age are highly individualized. Companies and smart devices are increasingly capable of obtaining personal data, which includes not only address and bank account details, but also biological data, GPS data and even genetic data. Consumer trust in digital device and service providers is increasingly important. According to Accenture’s 2017 global survey on consumer trends, 52 percent of Chinese consumers are concerned that new intelligent services will have access to excessive amounts of their data; 62 percent of them expect companies to use consumer data in more open, transparent ways.

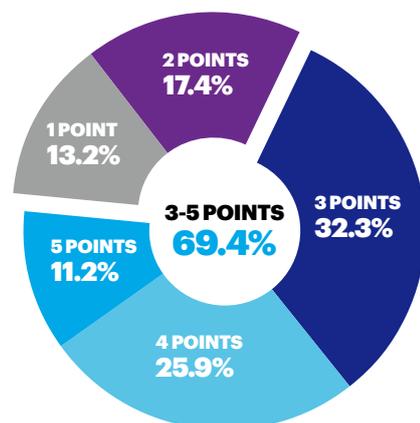
Equipment manufacturers, telecom operators, and banks enjoy relatively higher levels of consumer trust than other types of organizations. Consumers are generally willing to entrust equipment manufacturers with their personal data. This is evident from Apple’s response to the FBI’s request that it unlock the iPhone of one of its customers: “Forcing Apple to extract data [from mobile devices]...could threaten the trust between Apple and its customers and substantially tarnish the Apple brand.”

**Figure 9. Data privacy opinions**

**There is absolutely no privacy in the Internet age**



**I am willing to share my personal data for access to certain services**



NOTE: 1 POINT: STRONGLY DISAGREE; 3 POINTS: NEUTRAL; 5 POINTS: STRONGLY AGREE

Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)



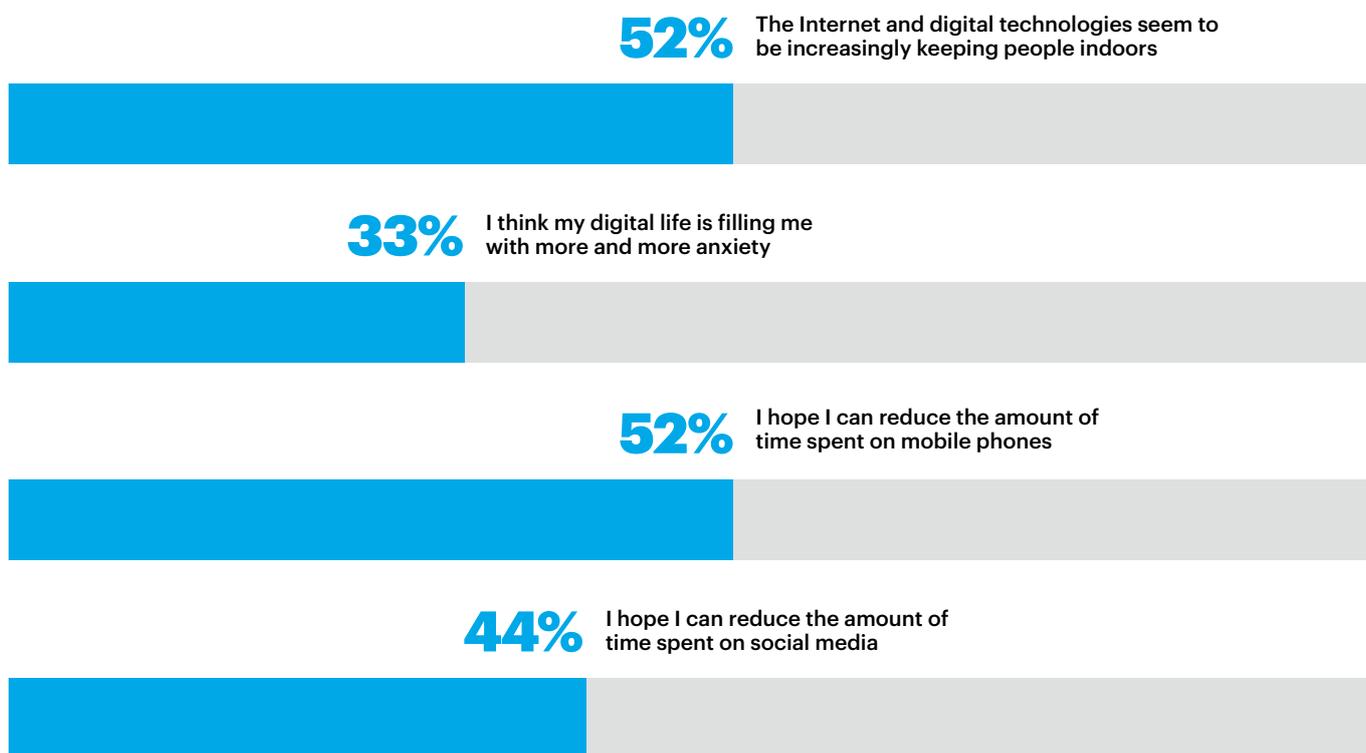
# DIGITAL DISTRACTION

How large can your circle of friends be? Robin Dunbar, anthropologist at Oxford University, said it consists of a maximum of 150 friends. He posits that one can easily maintain stable social relationships with up to 150 friends, but socializing with more people will be meaningless or unrealistic. He explains that 150 is “the number of people you would not feel embarrassed about joining uninvited for a drink if you happened to bump into them in a bar<sup>22</sup>.”

Digital technologies have changed the way people connect with each other and with the environment. These changes have caused huge distractions in the real world. Mark Curtis, founder of Fjord (part of Accenture Interactive), raises a series of critical questions on human relationships in digital social networks in his book, "Distraction: Being Human in the Digital Age". Will face-to-face interactivity decrease? If adults interact mainly via the screen, will future generations believe that this is the norm in human communication? Will people living in a virtual world increasingly escape reality? Is there information overload? Is work efficiency going up or are employees being distracted? In digital, smart lives, what kind of balance do people want to achieve amongst freedom, social cost, and control?

Our 2017 research on the digital trends among Chinese consumers was designed to explore consumers' behavioral habits and preferences in the evolving digital environment. We found that Chinese consumers are increasingly keeping themselves indoors. More than one half of the respondents revealed that the Internet and digital technologies were causing them to stay more and more at home, and one third of the respondents said that they were getting increasingly anxious in the digital age. Contradictorily, while smartphones are increasingly becoming an integral part of people's daily lives and work, one half of the respondents hoped that they could reduce the amount of time spent on smartphones and also on social media (See Figure 10). During our focus group interviews with college students, they said that the most touching consumer experiences occur in the context of face-to-face interactions. We were gratified by this.

**Figure 10. Stay away from digital life**



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

Melvin Kranzberg, who was a professor of the history of technology at Georgia Institute of Technology, is known for his six laws of technology in interpreting the anxiety that the power and popularization of technologies create in the human society<sup>23</sup>. The first of these states, "Technology is neither good nor bad; nor is it neutral". At the outset of the report, we praised the consumer revolution that smartphones are leading. Smartphones are hugely successful partly because they are user-friendly, with simplified and easily understood usage instructions, and their user interface conforms to the human ergonomics.

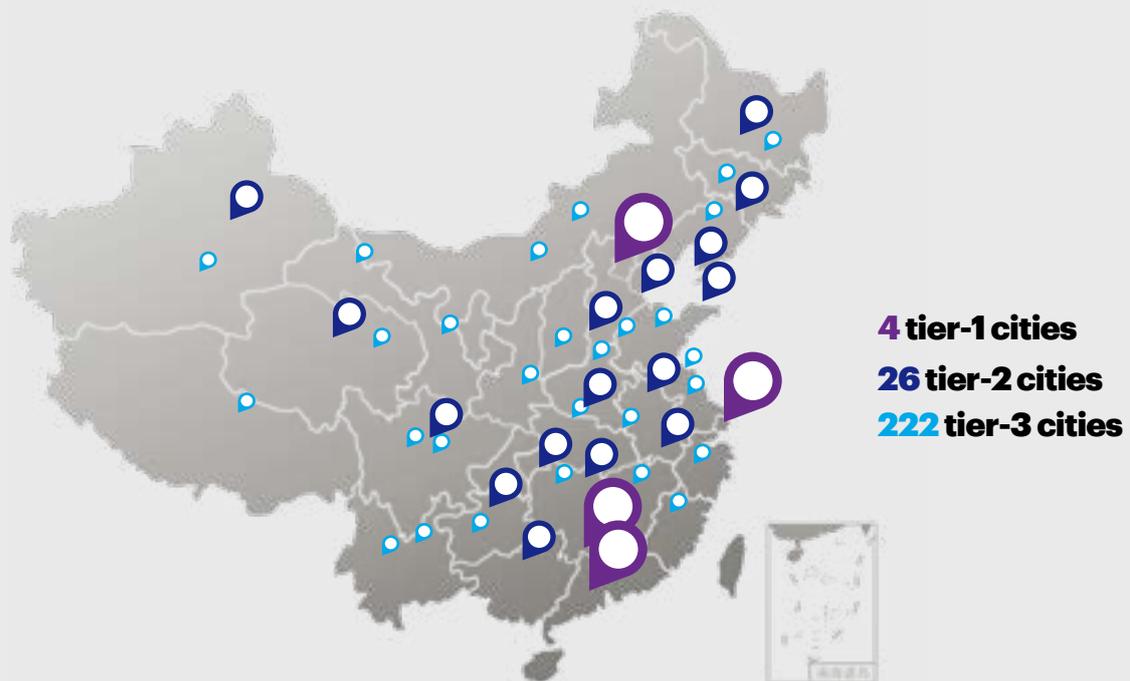
One's voice and face are increasingly becoming the new passcode and user interface. It is the designers and users of digital technologies rather than these technologies themselves that have insights into the human nature. Also, it is not the technologies themselves that are changing the world for better or for worse. The innovators in the digital world should be guided by the ultimate philosophy of putting the people first in the design of technologies and new products. In so doing, they will help ensure that digital lives are worthy lives.

# APPENDIX: ACCENTURE'S 2017 RESEARCH ON THE DIGITAL TRENDS AMONG THE CHINESE CONSUMERS

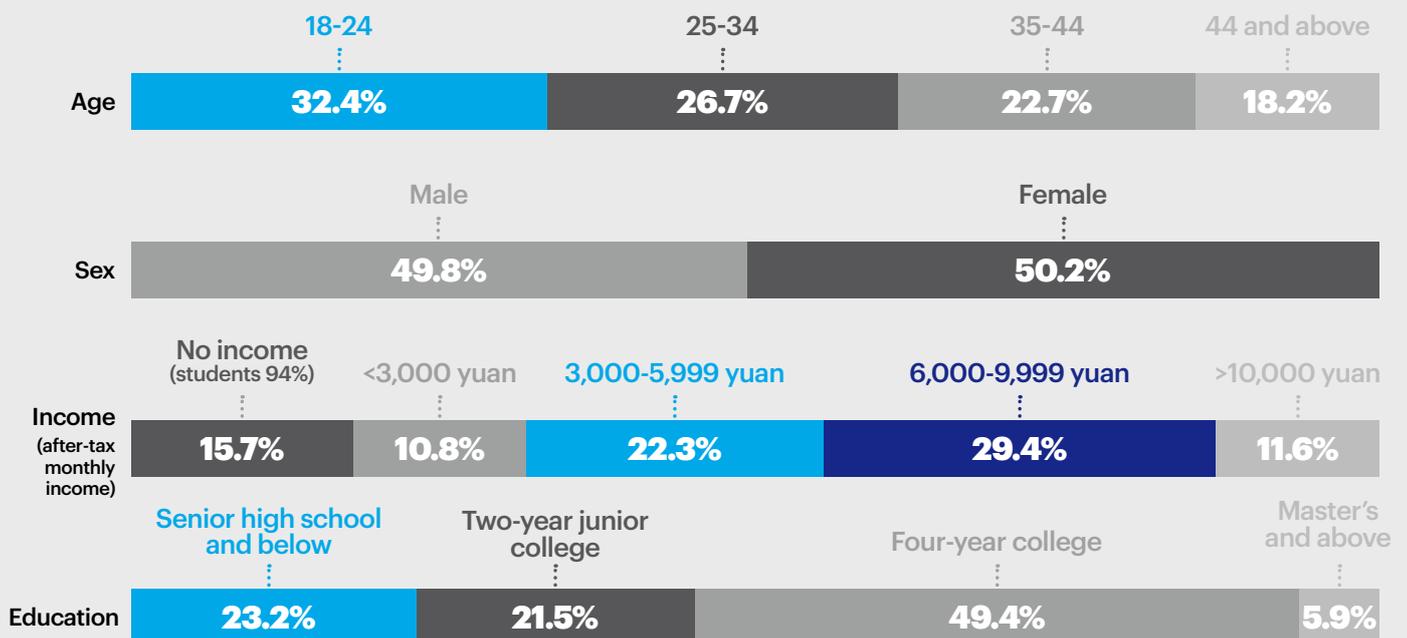
Accenture's series of reports on insights into the Chinese consumers focus on urban consumers. Our 2017 research on the digital trends among the Chinese consumers is designed to explore the consumers' behavioral habits and preferences in the evolving digital environment. Methodologically, we combined online and offline questionnaires with in-depth interviews and focus group discussions.

From May to July 2017, we collected 4,060 valid online and offline questionnaires and conducted 23 in-depth interviews and two focus group discussions. Respondents to the questionnaires came from 252 cities across the country and covering many of the cities with tier-1, tier-2, and tier-3 designations and below (see Figure below).

**Figure.** Accenture's survey conducted among 4,060 consumers distributed in 252 cities



## Sample statistics:



Source: 2017 Accenture Research on Digital Trends among Chinese Consumers (sample size: 4,060)

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Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery centers – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 442,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Accenture has been operating in Greater China for over 30 years. Today, the Greater China practice has around 15,000 people serving clients across the region and has offices in Beijing, Shanghai, Dalian, Chengdu, Guangzhou, Shenzhen, Hong Kong and Taipei. As Chinese economy experiences the new normal, Accenture will bring more innovation to the business and technology ecosystems and help Chinese enterprises and the government to embrace digitization and enhance global competitiveness to succeed in the new age.

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