

Online Shopping Usage and Channels of Taiwanese Netizens (Pre-order)

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Abstracts

Taipei-based government-backed research institute MIC (Market Intelligence& Consulting Institute) of III (Institute for Information Industry) conducted a questionnaire-based survey on Taiwanese netizens who are using their smartphones to make online purchases during the fourth quarter of 2018. This report provides an overview of online shopping apps and channels in the Taiwanese e-commerce market, highlights the key findings of Taiwan's netizens' preferences for choosing shopping channels, mobile apps, and cross-border e-commerce, and takes a deep dive into the online shopping behaviors of Taiwanese netizens.

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