

Taiwanese Digital Game Players' Game Preferences, Paying Habits, and Payment Experiences (pre-order)

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Abstracts

MIC (Market Intelligence & Consulting Institute) conducted an online questionnaire survey on Taiwan's digital game players during the fourth quarter of 2018 to investigate their profiles and preferences towards digital game purchases, and to analyze differences in the related behaviors of these game players. The effective samples collected amounted to 1,068. This report includes two demographic variables of age group and gender into the survey with an aim to gain a deeper understanding of Taiwanese game players' game preferences, paying habits, payment preferences, and payment experiences.

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