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The Taiwanese eCommerce Industry Status and Online Shopping Habits and Behavior Analysis

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Abstracts

While there is a boom in the global e-commerce market over the years, the competition in the Taiwanese e-commerce industry has become more intense as more newcomers enter. The market however is going to grow further in Taiwan as more and safer payment methods and various logistics services are available these days. This report provides Taiwanese e-commerce status overview and some findings on the shopping habits and behavior of online shoppers in Taiwan after an online questionnaire-based survey was conducted; examines four trends and their influence, and interprets what they mean for the future Taiwanese e-commerce market and industry.

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