

Taiwan Generation Z: Characteristics, Online Behaviors, and Patterns of Consumption (pre-order)

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Abstracts

Generation Z (Gen Z) is the demographic cohort after Millennials and is composed of those born between 1995 and 2010. Nowadays, nearly every Gen Z have their own smartphones, and iPhone remains their favorite brand. MIC conducted an online survey on December 11-17, 2018, to understand behavioral characteristics and preferences of Gen Z toward traditional media, multimedia platforms, social media & Internet celebrities, short videos, online games, game live-streaming, comic books & animation, virtual IP services, online music platforms, and live concerts. Considering the customer demographic attributes, such as gender and age, this report outlines the most relevant behavior characteristics of Gen Z and examines the findings with an aim to translate them into a set of implementation activities.

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