

# **Taiwanese Consumer Buying Behavior towards Fast-moving Consumer Goods and Smart Home Appliances**

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## **Abstracts**

According to the survey conducted by MIC, the number of Taiwanese consumers preferring both physical & online shopping and online shopping-only is increasing; the number of consumers preferring to shop only at physical stores, however, is declining, indicating that online retail platforms have become an important channel for consumers when they want to make purchases. This report provides an analysis of Taiwanese consumers' buying behavior towards fast-moving consumer goods and smart home appliances and examines the findings from various perspectives.

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