

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

<https://marketpublishers.com/r/TBC4085CB0CEN.html>

Date: June 2019

Pages: 36

Price: US\$ 3,000.00 (Single User License)

ID: TBC4085CB0CEN

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.

Contents

1. OVERALL PHYSICAL AND ONLINE SHOPPING BEHAVIOR ANALYSIS

- 1.1 Types of Retail Channels in Taiwan
- 1.2 Five Retail Channel Types

2. ONLINE SHOPPING BEHAVIOR ANALYSIS

- 2.1 Survey Description
- 2.2 Physical vs. Online
- 2.3 Average Monthly Online Retail Spending, 2014-2018
- 2.4 Information Platform Types
- 2.5 Connected Devices
- 2.6 Age Differences
- 2.7 Online Shopping via Mobile Devices
- 2.8 Online Shopping Channels
- 2.9 Online Shopping Platforms
- 2.10 Online Shopping Categories
- 2.11 Online Payment Methods
- 2.12 Online Shopping Delivery Methods

3. ONLINE SHOPPING BEHAVIOR ANALYSIS-FAST-MOVING CONSUMER GOODS

- 3.1 Scope of Fast-moving Consumer Goods
- 3.2 Channels to Obtain FMCG Information
- 3.3 Online Shopping Experiences with FMCG (4Q 2018)
- 3.4 FMCG Online Shopping Motivations
- 3.5 FMCG Categories of Top 5 Brands
- 3.6 FMCG Online Shopping Platforms

4. ONLINE SHOPPING BEHAVIOR ANALYSIS-SMART HOME APPLIANCES

- 4.1 Scope for Smart Home Appliances
- 4.2 Platforms to Obtain Smart Home Appliance Information
- 4.3 Online Shopping Experiences with Smart Home Appliances (4Q 2018)
- 4.4 Preferences for Small-size Smart Home Appliances and Smart Speakers
- 4.5 Channels to Purchase Smart Home Appliances
- 4.6 Smart Home Appliance Online Shopping Platforms

5. CONCLUSION

5.1 Online Shopping Behavior and Trend Analysis

5.2 Online Shopping Behavior and Trend Analysis (Continued)

Copyright and Intellectual Property Policy

List Of Tables

LIST OF TABLES

Table 1: Average Monthly Online Retail Spending, 2014-2018

Table 2: FMCG Categories of Top 5 Brands

List Of Figures

LIST OF FIGURES

- Figure 1: Types of Retail Channels in Taiwan
- Figure 2: Five Retail Channel Types
- Figure 3: Physical vs. Online
- Figure 4: Physical vs. Online
- Figure 5: Information Platform Types
- Figure 6: Connected Devices
- Figure 7: Age Differences
- Figure 8: Online Shopping via Mobile Devices
- Figure 9: Online Shopping Channels
- Figure 10: Online Shopping Platforms
- Figure 11: Online Shopping Categories and Items
- Figure 12: Online Payment Methods
- Figure 13: Online Shopping Delivery Methods
- Figure 14: Scope of Fast-moving Consumer Goods
- Figure 15: Channels to Obtain FMCG Information
- Figure 16: Online Shopping Experiences with FMCG (4Q 2018)
- Figure 17: FMCG Online Shopping Motivations
- Figure 18: FMCG Online Shopping Platforms
- Figure 19: Scope for Smart Home Appliances
- Figure 20: Platforms to Obtain Smart Home Appliance Information
- Figure 21: Online Shopping Experiences with Smart Home Appliances (4Q 2018)
- Figure 22: Preferences for Small-size Smart Home Appliances and Smart Speakers
- Figure 23: Channels to Purchase Smart Home Appliances
- Figure 24: Preferences for Small-size Smart Home Appliances and Smart Speakers

I would like to order

Product name: Taiwanese Consumer Buying Behavior towards Fast-moving Consumer Goods and Smart Home Appliances

Product link: <https://marketpublishers.com/r/TBC4085CB0CEN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TBC4085CB0CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

