台灣 **(Taiwan, ROC)**

經濟部商業司

103年國內B2C網路商店經營調查

Study Documentation

January 24, 2017

Metadata Production

Metadata Producer(s)	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究專題中心 , DDI文件製作
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Table of Contents

103年國內B2C網路商店經營調查
Taiwan's B2C Online Store Business Survey, 2014

Overview

Type	國內B2C網路商店經營調查
Identification	AK010001
Version	Production Date: 2016-11-29

Abstract

　　「國內B2C網路商店經營調查」旨在調查國內網路商店經營現況與需求，做為政府瞭解國內電子商務發展現況，以及制訂相關產業推動政策之參考，藉以健全國內電子商務環境，提升產業競爭力。同時，透過了解臺灣目前網路商店平均發展現況，可供網路商店、平台及實體商店業者參考，以促進我國電子商務市場發展。

　　本次釋出為103年調查資料，問卷內容有：基本資料、經營型態及現況、金流物流、行銷方式、跨境銷售和經營問題及協助需求。調查進行時間為103年6月6日至年8月31日，以線上問卷調查方式進行，共有670家商店參與本次調查，其中516份為有效問卷，有效樣本回收率77.0%。

Kind of Data	抽樣調查資料 (Sample survey data)

Time Period(s)	2014
Countries	台灣 (Taiwan, ROC)

Producers & Sponsors

Primary Investigator(s)	經濟部商業司
Other Producer(s)	經濟部商業司

Data Collection

Data Collection Dates	start 2014-06-06 end 2014-08-31
Data Collection Mode	網路調查 (Internet)

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心) , https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	經濟部商業司

Access Conditions

會員版(一般會員、院內會員)--申請審核通過後下載

Files Description

Dataset contains 1 file(s)

data103	
# Cases	516
# Variable(s)	327

Variables Group(s)

Dataset contains 6 group(s)

Group 基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	caseid	回應編號	continuous	numeric-11.0	516	0	-
2	endpage	末頁	discrete	numeric-11.0	516	0	-
3	a1_1	A1.基本資料:1.公司員工總數:＿＿＿＿人	continuous	numeric-11.0	516	0	-
4	a1_2	A1.基本資料:2.網路商店員工數:＿＿＿＿人	continuous	numeric-11.0	516	0	-
5	ratio	比例	continuous	numeric-14.2	516	0	-
6	a1_3	A1.基本資料:3.貴公司網路商店於何年成立?西元＿＿＿年	continuous	numeric-11.0	516	0	-
7	a2	A2.公司所在縣市	discrete	character-6	516	0	-

Group 經營形態及現況

#	Name	Label	Type	Format	Valid	Invalid	Question
1	b1_1	B-1.貴公司有哪些網路鎖售的管道?(複選)(1)在網路開店平台上開店	discrete	numeric-2.0	516	0	-
2	b1_2	B-1.貴公司有哪些網路鎖售的管道?(複選)(2)在網路拍賣平台上銷售	discrete	numeric-2.0	516	0	-
3	b1_3	B-1.貴公司有哪些網路鎖售的管道?(複選)(3)供貨給購物網站	discrete	numeric-2.0	516	0	-
4	b1_4	B-1.貴公司有哪些網路鎖售的管道?(複選)(4)供貨給電視購物	discrete	numeric-2.0	516	0	-
5	b1_5	B-1.貴公司有哪些網路鎖售的管道?(複選)(5)供貨給團購網站	discrete	numeric-2.0	516	0	-
6	b1_6	B-1.貴公司有哪些網路鎖售的管道?(複選)(6)有架設官網	discrete	numeric-2.0	516	0	-
7	b1_7	B-1.貴公司有哪些網路鎖售的管道?(複選)(7)有行動版網頁	discrete	numeric-2.0	516	0	-
8	b1_8	B-1.貴公司有哪些網路鎖售的管道?(複選)(8)有APP	discrete	numeric-2.0	516	0	-
9	b1_9	B-1.貴公司有哪些網路鎖售的管道?(複選)(9)其他	discrete	character-18	19	0	-
10	b2	B-2.貴公司去年(2013年)全年透過網路銷售的營收為何?	discrete	numeric-2.0	516	0	-
11	b3	B-3.貴公司是否有實體店面的商店?	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
12	b4	B-4.貴公司是否有增設實體商店的計畫?	discrete	numeric-2.0	515	1	-
13	b5_1	B-5.貴公司各銷售管道2013年大概營收比例:開店平台(%)	continuous	numeric-11.2	516	0	-
14	b5_2	B-5.貴公司各銷售管道2013年大概營收比例:拍賣網站(%)	continuous	numeric-11.2	516	0	-
15	b5_3	B-5.貴公司各銷售管道2013年大概營收比例:供貨商(%)	continuous	numeric-11.2	516	0	-
16	b5_4	B-5.貴公司各銷售管道2013年大概營收比例:自架網站(含官網/行動網頁/APP)(%)	continuous	numeric-11.2	516	0	-
17	b5_5	B-5.貴公司各銷售管道2013年大概營收比例:實體店面(%)	continuous	numeric-11.2	516	0	-
18	b6	B-6.貴公司2013年透過網路銷售的獲利情形為何?	discrete	numeric-2.0	516	0	-
19	b7	B-7.貴公司在2013年與2012年同期透過網路銷售的獲利比較?	discrete	numeric-2.0	516	0	-
20	b8	B-8.貴公司預期今年透過網路銷售的經營狀況?	discrete	numeric-2.0	515	1	-
21	b9_1	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(1)食品特產	discrete	numeric-2.0	516	0	-
22	b9_2	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(2)服飾及配件/手錶	discrete	numeric-2.0	516	0	-
23	b9_3	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(3)美容保養(指臉、身體之保養及化妝產品)	discrete	numeric-2.0	516	0	-
24	b9_4	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(4)健康保健食品	discrete	numeric-2.0	516	0	-
25	b9_5	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(5)醫療器材(第一級,如居家照護用品;部分第二級,如體脂計)	discrete	numeric-2.0	516	0	-
26	b9_6	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(6)婦幼親子	discrete	numeric-2.0	516	0	-
27	b9_7	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(7)寵物用品(指寵物食品、清潔用品及其他等)	discrete	numeric-2.0	516	0	-
28	b9_8	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(8)家具雜貨(居家布置類、沙發、床墊、廚具、衣櫃、燈具及家飾類商品)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
29	b9_9	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(9)電腦及其周邊配件	discrete	numeric-2.0	516	0	-
30	b9_10	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(10)生活用品(以生活消耗品為主,如:衛生紙、洗髮精、洗衣精等)	discrete	numeric-2.0	516	0	-
31	b9_11	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(11)交通工具/汽機車/腳踏車	discrete	numeric-2.0	516	0	-
32	b9_12	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(12)鞋包精品	discrete	numeric-2.0	516	0	-
33	b9_13	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(13)文具辦公/圖書雜誌	discrete	numeric-2.0	516	0	-
34	b9_14	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(14)手機/通訊/隨身影音播放器	discrete	numeric-2.0	516	0	-
35	b9_15	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(15)家電	discrete	numeric-2.0	516	0	-
36	b9_16	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(16)休閒/旅遊(包括休閒類商品如:登山用品、腳踏車、健身用品等,另包括票務則包括機票、旅遊票券等)	discrete	numeric-2.0	516	0	-
37	b9_17	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(17)影音商品	discrete	numeric-2.0	516	0	-
38	b9_18	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(18)收藏品/藝術品	discrete	numeric-2.0	516	0	-
39	b9_19	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(19)相機/攝影/視訊	discrete	numeric-2.0	516	0	-
40	b9_20	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(20)電玩/玩具/模型	discrete	numeric-2.0	516	0	-
41	b9_21	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(21)電腦軟體/數位內容下載/網路加值服務	discrete	numeric-2.0	516	0	-
42	b9_22	B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(22)其他	discrete	character-24	31	0	-
43	b10_1	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(1)台灣	discrete	numeric-2.0	516	0	-
44	b10_2	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(2)中國大陸	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
45	b10_3	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(3)香港/澳門	discrete	numeric-2.0	516	0	-
46	b10_4	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(4)日本	discrete	numeric-2.0	516	0	-
47	b10_5	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(5)韓國	discrete	numeric-2.0	516	0	-
48	b10_6	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(6)東南亞	discrete	numeric-2.0	516	0	-
49	b10_7	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(7)美國/加拿大	discrete	numeric-2.0	516	0	-
50	b10_8	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(8)澳洲	discrete	numeric-2.0	516	0	-
51	b10_9	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(9)歐洲	discrete	numeric-2.0	516	0	-
52	b10_10	B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(10)其他	discrete	character-21	11	0	-
53	b11_1	B-11.貴公司是下列哪一個開店平台的店家?(複選)(1)沒有在任何開店平台開店(勾選此項者,不能勾其他選項)	discrete	numeric-2.0	516	0	-
54	b11_2	B-11.貴公司是下列哪一個開店平台的店家?(複選)(2)AirCamel飛翔駱駝	discrete	numeric-2.0	516	0	-
55	b11_3	B-11.貴公司是下列哪一個開店平台的店家?(複選)(3)PChome商店街	discrete	numeric-2.0	516	0	-
56	b11_4	B-11.貴公司是下列哪一個開店平台的店家?(複選)(4)Postmall郵政商城	discrete	numeric-2.0	516	0	-
57	b11_5	B-11.貴公司是下列哪一個開店平台的店家?(複選)(5)Rakuten樂天市場	discrete	numeric-2.0	516	0	-
58	b11_6	B-11.貴公司是下列哪一個開店平台的店家?(複選)(6)Yahoo奇摩超級商城	discrete	numeric-2.0	516	0	-
59	b11_7	B-11.貴公司是下列哪一個開店平台的店家?(複選)(7)91mai就要買	discrete	numeric-2.0	516	0	-
60	b11_8	B-11.貴公司是下列哪一個開店平台的店家?(複選)(8)其他	discrete	character-22	34	0	-
61	b12_1	B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(1)沒有在任何拍賣平台開店(勾選此項者,不能勾其他選項)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
62	b12_2	B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(2)露天拍賣	discrete	numeric-2.0	516	0	-
63	b12_3	B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(3)Yahoo奇摩拍賣	discrete	numeric-2.0	516	0	-
64	b12_4	B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(4)其他	discrete	character-13	15	0	-
65	b13_1	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(1)沒有做為任何購物網站的供貨商(勾選此項者,不能勾其他選項)	discrete	numeric-2.0	516	0	-
66	b13_2	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(2)7net雲端超商	discrete	numeric-2.0	516	0	-
67	b13_3	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(3)ASAP閃電購物網	discrete	numeric-2.0	516	0	-
68	b13_4	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(4)books博客來	discrete	numeric-2.0	516	0	-
69	b13_5	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(5)ET Mall東森購物網	discrete	numeric-2.0	516	0	-
70	b13_6	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(6)GOHAPPY快樂購物網	discrete	numeric-2.0	516	0	-
71	b13_7	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(7)HerBuy好買	discrete	numeric-2.0	516	0	-
72	b13_8	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(8)momo購物網	discrete	numeric-2.0	516	0	-
73	b13_9	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(9)Myfone購物	discrete	numeric-2.0	516	0	-
74	b13_10	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(10)PayEasy女性購物	discrete	numeric-2.0	516	0	-
75	b13_11	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(11)PChome線上購物(含24h購物、全球購物)	discrete	numeric-2.0	516	0	-
76	b13_12	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(12)Rakuten樂天市場	discrete	numeric-2.0	516	0	-
77	b13_13	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(13)SHOPPING99線上購物網	discrete	numeric-2.0	516	0	-
78	b13_14	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(14)savesafe大買家量販網路店	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
79	b13_15	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(15)tkec燦坤快3網路商城	discrete	numeric-2.0	516	0	-
80	b13_16	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(16)Treemall購物	discrete	numeric-2.0	516	0	-
81	b13_17	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(17)U-mall森森購物網	discrete	numeric-2.0	516	0	-
82	b13_18	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(18)udn買東西購物中心	discrete	numeric-2.0	516	0	-
83	b13_19	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(19)ViVa美好購物網	discrete	numeric-2.0	516	0	-
84	b13_20	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(20)Yahoo奇摩購物中心	discrete	numeric-2.0	516	0	-
85	b13_21	B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(21)其他	discrete	character-44	25	0	-
86	b14_1	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(1)沒有在任何開店平台開店(勾選此項者,不能勾其他選項)	discrete	numeric-2.0	516	0	-
87	b14_2	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(2)成本比較低(包含開店設定費、年費、交易手續費、刊登費用等)	discrete	numeric-2.0	516	0	-
88	b14_3	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(3)平台集客能力高	discrete	numeric-2.0	516	0	-
89	b14_4	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(4)提供完善的金流	discrete	numeric-2.0	516	0	-
90	b14_5	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(5)所需技術門檻低(開店平台介面使用容易、上架容易等)	discrete	numeric-2.0	516	0	-
91	b14_6	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(6)提供多樣化的後台工具(包括會員經營、行銷等)	discrete	numeric-2.0	516	0	-
92	b14_7	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(7)經常舉辦促銷活動	discrete	numeric-2.0	516	0	-
93	b14_8	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(8)資料安全性高	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
94	b14_9	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(9)提供完善的物流	discrete	numeric-2.0	516	0	-
95	b14_10	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(10)平台介面設計有彈性	discrete	numeric-2.0	516	0	-
96	b14_11	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(11)提供豐富教育訓練課程	discrete	numeric-2.0	516	0	-
97	b14_12	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(12)擁有知名的商店進駐	discrete	numeric-2.0	516	0	-
98	b14_13	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(13)擁有招攬海外市場顧客的能力(如日本或中國大陸)	discrete	numeric-2.0	516	0	-
99	b14_14	B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(14)其他	discrete	character-22	9	0	-

Group 金流物流

#	Name	Label	Type	Format	Valid	Invalid	Question
1	c1_1	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(1)信用卡線上刷卡(含分期、一次付清、點數折抵)	discrete	numeric-2.0	516	0	-
2	c1_2	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(2)實體ATM轉帳	discrete	numeric-2.0	516	0	-
3	c1_3	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(3)網路ATM轉帳	discrete	numeric-2.0	516	0	-
4	c1_4	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(4)貨到付款(如宅配業者代收、當面付現、貨到刷卡)	discrete	numeric-2.0	516	0	-
5	c1_5	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(5)超商取貨付款	discrete	numeric-2.0	516	0	-
6	c1_6	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(6)超商代收(如ibon、FamiPort)	discrete	numeric-2.0	516	0	-
7	c1_7	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(7)金融	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
		機構臨櫃匯款(如銀行匯款與郵政劃撥)					
8	c1_8	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(8)紅利點數或購物金付款	discrete	numeric-2.0	516	0	-
9	c1_9	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(9)親自到實體商店或門市付款(含面交)	discrete	numeric-2.0	516	0	-
10	c1_10	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(10)第三方支付工具	discrete	numeric-2.0	516	0	-
11	c1_11	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(11)信用卡傳真刷卡	discrete	numeric-2.0	516	0	-
12	c1_12	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(12)無適合選項(例如純供貨商沒有直接處理一般消費者的金流)	discrete	numeric-2.0	516	0	-
13	c1_13	C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(13)其他	discrete	character-8	1	0	-
14	c2_1	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(1)信用卡線上刷卡(含分期、一次付清、點數折抵)	discrete	numeric-2.0	516	0	-
15	c2_2	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(2)超商取貨付款	discrete	numeric-2.0	516	0	-
16	c2_3	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(3)實體ATM轉帳	discrete	numeric-2.0	516	0	-
17	c2_4	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(4)貨到付款(如宅配業者代收、當面付現、貨到刷卡)	discrete	numeric-2.0	516	0	-
18	c2_5	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(5)網路ATM轉帳	discrete	numeric-2.0	516	0	-
19	c2_6	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(6)超商代收(如ibon、FamiPort)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
20	c2_7	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(7)親自到實體商店或門市付款(含面交)	discrete	numeric-2.0	516	0	-
21	c2_8	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(8)金融機構臨櫃匯款(如銀行匯款與郵政劃撥)	discrete	numeric-2.0	516	0	-
22	c2_9	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(9)紅利點數或購物金付款	discrete	numeric-2.0	516	0	-
23	c2_10	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(10)信用卡傳真刷卡	discrete	numeric-2.0	516	0	-
24	c2_11	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(11)第三方支付工具	discrete	numeric-2.0	516	0	-
25	c2_12	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(12)無適合選項(例如純供貨商沒有直接處理一般消費者的金流)	discrete	numeric-2.0	516	0	-
26	c2_13	C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(13)其他	discrete	character-14	1	0	-
27	c3_1	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(1)無法使用第三方支付	discrete	numeric-2.0	516	0	-
28	c3_2	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(2)PChomePay支付連	discrete	numeric-2.0	516	0	-
29	c3_3	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(3)歐付寶allpay	discrete	numeric-2.0	516	0	-
30	c3_4	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(4)Yahoo奇摩輕鬆付	discrete	numeric-2.0	516	0	-
31	c3_5	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(5)豐掌櫃(永豐銀行)	discrete	numeric-2.0	516	0	-
32	c3_6	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(6)第e支付(第一銀行)	discrete	numeric-2.0	516	0	-
33	c3_7	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(7)Pockii(中國信託)	discrete	numeric-2.0	516	0	-
34	c3_8	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(8)Mega ePay兆豐支付(兆豐商銀)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
35	c3_9	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(9)Pay Now(安泰銀行)	discrete	numeric-2.0	516	0	-
36	c3_10	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(10)Paypal	discrete	numeric-2.0	516	0	-
37	c3_11	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(11)支付寶	discrete	numeric-2.0	516	0	-
38	c3_12	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(12)銀聯網上支付	discrete	numeric-2.0	516	0	-
39	c3_13	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(13)財付通	discrete	numeric-2.0	516	0	-
40	c3_14	C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(14)其他	discrete	character-18	6	0	-
41	c4	C-4.顧客最常使用哪種第三方工具?	discrete	numeric-2.0	515	1	-
42	c4_oth	C-4.顧客最常使用哪種第三方工具?(14)其他	discrete	character-18	5	0	-
43	c5	C-5.貴公司在網路商店上「顧客最常用的取貨方式」是哪些?	discrete	numeric-2.0	516	0	-
44	c5_oth	C-5.貴公司在網路商店上「顧客最常用的取貨方式」是哪些?(6)其他	discrete	numeric-8.2	0	516	-
45	c6_1	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(1)中華郵政	discrete	numeric-2.0	516	0	-
46	c6_2	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(2)黑貓宅急便(統一速達)	discrete	numeric-2.0	516	0	-
47	c6_3	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(3)台灣便利配(ezShipe全家、萊爾富、OK店到店服務)	discrete	numeric-2.0	516	0	-
48	c6_4	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(4)台灣宅配通(大嘴鳥)	discrete	numeric-2.0	516	0	-
49	c6_5	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(5)新竹物流	discrete	numeric-2.0	516	0	-
50	c6_6	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(6)7-11交貨便	discrete	numeric-2.0	516	0	-
51	c6_7	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(7)嘉里大榮物流	discrete	numeric-2.0	516	0	-
52	c6_8	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(8)豐業物流(便利帶)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
53	c6_9	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(9)店家自有物流系統	discrete	numeric-2.0	516	0	-
54	c6_10	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(10)順豐速運	discrete	numeric-2.0	516	0	-
55	c6_11	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(11)日通快遞	discrete	numeric-2.0	516	0	-
56	c6_12	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(12)凱耀物流	discrete	numeric-2.0	516	0	-
57	c6_13	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(13)超峰快遞	discrete	numeric-2.0	516	0	-
58	c6_14	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(14)無適合選項(例如純供貨商沒有直接處理一般消費者的物流作業)	discrete	numeric-2.0	516	0	-
59	c6_15	C-6.貴公司在網路商店上配合的物流業者為何?(複選)(15)其他	discrete	character-26	21	0	-
60	c7	C-7.貴公司在網路商店上顧客「退貨」(不含換貨)占整體交易(僅網路交易)筆數比率為何?	discrete	numeric-2.0	516	0	-
61	c8	C-8.貴公司在網路商店上顧客「換貨」占整體交易(僅網路交易)筆數比率為何?	discrete	numeric-2.0	516	0	-
62	c9_1	C-9.退/換貨對貴網路商店的影響?(複選)(1)無影響	discrete	numeric-2.0	516	0	-
63	c9_2	C-9.退/換貨對貴網路商店的影響?(複選)(2)逆物流收回退貨增加成本	discrete	numeric-2.0	516	0	-
64	c9_3	C-9.退/換貨對貴網路商店的影響?(複選)(3)寄送及退貨時間造成商品不良或過期	discrete	numeric-2.0	516	0	-
65	c9_4	C-9.退/換貨對貴網路商店的影響?(複選)(4)需要另外的重新包裝及上架的處理	discrete	numeric-2.0	516	0	-
66	c9_5	C-9.退/換貨對貴網路商店的影響?(複選)(5)退貨商品重新上架,增加品管成本	discrete	numeric-2.0	516	0	-
67	c9_6	C-9.退/換貨對貴網路商店的影響?(複選)(6)帳務與庫存資訊需額外處理成本	discrete	numeric-2.0	516	0	-
68	c9_7	C-9.退/換貨對貴網路商店的影響?(複選)(7)其他	discrete	character-51	6	0	-
69	c10_1	C-10.貴公司目前逆物流的處理方式為何?(複選)(1)由宅配業者合作收回退貨	discrete	numeric-2.0	516	0	-
70	c10_2	C-10.貴公司目前逆物流的處理方式為何?(複選)(2)由顧客自行寄回商品	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
71	c10_3	C-10.貴公司目前逆物流的處理方式為何?(複選)(3)由網路商店自行派人收回退貨	discrete	numeric-2.0	516	0	-
72	c10_4	C-10.貴公司目前逆物流的處理方式為何?(複選)(4)使用便利商店退貨服務	discrete	numeric-2.0	516	0	-
73	c10_5	C-10.貴公司目前逆物流的處理方式為何?(複選)(5)不提供逆物流(退貨/換貨)服務	discrete	numeric-2.0	516	0	-
74	c10_6	C-10.貴公司目前逆物流的處理方式為何?(複選)(6)其他	discrete	character-20	5	0	-

Group 行銷方式

#	Name	Label	Type	Format	Valid	Invalid	Question
1	d1	D-1.貴公司網路目標顧客的「男女比例」為何	discrete	numeric-2.0	516	0	-
2	d2	D-2.貴公司網路目標顧客「主要年齡層」為何	discrete	numeric-2.0	516	0	-
3	d3_1	D-3.貴公司通常使用的促銷方式為何?(複選)(1)商品折扣促銷活動(如加1元多1件、買一送一、買大送小、達一定金額免運費)	discrete	numeric-2.0	516	0	-
4	d3_2	D-3.貴公司通常使用的促銷方式為何?(複選)(2)主題/特賣/節慶活動	discrete	numeric-2.0	516	0	-
5	d3_3	D-3.貴公司通常使用的促銷方式為何?(複選)(3)刊登EDM(配合平台EDM促銷)	discrete	numeric-2.0	516	0	-
6	d3_4	D-3.貴公司通常使用的促銷方式為何?(複選)(4)集購、集殺(達一定人數後價格可取得優惠, 類團購)	discrete	numeric-2.0	516	0	-
7	d3_5	D-3.貴公司通常使用的促銷方式為何?(複選)(5)店家現金折價券(折抵指定商品)	discrete	numeric-2.0	516	0	-
8	d3_6	D-3.貴公司通常使用的促銷方式為何?(複選)(6)網站現金積點X倍送或折抵	discrete	numeric-2.0	516	0	-
9	d3_7	D-3.貴公司通常使用的促銷方式為何?(複選)(7)信用卡紅利積點折抵	discrete	numeric-2.0	516	0	-
10	d3_8	D-3.貴公司通常使用的促銷方式為何?(複選)(8)閃購(極短時間內的限時優惠價格)	discrete	numeric-2.0	516	0	-
11	d3_9	D-3.貴公司通常使用的促銷方式為何?(複選)(9)無適合選項(例如純供貨商沒有直接對一般消費者進行促銷)	discrete	numeric-2.0	516	0	-
12	d3_10	D-3.貴公司通常使用的促銷方式為何?(複選)(10)其他	discrete	character-27	11	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
13	d4_1	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(1)部落格	discrete	numeric-2.0	516	0	-
14	d4_2	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(2)微網誌(如：Twitter、Plurk、微博、Pinterest等)	discrete	numeric-2.0	516	0	-
15	d4_3	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(3)Facebook	discrete	numeric-2.0	516	0	-
16	d4_4	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(4)YouTube或其他影音頻道	discrete	numeric-2.0	516	0	-
17	d4_5	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(5)關鍵字行銷SEO	discrete	numeric-2.0	516	0	-
18	d4_6	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(6)EDM電子報發行	discrete	numeric-2.0	516	0	-
19	d4_7	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(7)行動推播(行動通訊軟體如Line等、手機簡訊等)	discrete	numeric-2.0	516	0	-
20	d4_8	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(8)平台提供的行銷工具	discrete	numeric-2.0	516	0	-
21	d4_9	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(9)廣告聯盟	discrete	numeric-2.0	516	0	-
22	d4_10	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(10)無適合選項(例如純供貨商沒有直接對一般消費者行銷)	discrete	numeric-2.0	516	0	-
23	d4_11	D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(11)其他	discrete	character-17	16	0	-
24	d5_1	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(1)提供顧客搜尋商品	discrete	numeric-2.0	516	0	-
25	d5_2	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(2)提供顧客下單購買	discrete	numeric-2.0	516	0	-
26	d5_3	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(3)做為店家資訊宣傳	discrete	numeric-2.0	516	0	-
27	d5_4	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
		用App進入購物介面)發展何類型服務?(複選,至多三項)(4)提供顧客商品比價					
28	d5_5	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(5)提供顧客訂製商品	discrete	numeric-2.0	516	0	-
29	d5_6	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(6)不期待行動商務相關服務	discrete	numeric-2.0	516	0	-
30	d5_7	D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用App進入購物介面)發展何類型服務?(複選,至多三項)(7)其他	discrete	character-24	3	0	-
31	d6_1	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(1)沒有在任何開店平台開店(勾選此項者，不能勾其他選項)	discrete	numeric-2.0	516	0	-
32	d6_2	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(2)訂單管理	discrete	numeric-2.0	516	0	-
33	d6_3	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(3)會員管理、CRM功能	discrete	numeric-2.0	516	0	-
34	d6_4	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(4)庫存管理(存貨提醒、進貨通知)	discrete	numeric-2.0	516	0	-
35	d6_5	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(5)金流管理	discrete	numeric-2.0	516	0	-
36	d6_6	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(6)物流管理	discrete	numeric-2.0	516	0	-
37	d6_7	D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(7)其他	discrete	character-26	4	0	-

Group 跨境銷售

#	Name	Label	Type	Format	Valid	Invalid	Question
1	e1	E-1.貴公司是否已透過網路商店進行跨境銷售?	discrete	numeric-2.0	516	0	-
2	e2_1	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(1)未經營海外市場	discrete	numeric-2.0	516	0	-
3	e2_2	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(2)中國大陸	discrete	numeric-2.0	516	0	-
4	e2_3	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(3)香港/澳門	discrete	numeric-2.0	516	0	-
5	e2_4	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(4)美國/加拿大	discrete	numeric-2.0	516	0	-
6	e2_5	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(5)新加坡	discrete	numeric-2.0	516	0	-
7	e2_6	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(6)馬來西亞	discrete	numeric-2.0	516	0	-
8	e2_7	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(7)澳洲	discrete	numeric-2.0	516	0	-
9	e2_8	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(8)日本	discrete	numeric-2.0	516	0	-
10	e2_9	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(9)歐洲	discrete	numeric-2.0	516	0	-
11	e2_10	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(10)印尼	discrete	numeric-2.0	516	0	-
12	e2_11	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(11)泰國	discrete	numeric-2.0	516	0	-
13	e2_12	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(12)韓國	discrete	numeric-2.0	516	0	-
14	e2_13	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(13)菲律賓	discrete	numeric-2.0	516	0	-
15	e2_14	E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(14)其他	discrete	numeric-8.2	0	516	-
16	e3	E-3.貴公司的網路跨境經營模式為何?	discrete	numeric-2.0	516	0	-
17	e3_oth	E-3.貴公司的網路跨境經營模式為何?(6)其他	discrete	character-40	9	0	-
18	e4	E-4.貴公司2013年全年「海外市場營收」佔「網路銷售總營收」比率為何?	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
19	e5_1	E-5.貴公司在海外哪些網路平台開店?(複選)(1)沒有在海外平台開店	discrete	numeric-2.0	516	0	-
20	e5_2	E-5.貴公司在海外哪些網路平台開店?(複選)(2)Amazon	discrete	numeric-2.0	516	0	-
21	e5_3	E-5.貴公司在海外哪些網路平台開店?(複選)(3)eBay	discrete	numeric-2.0	516	0	-
22	e5_4	E-5.貴公司在海外哪些網路平台開店?(複選)(4)PChome US	discrete	numeric-2.0	516	0	-
23	e5_5	E-5.貴公司在海外哪些網路平台開店?(複選)(5)淘寶網	discrete	numeric-2.0	516	0	-
24	e5_6	E-5.貴公司在海外哪些網路平台開店?(複選)(6)日本樂天	discrete	numeric-2.0	516	0	-
25	e5_7	E-5.貴公司在海外哪些網路平台開店?(複選)(7)京東商城	discrete	numeric-2.0	516	0	-
26	e5_8	E-5.貴公司在海外哪些網路平台開店?(複選)(8)天貓商城	discrete	numeric-2.0	516	0	-
27	e5_9	E-5.貴公司在海外哪些網路平台開店?(複選)(9)其他	discrete	character-24	12	0	-
28	e6_1	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(1)沒有對境外銷售	discrete	numeric-2.0	516	0	-
29	e6_2	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(2)信用卡	discrete	numeric-2.0	516	0	-
30	e6_3	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(3)第三方支付工具	discrete	numeric-2.0	516	0	-
31	e6_4	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(4)匯票	discrete	numeric-2.0	516	0	-
32	e6_5	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(5)支票	discrete	numeric-2.0	516	0	-
33	e6_6	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(6)ACH匯款	discrete	numeric-2.0	516	0	-
34	e6_7	E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(7)其他	discrete	character-6	5	0	-
35	e7_1	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(1)沒有對境外銷售	discrete	numeric-2.0	516	0	-
36	e7_2	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(2)DHL	discrete	numeric-2.0	516	0	-
37	e7_3	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(3)EMS	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
38	e7_4	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(4)FedEx	discrete	numeric-2.0	516	0	-
39	e7_5	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(5)順豐速運	discrete	numeric-2.0	516	0	-
40	e7_6	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(6)申通快遞	discrete	numeric-2.0	516	0	-
41	e7_7	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(7)嘉里大榮	discrete	numeric-2.0	516	0	-
42	e7_8	E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(8)其他	discrete	character-22	25	0	-
43	e8_1	E-8.貴公司在境外的網路行銷方式為何?(複選)(1)沒有在境外行銷	discrete	numeric-2.0	516	0	-
44	e8_2	E-8.貴公司在境外的網路行銷方式為何?(複選)(2)部落格	discrete	numeric-2.0	516	0	-
45	e8_3	E-8.貴公司在境外的網路行銷方式為何?(複選)(3)微網誌(如:Twitter、Plurk、微博、Pinterest等)	discrete	numeric-2.0	516	0	-
46	e8_4	E-8.貴公司在境外的網路行銷方式為何?(複選)(4)Facebook	discrete	numeric-2.0	516	0	-
47	e8_5	E-8.貴公司在境外的網路行銷方式為何?(複選)(5)YouTube或其他影音頻道	discrete	numeric-2.0	516	0	-
48	e8_6	E-8.貴公司在境外的網路行銷方式為何?(複選)(6)關鍵字行銷SEO	discrete	numeric-2.0	516	0	-
49	e8_7	E-8.貴公司在境外的網路行銷方式為何?(複選)(7)EDM電子報發行	discrete	numeric-2.0	516	0	-
50	e8_8	E-8.貴公司在境外的網路行銷方式為何?(複選)(8)行動推播(行動通訊軟體如Line等、手機簡訊等)	discrete	numeric-2.0	516	0	-
51	e8_9	E-8.貴公司在境外的網路行銷方式為何?(複選)(9)平台提供的行銷工具	discrete	numeric-2.0	516	0	-
52	e8_10	E-8.貴公司在境外的網路行銷方式為何?(複選)(10)廣告聯盟	discrete	numeric-2.0	516	0	-
53	e8_11	E-8.貴公司在境外的網路行銷方式為何?(複選)(11)其他	discrete	character-8	3	0	-
54	e9_1	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(1)沒有拓展海外市場的規劃	discrete	numeric-2.0	516	0	-
55	e9_2	E-9.貴公司未來最希望透過網路商店拓展哪些海外市	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
		場?(複選,最多三項)(2)中國大陸					
56	e9_3	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(3)香港/澳門	discrete	numeric-2.0	516	0	-
57	e9_4	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(4)日本	discrete	numeric-2.0	516	0	-
58	e9_5	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(5)美國/加拿大	discrete	numeric-2.0	516	0	-
59	e9_6	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(6)馬來西亞	discrete	numeric-2.0	516	0	-
60	e9_7	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(7)新加坡	discrete	numeric-2.0	516	0	-
61	e9_8	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(8)印尼	discrete	numeric-2.0	516	0	-
62	e9_9	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(9)歐洲	discrete	numeric-2.0	516	0	-
63	e9_10	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(10)澳洲	discrete	numeric-2.0	516	0	-
64	e9_11	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(11)韓國	discrete	numeric-2.0	516	0	-
65	e9_12	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(12)泰國	discrete	numeric-2.0	516	0	-
66	e9_13	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(13)菲律賓	discrete	numeric-2.0	516	0	-
67	e9_14	E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(14)其他	discrete	character-8	7	0	-
68	e10_1	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(1)通關、倉儲與關稅問題	discrete	numeric-2.0	516	0	-
69	e10_2	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(2)缺乏物流管理及配送機制	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
70	e10_3	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(3)缺乏金流帳款的交易機制	discrete	numeric-2.0	516	0	-
71	e10_4	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(4)國際信用卡盜刷問題與徵信上的困難	discrete	numeric-2.0	516	0	-
72	e10_5	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(5)缺乏售後服務管理機制	discrete	numeric-2.0	516	0	-
73	e10_6	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(6)不瞭解海外市場使用者需求	discrete	numeric-2.0	516	0	-
74	e10_7	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(7)跨境商品檢驗問題	discrete	numeric-2.0	516	0	-
75	e10_8	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(8)申請中國大陸經營許可證	discrete	numeric-2.0	516	0	-
76	e10_9	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(9)法令環境不健全	discrete	numeric-2.0	516	0	-
77	e10_10	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(10)客服問題	discrete	numeric-2.0	516	0	-
78	e10_11	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(11)欠缺經營管理技術	discrete	numeric-2.0	516	0	-
79	e10_12	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(12)語言障礙	discrete	numeric-2.0	516	0	-
80	e10_13	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(13)台灣網站遭其他國家遮蔽	discrete	numeric-2.0	516	0	-
81	e10_14	E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(14)其他	discrete	character-28	7	0	-

Group 經營問題及協助需求							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	f1_1	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(1)比價行為增加,市場競爭激烈	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
2	f1_2	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(2)類似商品太多,價格競爭激烈	discrete	numeric-2.0	516	0	-
3	f1_3	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(3)網址不易被消費者知道, 網站知名度不易拓展	discrete	numeric-2.0	516	0	-
4	f1_4	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(4)七天猶豫期衍生之消費者惡意行為	discrete	numeric-2.0	516	0	-
5	f1_5	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(5)物流成本過高或送貨速度太慢	discrete	numeric-2.0	516	0	-
6	f1_6	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(6)法令環境不健全, 如廣告限制過多	discrete	numeric-2.0	516	0	-
7	f1_7	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(7)易被模仿, 進入障礙低	discrete	numeric-2.0	516	0	-
8	f1_8	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(8)詐騙事件多, 消費者不信任	discrete	numeric-2.0	516	0	-
9	f1_9	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(9)電子商務資訊人才不足	discrete	numeric-2.0	516	0	-
10	f1_10	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(10)虛擬通路本身限制(如無法親自檢視商品使用者習慣不易改變)	discrete	numeric-2.0	516	0	-
11	f1_11	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(11)存貨難以控制	discrete	numeric-2.0	516	0	-
12	f1_12	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(12)交易安全及認證機制堪慮	discrete	numeric-2.0	516	0	-
13	f1_13	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(13)信用卡盜刷問題影響	discrete	numeric-2.0	516	0	-
14	f1_14	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(14)個人資料隱私權管理困難	discrete	numeric-2.0	516	0	-
15	f1_15	F-1貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(15)(限制販賣商品(如不能販賣菸酒、非處方藥品、醫療產品等)	discrete	numeric-2.0	516	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
16	f1_16	F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(16)其他	discrete	character-158	6	-	-
17	f2_1	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(1)訂定網路安全、交易機制等法令	discrete	numeric-2.0	516	0	-
18	f2_2	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(2)防制網路詐騙行為	discrete	numeric-2.0	516	0	-
19	f2_3	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(3)發展第三方支付工具	discrete	numeric-2.0	516	0	-
20	f2_4	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(4)培養電子商務行銷人才	discrete	numeric-2.0	516	0	-
21	f2_5	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(5)提供經營管理建議或輔導	discrete	numeric-2.0	516	0	-
22	f2_6	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(6)提供網路商店市場資訊講座/研討會	discrete	numeric-2.0	516	0	-
23	f2_7	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(7)提供法令諮詢	discrete	numeric-2.0	516	0	-
24	f2_8	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(8)協助輔導前往其他國家經營或跨境經營	discrete	numeric-2.0	516	0	-
25	f2_10	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(9)提供產業情報與國際商情諮詢	discrete	numeric-2.0	516	0	-
26	f2_11	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(10)國際商品交互認證	discrete	numeric-2.0	516	0	-
27	f2_12	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(11)支援或輔導IT系統建置	discrete	numeric-2.0	516	0	-
28	f2_13	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(12)舉辦會計相關課程(如：財會報表的理解等)	discrete	numeric-2.0	516	0	-
29	f2_14	F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(13)其他	discrete	character-176	16	-	-

Variables Description

Dataset contains 327 variable(s)

File : data103

caseid: 回應編號

Information	[Type= continuous] [Format=numeric] [Range= 3-2849] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=1335.983 /-] [StdDev=965.733 /-]

endpage: 末頁

Information	[Type= discrete] [Format=numeric] [Range= 6-6] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
6		516	100.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

a1_1: A1.基本資料:1.公司員工總數:＿＿＿＿人

Information	[Type= continuous] [Format=numeric] [Range= 1-8000] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=104.548 /-] [StdDev=656.289 /-]

a1_2: A1.基本資料:2.網路商店員工數:＿＿＿＿人

Information	[Type= continuous] [Format=numeric] [Range= 0-380] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=5.851 /-] [StdDev=23.437 /-]

ratio: 比例

Information	[Type= continuous] [Format=numeric] [Range= 0-500] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=56.364 /-] [StdDev=44.417 /-]

a1_3: A1.基本資料:3.貴公司網路商店於何年成立?西元＿＿＿年

Information	[Type= continuous] [Format=numeric] [Range= 0-2014] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=2006.012 /-] [StdDev=88.606 /-]

a2: A2.公司所在縣市

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
南投縣		7	1.4%
台中市		1	0.2%
嘉義市		3	0.6%
嘉義縣		2	0.4%
基隆市		5	1.0%
宜蘭縣		5	1.0%
屏東縣		6	1.2%
彰化縣		15	2.9%
新北市		102	19.8%
新竹市		6	1.2%
新竹縣		5	1.0%
桃園縣		39	7.6%
臺中市		81	15.7%
臺北市		140	27.1%
臺南市		34	6.6%
臺東縣		2	0.4%

File : data103

#a2: A2.公司所在縣市

Value	Label	Cases	Percentage
花蓮縣		3	0.6%
苗栗縣		4	0.8%
雲林縣		3	0.6%
高雄市		53	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_1: B-1.貴公司有哪些網路鎖售的管道?(複選)(1)在網路開店平台上開店

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	95	18.4%
1	是	421	81.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_2: B-1.貴公司有哪些網路鎖售的管道?(複選)(2)在網路拍賣平台上銷售

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	237	45.9%
1	是	279	54.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_3: B-1.貴公司有哪些網路鎖售的管道?(複選)(3)供貨給購物網站

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	337	65.3%
1	是	179	34.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_4: B-1.貴公司有哪些網路鎖售的管道?(複選)(4)供貨給電視購物

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	477	92.4%
1	是	39	7.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_5: B-1.貴公司有哪些網路鎖售的管道?(複選)(5)供貨給團購網站

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	429	83.1%
1	是	87	16.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data103

#b1_6: B-1.貴公司有哪些網路鎖售的管道?(複選)(6)有架設官網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	300	58.1%
1	是	216	41.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_7: B-1.貴公司有哪些網路鎖售的管道?(複選)(7)有行動版網頁

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	461	89.3%
1	是	55	10.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_8: B-1.貴公司有哪些網路鎖售的管道?(複選)(8)有APP

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	491	95.2%
1	是	25	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b1_9: B-1.貴公司有哪些網路鎖售的管道?(複選)(9)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=19 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
FB粉絲團		1	5.3%
LINE		2	10.5%
RWD		1	5.3%
blog		1	5.3%
facebook		1	5.3%
facebook, blog		1	5.3%
facebook粉絲專頁		1	5.3%
供貨給淘寶店家經銷		1	5.3%
外銷		1	5.3%
天貓		2	10.5%
家中		1	5.3%
實體攤位		1	5.3%
實體觀光工廠販售		1	5.3%
實體門市		1	5.3%
拍賣		1	5.3%

File : data103

#b1_9: B-1.貴公司有哪些網路銷售的管道?(複選)(9)其他

Value	Label	Cases	Percentage
直接販售外銷至國外		1	5.3%
醫美通路		1	5.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b2: B-2.貴公司去年(2013年)全年透過網路銷售的營收為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-14] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	沒有任何來自網路銷售的營收	59	11.4%
2	新台幣50萬元以下(含)	229	44.4%
3	新台幣50~100萬元(含)	59	11.4%
4	新台幣100~200萬元(含)	46	8.9%
5	新台幣200~300萬元(含)	24	4.7%
6	新台幣300~400萬元(含)	13	2.5%
7	新台幣400~500萬元(含)	10	1.9%
8	新台幣500~750萬元(含)	13	2.5%
9	新台幣750~1,000萬元(含)	12	2.3%
10	新台幣1,000~2,500萬元(含)	22	4.3%
11	新台幣2,500~5,000萬元(含)	12	2.3%
12	新台幣5,000~1億元(含)	8	1.6%
13	超過新台幣1億元	9	1.7%
14	其他	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b3: B-3.貴公司是否有實體店面的商店?

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	是,由虛擬網路商店增設實體商店(虛跨實)	56	10.9%
2	是,由原有實體商店增設網路商店(實跨虛)	194	37.6%
3	否,純網路商店	266	51.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b4: B-4.貴公司是否有增設實體商店的計畫?

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=515 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	是,預計在1年內	84	16.3%
2	是,預計在2~3年內	33	6.4%
3	是,已在評估中,時程還不確定	161	31.3%
4	否,也無計畫增設	237	46.0%
Sysmiss		1	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data103

b5_1: B-5.貴公司各銷售管道2013年大概營收比例:開店平台(%)

Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=21.608 /-] [StdDev=29.931 /-]

b5_2: B-5.貴公司各銷售管道2013年大概營收比例:拍賣網站(%)

Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=18.475 /-] [StdDev=30.092 /-]

b5_3: B-5.貴公司各銷售管道2013年大概營收比例:供貨商(%)

Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=19.994 /-] [StdDev=31.159 /-]

b5_4: B-5.貴公司各銷售管道2013年大概營收比例:自架網站(含官網/行動網頁/APP)(%)

Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=9.622 /-] [StdDev=21.871 /-]

b5_5: B-5.貴公司各銷售管道2013年大概營收比例:實體店面(%)

Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-] [Mean=26.478 /-] [StdDev=36.204 /-]

b6: B-6.貴公司2013年透過網路銷售的獲利情形為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	已開始獲利	182	35.3%
2	剛好損益兩平	126	24.4%
3	未達損益兩平	208	40.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b7: B-7.貴公司在2013年與2012年同期透過網路銷售的獲利比較?

Information	[Type= discrete] [Format=numeric] [Range= 1-11] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	2013年還沒有任何透過網路銷售的營收	86	16.7%
2	成長超過100%	40	7.8%
3	成長率50%~100%(含)	53	10.3%
4	成長率20%~50%(含)	62	12.0%
5	成長率10%~20%(含)	72	14.0%
6	成長率0%~10%(含)	67	13.0%
7	營收持平(0%)	78	15.1%
8	成長率-10%(含)~0%	22	4.3%
9	成長率-20%(含)~-10%	24	4.7%
10	成長率-50%(含)~-20%	9	1.7%
11	成長率-100%(含)~-50%	3	0.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b8: B-8.貴公司預期今年透過網路銷售的經營狀況?

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]

File : data103

#b8: B-8.貴公司預期今年透過網路銷售的經營狀況?

Statistics [NW/ W] | [Valid=515 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	比去年(2013年)營收較佳	282	54.8%
2	跟去年(2013年)營收差不多	160	31.1%
3	比去年(2013年)營收較差	73	14.2%
Sysmiss		1	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_1: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(1)食品特產

Information | [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] | [Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	413	80.0%
1	是	103	20.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_2: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(2)服飾及配件/手錶

Information | [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] | [Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	410	79.5%
1	是	106	20.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_3: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(3)美容保養(指臉、身體之保養及化妝產品)

Information | [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] | [Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	424	82.2%
1	是	92	17.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_4: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(4)健康保健食品

Information | [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] | [Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	466	90.3%
1	是	50	9.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_5: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(5)醫療器材(第一級,如居家照護用品;部分第二級,如體脂計)

Information | [Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

Statistics [NW/ W] | [Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	495	95.9%

File : data103

#b9_5: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(5)**醫療器材(第一級,如居家照護用品;部分第二級,如體脂計)

Value	Label	Cases	Percentage
1	是	21	4.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_6: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(6)**婦幼親子

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	457	88.6%
1	是	59	11.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_7: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(7)**寵物用品(指寵物食品、清潔用品及其他等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	498	96.5%
1	是	18	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_8: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(8)**家具雜貨(居家布置類、沙發、床墊、廚具、衣櫃、燈具及家飾類商品)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	443	85.9%
1	是	73	14.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_9: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(9)**電腦及其周邊配件

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	439	85.1%
1	是	77	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_10: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(10)**生活用品(以生活消耗品為主,如:衛生紙、洗髮精、洗衣精等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	451	87.4%
1	是	65	12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data103

#b9_11: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(11)交通工具/汽機車/腳踏車

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	492	95.3%
1	是	24	4.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_12: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(12)鞋包精品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	472	91.5%
1	是	44	8.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_13: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(13)文具辦公/圖書雜誌

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	465	90.1%
1	是	51	9.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_14: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(14)手機/通訊/隨身影音播放器

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	474	91.9%
1	是	42	8.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_15: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(15)家電

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	466	90.3%
1	是	50	9.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_16: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(16)休閒/旅遊(包括休閒類商品如:登山用品、腳踏車、健身用品等,另包括票務則包括機票、旅遊票券等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	474	91.9%

File : data103

#b9_16: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(16)**休閒/旅遊(包括休閒類商品如:登山用品、腳踏車、健身用品等,另包括票務則包括機票、旅遊票券等)

Value	Label	Cases	Percentage
1	是	42	8.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_17: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(17)**影音商品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	490	95.0%
1	是	26	5.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_18: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(18)**收藏品/藝術品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	495	95.9%
1	是	21	4.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_19: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(19)**相機/攝影/視訊

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	493	95.5%
1	是	23	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_20: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(20)**電玩/玩具/模型

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	499	96.7%
1	是	17	3.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_21: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(21)**電腦軟體/數位內容下載/網路加值服務

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	501	97.1%
1	是	15	2.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b9_22: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)**(22)**其他

Information	[Type= discrete] [Format=character] [Missing=*]

File : data103

#b9_22: B-9.貴公司透過網路銷售下列哪一類商品或服務?(複選)(22)其他

Statistics [NW/ W]	[Valid=31 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
DIY產品 服材		1	3.2%
不銹鋼家用品		1	3.2%
二手商品		1	3.2%
五金		1	3.2%
保溫杯瓶、燜燒杯、便當盒		2	6.5%
卡漫周邊		2	6.5%
寢具用品		1	3.2%
情趣		1	3.2%
民俗文化產品		1	3.2%
汽機車配件		1	3.2%
皮件		2	6.5%
盆栽		1	3.2%
監控安防產品		1	3.2%
禮品		1	3.2%
舊鈔		1	3.2%
行李箱 女包		2	6.5%
衛浴設備		1	3.2%
諮詢		1	3.2%
運動用品		1	3.2%
選課		1	3.2%
醫療用塑身衣		1	3.2%
金融商品		1	3.2%
鋁梯, 電動工具		1	3.2%
鑽石、珠寶		1	3.2%
顧問諮詢		1	3.2%
體育休閒用品		2	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b10_1: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(1)台灣

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	99	19.2%
1	是	417	80.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_2: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(2)中國大陸

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	303		58.7%
1	是	213		41.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_3: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(3)香港/澳門

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	486		94.2%
1	是	30	5.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_4: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(4)日本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	439		85.1%
1	是	77	14.9%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_5: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(5)韓國

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	476		92.2%
1	是	40	7.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_6: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(6)東南亞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	485		94.0%
1	是	31	6.0%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b10_7: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(7)美國/加拿大

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	442		85.7%
1	是	74	14.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b10_8: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(8)澳洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	494	95.7%
1	是	22	4.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b10_9: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(9)歐洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	457	88.6%
1	是	59	11.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b10_10: B-10.貴公司所銷售的商品之貨源來自哪裡?(複選)(10)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不一定,由品牌原廠提供		1	9.1%
中東		1	9.1%
以色列		1	9.1%
印度		1	9.1%
家中收集品		1	9.1%
德國		2	18.2%
紐西蘭		3	27.3%
自產自銷		1	9.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b11_1: B-11.貴公司是下列哪一個開店平台的店家?(複選)(1)沒有在任何開店平台開店(勾選此項者,不能勾其他選項)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	423	82.0%
1	是	93	18.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b11_2: B-11.貴公司是下列哪一個開店平台的店家?(複選)(2)AirCamel飛翔駱駝

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	496	96.1%
1	是	20	3.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_3: B-11.貴公司是下列哪一個開店平台的店家?（複選）(3)PChome商店街

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
0	否	180	34.9%
1	是	336	65.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_4: B-11.貴公司是下列哪一個開店平台的店家?（複選）(4)Postmall郵政商城

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
0	否	469	90.9%
1	是	47	9.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_5: B-11.貴公司是下列哪一個開店平台的店家?（複選）(5)Rakuten樂天市場

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
0	否	449	87.0%
1	是	67	13.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_6: B-11.貴公司是下列哪一個開店平台的店家?（複選）(6)Yahoo奇摩超級商城

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
0	否	400	77.5%
1	是	116	22.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_7: B-11.貴公司是下列哪一個開店平台的店家?（複選）(7)91mai就要買

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
0	否	501	97.1%
1	是	15	2.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b11_8: B-11.貴公司是下列哪一個開店平台的店家?（複選）(8)其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=34 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
ANOW		1	2.9%
HiGO海購台灣		2	5.9%
MOMO,PAYEAS		1	2.9%

#b11_8: B-11.貴公司是下列哪一個開店平台的店家?(複選)(8)其他

Value	Label	Cases	Percentage
MOMO摩天商城		1	2.9%
Pinkoi		4	11.8%
SolidWizard 總代理		1	2.9%
Yahoo奇摩拍賣		1	2.9%
Yahoo奇摩拍賣/露天拍賣		2	5.9%
edwa		1	2.9%
facebook		1	2.9%
momo		4	11.8%
netbuilder (網源)		1	2.9%
yahoo拍賣		1	2.9%
yahoo購物中心		1	2.9%
各類二線平台		1	2.9%
奇摩		1	2.9%
奇摩+露天拍賣		1	2.9%
奇摩拍買		1	2.9%
旭海國際		1	2.9%
智邦		1	2.9%
綠界		1	2.9%
自行開發販售		1	2.9%
自設		1	2.9%
開店123		2	5.9%
露天拍賣		1	2.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b12_1: B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(1)沒有在任何拍賣平台開店(勾選此項者,不能勾其他選項)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	274	53.1%
1	是	242	46.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b12_2: B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(2)露天拍賣

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	311	60.3%
1	是	205	39.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b12_3: B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(3)Yahoo奇摩拍賣

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

#b12_3: B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(3)Yahoo奇摩拍賣

Value	Label	Cases	Percentage
0	否	321	62.2%
1	是	195	37.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b12_4: B-12.貴公司是下列哪一個拍賣平台的店家?(複選)(4)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=15 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
PC HOME商店街		1	6.7%
PCHOME		2	13.3%
PChome商店街		1	6.7%
SolidWizard		1	6.7%
facebook		1	6.7%
pc		1	6.7%
pchome		1	6.7%
yahoo購物中心		1	6.7%
樂天		3	20.0%
樂天市場		1	6.7%
無		1	6.7%
自設		1	6.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b13_1: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(1)沒有做為任何購物網站的供貨商(勾選此項者,不能勾其他選項)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	239	46.3%
1	是	277	53.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b13_2: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(2)7net雲端超商

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	498	96.5%
1	是	18	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b13_3: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(3)ASAP閃電購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	463	89.7%
1	是	53	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_4: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(4)books博客來

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	470	91.1%
1	是	46	8.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_5: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(5)ET Mall東森購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	466	90.3%
1	是	50	9.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_6: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(6)GOHAPPY快樂購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	454	88.0%
1	是	62	12.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_7: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(7)HerBuy好買

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	488	94.6%
1	是	28	5.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_8: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(8)momo購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	408	79.1%
1	是	108	20.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_9: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(9)Myfone購物

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	484	93.8%
1	是	32	6.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_10: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(10)PayEasy女性購物

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	488	94.6%
1	是	28	5.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_11: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(11)PChome線上購物(含24h購物、全球購物)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	383	74.2%
1	是	133	25.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_12: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(12)Rakuten樂天市場

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	478	92.6%
1	是	38	7.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_13: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(13)SHOPPING99線上購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	512	99.2%
1	是	4	0.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_14: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(14)savesafe大買家量販網路店

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	483	93.6%
1	是	33	6.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_15: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(15)tkec燦坤快3網路商城

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	516	100.0%
1	是	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_16: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(16)Treemall購物

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	490	95.0%
1	是	26	5.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_17: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(17)U-mall森森購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	461	89.3%
1	是	55	10.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_18: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(18)udn買東西購物中心

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	455	88.2%
1	是	61	11.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_19: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(19)ViVa美好購物網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	507	98.3%
1	是	9	1.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_20: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(20)Yahoo奇摩購物中心

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	445	86.2%
1	是	71	13.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b13_21: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(21)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
Pinkoi		2	8.0%
YAHOO超級商城 漢神百貨		1	4.0%
YesGoGoGo		2	8.0%

#b13_21: B-13.貴公司是下列哪一個購物網站的供貨商?(複選)(21)其他

Value	Label	Cases	Percentage
autobuy購物中心		2	8.0%
xx		1	4.0%
博客來網路書店		1	4.0%
國外網站		1	4.0%
多家團購網（瘋狂賣客/GOMAJI/GROUPON/17LII		1	4.0%
奇摩		1	4.0%
新蛋		1	4.0%
時尚美人		1	4.0%
漢神yahoo		1	4.0%
無		3	12.0%
瘋狂賣客		2	8.0%
金石堂網路書局		2	8.0%
金石堂網路書店		1	4.0%
露天拍賣		1	4.0%
黑貓探險隊		1	4.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_1: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(1)沒有在任何開店平台開店(勾選此項者,不能勾其他選項)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	439	85.1%
1	是	77	14.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_2: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(2)成本比較低(包含開店設定費、年費、交易手續費、刊登費用等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	185	35.9%
1	是	331	64.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_3: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(3)平台集客能力高

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	226	43.8%
1	是	290	56.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_4: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(4)提供完善的金流

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	254	49.2%
1	是	262	50.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_5: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(5)所需技術門檻低(開店平台介面使用容易、上架容易等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	279	54.1%
1	是	237	45.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_6: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(6)提供多樣化的後台工具(包括會員經營、行銷等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	315	61.0%
1	是	201	39.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_7: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(7)經常舉辦促銷活動

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	378	73.3%
1	是	138	26.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#b14_8: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(8)資料安全性高

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	414	80.2%
1	是	102	19.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_9: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(9)提供完善的物流

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	411		79.7%
1	是	105	20.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_10: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(10)平台介面設計有彈性

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	426		82.6%
1	是	90	17.4%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_11: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(11)提供豐富教育訓練課程

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	472		91.5%
1	是	44	8.5%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_12: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(12)擁有知名的商店進駐

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	458		88.8%
1	是	58	11.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_13: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(13)擁有招攬海外市場顧客的能力(如日本或中國大陸)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	486		94.2%
1	是	30	5.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

b14_14: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(14)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
公司人力成本		1	11.1%
加減做做		1	11.1%
商業合作		1	11.1%

#b14_14: B-14.影響貴公司選擇網路開店平台的考量要素為何?(複選,最多七項)(14)其他

Value	Label	Cases	Percentage
提供讀者另一個購書管道		1	11.1%
特定族群		1	11.1%
能在家顧小孩		2	22.2%
能賺錢		2	22.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_1: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(1)信用卡線上刷卡(含分期、一次付清、點數折抵)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	84	16.3%
1	是	432	83.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_2: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(2)實體ATM轉帳

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	101	19.6%
1	是	415	80.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_3: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(3)網路ATM轉帳

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	136	26.4%
1	是	380	73.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_4: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(4)貨到付款(如宅配業者代收、當面付現、貨到刷卡)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	209	40.5%
1	是	307	59.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_5: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(5)超商取貨付款

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	219	42.4%
1	是	297	57.6%

c1_5: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(5)超商取貨付款

c1_6: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(6)超商代收（如ibon、FamiPort）

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	296	57.4%
1	是	220	42.6%

c1_7: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(7)金融機構臨櫃匯款（如銀行匯款與郵政劃撥）

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	378	73.3%
1	是	138	26.7%

c1_8: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(8)紅利點數或購物金付款

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	393	76.2%
1	是	123	23.8%

c1_9: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(9)親自到實體商店或門市付款（含面交）

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	382	74.0%
1	是	134	26.0%

c1_10: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(10)第三方支付工具

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	425	82.4%
1	是	91	17.6%

c1_11: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?（複選）(11)信用卡傳真刷卡

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	500	96.9%

#c1_11: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(11)信用卡傳真刷卡

Value	Label	Cases	Percentage
1	是	16	3.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_12: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(12)無適合選項(例如純供貨商沒有直接處理一般消費者的金流)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	500	96.9%
1	是	16	3.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c1_13: C-1.貴公司在網路商店上「提供給顧客的付款方式」有哪些?(複選)(13)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
銀行電匯		1	100.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_1: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(1)信用卡線上刷卡(含分期、一次付清、點數折抵)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	152	29.5%
1	是	364	70.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_2: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(2)超商取貨付款

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	287	55.6%
1	是	229	44.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_3: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(3)實體ATM轉帳

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	315	61.0%
1	是	201	39.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_4: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(4)貨到付款(如宅配業者代收、當面付現、貨到刷卡)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

c2_4: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(4)貨到付款(如宅配業者代收、當面付現、貨到刷卡)

Value	Label	Cases	Percentage	
0	否	367		71.1%
1	是	149		28.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c2_5: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(5)網路ATM轉帳

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	381		73.8%
1	是	135		26.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c2_6: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(6)超商代收(如 ibon、FamiPort)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	451		87.4%
1	是	65		12.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c2_7: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(7)親自到實體商店或門市付款(含面交)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	487		94.4%
1	是	29		5.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c2_8: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(8)金融機構臨櫃匯款(如銀行匯款與郵政劃撥)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	502		97.3%
1	是	14		2.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c2_9: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(9)紅利點數或購物金付款

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	504		97.7%
1	是	12		2.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_10: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(10)信用卡傳真刷卡

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	514		99.6%
1	是	2	0.4%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_11: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(11)第三方支付工具

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	502		97.3%
1	是	14	2.7%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_12: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(12)無適合選項(例如純供貨商沒有直接處理一般消費者的金流)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	500		96.9%
1	是	16	3.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c2_13: C-2.貴公司在網路商店上「顧客最常用的付款方式」是哪些?(複選,最多三項)(13)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=1 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
隨電信帳單收取		1		100.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_1: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(1)無法使用第三方支付

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	258		50.0%
1	是	258		50.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_2: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(2)PChomePay支付連

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	348		67.4%
1	是	168	32.6%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_3: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(3)歐付寶allpay

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	501		97.1%
1	是	15	2.9%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_4: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(4)Yahoo奇摩輕鬆付

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	373		72.3%
1	是	143	27.7%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_5: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(5)豐掌櫃(永豐銀行)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	502		97.3%
1	是	14	2.7%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_6: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(6)第e支付(第一銀行)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	513		99.4%
1	是	3	0.6%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_7: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(7)Pockii(中國信託)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	502		97.3%
1	是	14	2.7%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#c3_8: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(8)Mega ePay兆豐支付(兆豐商銀)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	515		99.8%
1	是	1	0.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_9: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(9)Pay Now(安泰銀行)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	510	98.8%
1	是	6	1.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_10: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(10)Paypal

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	463	89.7%
1	是	53	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_11: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(11)支付寶

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	493	95.5%
1	是	23	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_12: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(12)銀聯網上支付

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	509	98.6%
1	是	7	1.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_13: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(13)財付通

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	511	99.0%
1	是	5	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c3_14: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(14)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
中華電信職工福利會		1	16.7%
使用平台的金流		1	16.7%
尚未使用		1	16.7%

c3_14: C-3.貴公司目前提供的第三方支付工具有哪些?(複選)(14)其他

Value	Label	Cases	Percentage
智付寶		1	16.7%
無		2	33.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c4: C-4.顧客最常使用哪種第三方工具?

Information	[Type= discrete] [Format=numeric] [Range= 1-14] [Missing=*]
Statistics [NW/ W]	[Valid=515 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	無法使用第三方支付	260	50.5%
2	PChomePay支付連	86	16.7%
3	歐付寶allpay	7	1.4%
4	Yahoo奇摩輕鬆付	110	21.4%
5	豐掌櫃(永豐銀行)	6	1.2%
6	第e支付(第一銀行)	0	
7	Pockii(中國信託)	1	0.2%
8	Mega ePay兆豐支付(兆豐商銀)	0	
9	Pay Now(安泰銀行)	5	1.0%
10	Paypal	23	4.5%
11	支付寶	7	1.4%
12	銀聯網上支付	5	1.0%
13	財付通	0	
14	其他	5	1.0%
Sysmiss		1	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c4_oth: C-4.顧客最常使用哪種第三方工具?(14)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
NO		1	20.0%
中華電信職工福利會		1	20.0%
彰化銀行		1	20.0%
智付寶		1	20.0%
無		1	20.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c5: C-5.貴公司在網路商店上「顧客最常用的取貨方式」是哪些?

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	宅配到府(含郵局配送)	335	64.9%
2	超商取貨	152	29.5%
3	店家親送	16	3.1%
4	門市自取	2	0.4%
5	無適合選項(例如純供貨商沒有直接處理一般消費者的物流作業)	11	2.1%

c5: C-5.貴公司在網路商店上「顧客最常用的取貨方式」是哪些?

Value	Label	Cases	Percentage
6	其他:	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c5_oth: C-5.貴公司在網路商店上「顧客最常用的取貨方式」是哪些?(6)其他

Information	[Type= discrete] [Format=numeric] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=516 /-]

Value	Label	Cases	Percentage
Sysmiss		516	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_1: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(1)中華郵政

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	250	48.4%
1	是	266	51.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_2: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(2)黑貓宅急便(統一速達)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	321	62.2%
1	是	195	37.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_3: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(3)台灣便利配(ezShipe全家、萊爾富、OK店到店服務)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	390	75.6%
1	是	126	24.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_4: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(4)台灣宅配通(大嘴鳥)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	358	69.4%
1	是	158	30.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_5: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(5)新竹物流

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	363	70.3%
1	是	153	29.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_6: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(6)7-11交貨便

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	377	73.1%
1	是	139	26.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_7: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(7)嘉里大榮物流

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	461	89.3%
1	是	55	10.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_8: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(8)豐業物流(便利帶)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	436	84.5%
1	是	80	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_9: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(9)店家自有物流系統

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	491	95.2%
1	是	25	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_10: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(10)順豐速運

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	495	95.9%
1	是	21	4.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_11: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(11)日通快遞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	515	99.8%
1	是	1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_12: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(12)凱耀物流

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	514	99.6%
1	是	2	0.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_13: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(13)超峰快遞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]				
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]				

Value	Label	Cases	Percentage		
0	否	509			98.6%
1	是	7	1.4%		

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_14: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(14)無適合選項(例如純供貨商沒有直接處理一般消費者的物流作業)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]				
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]				

Value	Label	Cases	Percentage		
0	否	504			97.7%
1	是	12	2.3%		

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c6_15: C-6.貴公司在網路商店上配合的物流業者為何?(複選)(15)其他

Information	[Type= discrete] [Format=character] [Missing=*]		
Statistics [NW/ W]	[Valid=21 /-] [Invalid=0 /-]		

Value	Label	Cases	Percentage
中國快遞		1	4.8%
中連		1	4.8%
保全物流		1	4.8%
全家便利商店		2	9.5%
全家取付		2	9.5%
全家店到店		1	4.8%
全速配		1	4.8%
大榮貨運		1	4.8%
大誠		2	9.5%
定期更換, 沒有固定配合業者		1	4.8%
店家自行運送		1	4.8%
祥億貨運		1	4.8%
統群快遞		1	4.8%
聯戰急流貨運		1	4.8%
豐業物流(便利袋)		2	9.5%
通盈		2	9.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c7: C-7.貴公司在網路商店上顧客「退貨」(不含換貨)占整體交易(僅網路交易)筆數比率為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]			
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]			

Value	Label	Cases	Percentage	
1	無退貨	120	23.3%	
2	未滿1%	188		36.4%
3	1%~未滿3%	100	19.4%	

c7: C-7.貴公司在網路商店上顧客「退貨」（不含換貨）占整體交易（僅網路交易）筆數比率為何？

Value	Label	Cases	Percentage
4	3%~未滿5%	49	9.5%
5	5%~未滿10%	35	6.8%
6	10%~未滿15%	15	2.9%
7	15%~未滿20%	7	1.4%
8	20%~未滿25%	0	
9	25%~未滿30%	1	0.2%
10	30%以上	1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c8: C-8.貴公司在網路商店上顧客「換貨」占整體交易（僅網路交易）筆數比率為何？

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	無換貨	155	30.0%
2	未滿1%	214	41.5%
3	1%~未滿3%	81	15.7%
4	3%~未滿5%	30	5.8%
5	5%~未滿10%	30	5.8%
6	10%~未滿15%	6	1.2%
7	15%~未滿20%	0	
8	20%~未滿25%	0	
9	25%~未滿30%	0	
10	30%以上	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_1: C-9.退/換貨對貴網路商店的影響？（複選）**(1)**無影響

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	430	83.3%
1	是	86	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_2: C-9.退/換貨對貴網路商店的影響？（複選）**(2)**逆物流收回退貨增加成本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	104	20.2%
1	是	412	79.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_3: C-9.退/換貨對貴網路商店的影響？（複選）**(3)**寄送及退貨時間造成商品不良或過期

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	406	78.7%

c9_3: C-9.退/換貨對貴網路商店的影響?(複選)(3)寄送及退貨時間造成商品不良或過期

Value	Label	Cases	Percentage
1	是	110	21.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_4: C-9.退/換貨對貴網路商店的影響?(複選)(4)需要另外的重新包裝及上架的處理

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	356	69.0%
1	是	160	31.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_5: C-9.退/換貨對貴網路商店的影響?(複選)(5)退貨商品重新上架,增加品管成本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	379	73.4%
1	是	137	26.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_6: C-9.退/換貨對貴網路商店的影響?(複選)(6)帳務與庫存資訊需額外處理成本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	388	75.2%
1	是	128	24.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c9_7: C-9.退/換貨對貴網路商店的影響?(複選)(7)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
仍需支付信用卡手續費		1	16.7%
商譽受損		1	16.7%
外包裝成本增加		1	16.7%
奧客故意買多壓價, 再退大部份留1-2件。鑑賞期爛透了		1	16.7%
無理取鬧客戶影響員工工作心情		1	16.7%
變成庫存,轉銷售困擾		1	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_1: C-10.貴公司目前逆物流的處理方式為何?(複選)(1)由宅配業者合作收回退貨

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

c10_1: C-10.貴公司目前逆物流的處理方式為何?(複選)(1)由宅配業者合作收回退貨

Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	208	40.3%
1	是	308	59.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_2: C-10.貴公司目前逆物流的處理方式為何?(複選)(2)由顧客自行寄回商品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	261	50.6%
1	是	255	49.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_3: C-10.貴公司目前逆物流的處理方式為何?(複選)(3)由網路商店自行派人收回退貨

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	436	84.5%
1	是	80	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_4: C-10.貴公司目前逆物流的處理方式為何?(複選)(4)使用便利商店退貨服務

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	469	90.9%
1	是	47	9.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_5: C-10.貴公司目前逆物流的處理方式為何?(複選)(5)不提供逆物流(退貨/換貨)服務

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	489	94.8%
1	是	27	5.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

c10_6: C-10.貴公司目前逆物流的處理方式為何?(複選)(6)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
不退，直接送客戶		1	20.0%
實體店面換貨		1	20.0%
店家自行取貨回收		1	20.0%

#c10_6: C-10.貴公司目前逆物流的處理方式為何?(複選)(6)其他

Value	Label	Cases	Percentage
從無退換貨問題		1	20.0%
目前還無顧客退貨換貨		1	20.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d1: D-1.貴公司網路目標顧客的「男女比例」為何

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	80%以上為女性	112	21.7%
2	60%~80%(含)為女性	162	31.4%
3	男女性比率各占50%左右	165	32.0%
4	60%~80%(含)為男性	50	9.7%
5	80%以上為男性	27	5.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d2: D-2.貴公司網路目標顧客「主要年齡層」為何

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	未滿20歲	2	0.4%
2	20~29歲	131	25.4%
3	30~39歲	325	63.0%
4	40~49歲	54	10.5%
5	50~59歲	3	0.6%
6	60歲以上	1	0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d3_1: D-3.貴公司通常使用的促銷方式為何?(複選)(1)商品折扣促銷活動(如加1元多1件、買一送一、買大送小、達一定金額免運費)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	225	43.6%
1	是	291	56.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d3_2: D-3.貴公司通常使用的促銷方式為何?(複選)(2)主題/特賣/節慶活動

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	222	43.0%
1	是	294	57.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d3_3: D-3.貴公司通常使用的促銷方式為何?(複選)(3)刊登EDM(配合平台EDM促銷)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

#**d3_3: D-3.**貴公司通常使用的促銷方式為何?(複選)**(3)**刊登EDM(配合平台**EDM**促銷)

Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	330	64.0%
1	是	186	36.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_4: D-3.**貴公司通常使用的促銷方式為何?(複選)**(4)**集購、集殺(達一定人數後價格可取得優惠,類團購)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	446	86.4%
1	是	70	13.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_5: D-3.**貴公司通常使用的促銷方式為何?(複選)**(5)**店家現金折價券(折抵指定商品)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	442	85.7%
1	是	74	14.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_6: D-3.**貴公司通常使用的促銷方式為何?(複選)**(6)**網站現金積點**X**倍送或折抵

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	430	83.3%
1	是	86	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_7: D-3.**貴公司通常使用的促銷方式為何?(複選)**(7)**信用卡紅利積點折抵

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	449	87.0%
1	是	67	13.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_8: D-3.**貴公司通常使用的促銷方式為何?(複選)**(8)**閃購(極短時間內的限時優惠價格)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	486	94.2%
1	是	30	5.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**d3_9: D-3.**貴公司通常使用的促銷方式為何?(複選)**(9)**無適合選項(例如純供貨商沒有直接對一般消費者進行促銷)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

#d3_9: D-3.貴公司通常使用的促銷方式為何?(複選)(9)無適合選項(例如純供貨商沒有直接對一般消費者進行促銷)

Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	**Label**	**Cases**	**Percentage**
0	否	463	89.7%
1	是	53	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d3_10: D-3.貴公司通常使用的促銷方式為何?(複選)(10)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=11 /-] [Invalid=0 /-]

Value	**Label**	**Cases**	**Percentage**
如特別作促銷,因已直接給底價		1	9.1%
抽獎活動		1	9.1%
消費滿額禮,滿額抽獎集紅利		1	9.1%
滿額贈		2	18.2%
無		1	9.1%
無促銷		1	9.1%
直接下殺拚價		1	9.1%
調降價格		1	9.1%
贈送有價贈品		1	9.1%
降價		1	9.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_1: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(1)部落格

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	**Label**	**Cases**	**Percentage**
0	否	409	79.3%
1	是	107	20.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_2: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(2)微網誌(如：Twitter、Plurk、微博、Pinterest等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	**Label**	**Cases**	**Percentage**
0	否	485	94.0%
1	是	31	6.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_3: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(3)Facebook

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	**Label**	**Cases**	**Percentage**
0	否	189	36.6%
1	是	327	63.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_4: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(4)YouTube或其他影音頻道

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		476		92.2%
1	是		40	7.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_5: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(5)關鍵字行銷SEO

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		402		77.9%
1	是		114	22.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_6: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(6)EDM電子報發行

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		364		70.5%
1	是		152	29.5%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_7: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(7)行動推播(行動通訊軟體如Line等、手機簡訊等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		489		94.8%
1	是		27	5.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_8: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(8)平台提供的行銷工具

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		310		60.1%
1	是		206	39.9%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_9: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(9)廣告聯盟

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	498	96.5%
1	是	18	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_10: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(10)無適合選項(例如純供貨商沒有直接對一般消費者行銷)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	450	87.2%
1	是	66	12.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d4_11: D-4.貴公司目前有在經營的網路行銷工具為何?(複選)(11)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=16 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
Facebook廣告		1	6.2%
LINE		1	6.2%
WOW挖好康免費廣告		1	6.2%
官網		1	6.2%
抽獎活動		2	12.5%
沒有		1	6.2%
無		5	31.2%
無特別作行銷		1	6.2%
線上即時客服系統		1	6.2%
電視節目/電視廣告		2	12.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d5_1: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)(1)提供顧客搜尋商品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	125	24.2%
1	是	391	75.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d5_2: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)(2)提供顧客下單購買

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

d5_2: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(2)**提供顧客下單購買

Value	Label	Cases	Percentage
0	否	117	22.7%
1	是	399	77.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

d5_3: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(3)**做為店家資訊宣傳

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	219	42.4%
1	是	297	57.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

d5_4: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(4)**提供顧客商品比價

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	473	91.7%
1	是	43	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

d5_5: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(5)**提供顧客訂製商品

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	475	92.1%
1	是	41	7.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

d5_6: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(6)**不期待行動商務相關服務

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	480	93.0%
1	是	36	7.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

d5_7: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(7)**其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

#d5_7: D-5.貴公司期待使用行動商務(利用智慧型手機或是平板電腦等上網,或是利用**App**進入購物介面)發展何類型服務?(複選,至多三項)**(7)**其他

Value	Label	Cases	Percentage	
應提供刮刮樂玩法增加互動		1		33.3%
無		1		33.3%
目前沒有規劃		1		33.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_1: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)**(1)**沒有在任何開店平台開店(勾選此項者,不能勾其他選項)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	426		82.6%
1	是	90	17.4%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_2: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)**(2)**訂單管理

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	173	33.5%	
1	是	343		66.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_3: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)**(3)**會員管理、CRM功能

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	304		58.9%
1	是	212	41.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_4: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)**(4)**庫存管理(存貨提醒、進貨通知)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	347		67.2%
1	是	169	32.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_5: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)**(5)**金流管理

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

#d6_5: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(5)金流管理

Value	Label	Cases	Percentage
0	否	313	60.7%
1	是	203	39.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_6: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(6)物流管理

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	395	76.6%
1	是	121	23.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#d6_7: D-6.貴公司期待網路開店平台可增加何類型行動功能協助您利用智慧型裝置管理網路商店?(複選,至多三項)(7)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=4 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
其他可以和消費者互動的結合		1	25.0%
無		1	25.0%
第三方支付		1	25.0%
點閱率、回購率等行銷數據		1	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e1: E-1.貴公司是否已透過網路商店進行跨境銷售?

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	已進行跨境銷售	103	20.0%
2	未進行,也無計畫進行跨境銷售	197	38.2%
3	未進行,預計在1年內展開投資	66	12.8%
4	未進行,預計在2~3年內展開投資	15	2.9%
5	未進行,已在評估中,時程還不確定	135	26.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_1: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(1)未經營海外市場

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	133	25.8%
1	是	383	74.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_2: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(2)中國大陸

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	414	80.2%
1	是	102	19.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_3: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(3)香港/澳門

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	459	89.0%
1	是	57	11.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_4: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(4)美國/加拿大

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	467	90.5%
1	是	49	9.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_5: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(5)新加坡

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	489	94.8%
1	是	27	5.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_6: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(6)馬來西亞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	486	94.2%
1	是	30	5.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_7: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(7)澳洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	505	97.9%
1	是	11	2.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_8: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(8)日本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	496	96.1%
1	是	20	3.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_9: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(9)歐洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	502	97.3%
1	是	14	2.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_10: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(10)印尼

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	507	98.3%
1	是	9	1.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_11: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(11)泰國

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	503	97.5%
1	是	13	2.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_12: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(12)韓國

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	512	99.2%
1	是	4	0.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e2_13: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(13)菲律賓

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	511	99.0%
1	是	5	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e2_14: E-2.貴公司透過網路商店已經營哪些的海外市場?(複選)(14)其他

Information	[Type= discrete] [Format=numeric] [Missing=*]
Statistics [NW/ W]	[Valid=0 /-] [Invalid=516 /-]

Value	Label	Cases	Percentage
Sysmiss		516	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e3: E-3.貴公司的網路跨境經營模式為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	沒有對境外銷售	356	69.0%
2	在台灣自設網站，直接對境外銷售	65	12.6%
3	在境外國家自設網站，對境外銷售	16	3.1%
4	透過國內的電商平台進行境外銷售（如PChome全球購物	44	8.5%
5	透過國外的電商平台進行境外銷售（如Amazon、淘寶、JKOS	26	5.0%
6	其他	9	1.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e3_oth: E-3.貴公司的網路跨境經營模式為何?(6)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=9 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
台灣經貿網		1	11.1%
天貓開店		2	22.2%
經銷		1	11.1%
透過國內電商平台(海購台灣)進行境外銷售台		2	22.2%
透過第三方仲介業者代理銷售		1	11.1%
香港貿發局HKTD的小額批發		2	22.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e4: E-4.貴公司2013年全年「海外市場營收」佔「網路銷售總營收」比率為何?

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	尚無來自海外市場的營收	389	75.4%
2	低於10%(含)	93	18.0%
3	10%~20%(含)	11	2.1%
4	20%~30%(含)	7	1.4%
5	30%~50%(含)	3	0.6%
6	50%~80%(含)	6	1.2%
7	超過80%	7	1.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_1: E-5.貴公司在海外哪些網路平台開店?(複選)(1)沒有在海外平台開店

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	80	15.5%
1	是	436	84.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_2: E-5.貴公司在海外哪些網路平台開店?(複選)(2)Amazon

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	505	97.9%
1	是	11	2.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_3: E-5.貴公司在海外哪些網路平台開店?(複選)(3)eBay

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	499	96.7%
1	是	17	3.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_4: E-5.貴公司在海外哪些網路平台開店?(複選)(4)PChome US

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	495	95.9%
1	是	21	4.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_5: E-5.貴公司在海外哪些網路平台開店?(複選)(5)淘寶網

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	476	92.2%
1	是	40	7.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_6: E-5.貴公司在海外哪些網路平台開店?(複選)(6)日本樂天

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	508	98.4%
1	是	8	1.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_7: E-5.貴公司在海外哪些網路平台開店?(複選)(7)京東商城

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	504		97.7%
1	是	12	2.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_8: E-5.貴公司在海外哪些網路平台開店?(複選)(8)天貓商城

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	502		97.3%
1	是	14	2.7%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e5_9: E-5.貴公司在海外哪些網路平台開店?(複選)(9)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=12 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
HiGO海購台灣		2		16.7%
New egg		1	8.3%	
etsy		2		16.7%
新蛋		2		16.7%
無		1	8.3%	
阿里巴巴		2		16.7%
香港貿發局 HKTD的小額批發		2		16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e6_1: E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(1)沒有對境外銷售

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	133	25.8%	
1	是	383		74.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e6_2: E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(2)信用卡

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	450		87.2%
1	是	66	12.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e6_3: E-6.貴公司在網路商店上對境外提供的金流方式為何?(複選)(3)第三方支付工具

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]

# **e6_3: E-6.**貴公司在網路商店上對境外提供的金流方式為何?(複選)**(3)**第三方支付工具			
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	**Label**	**Cases**	**Percentage**
0	否	436	84.5%
1	是	80	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **e6_4: E-6.**貴公司在網路商店上對境外提供的金流方式為何?(複選)**(4)**匯票			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	**Label**	**Cases**	**Percentage**
0	否	509	98.6%
1	是	7	1.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **e6_5: E-6.**貴公司在網路商店上對境外提供的金流方式為何?(複選)**(5)**支票			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	**Label**	**Cases**	**Percentage**
0	否	511	99.0%
1	是	5	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **e6_6: E-6.**貴公司在網路商店上對境外提供的金流方式為何?(複選)**(6)ACH**匯款			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		

Value	**Label**	**Cases**	**Percentage**
0	否	506	98.1%
1	是	10	1.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e6_7: **E-6.**貴公司在網路商店上對境外提供的金流方式為何?(複選)**(7)**其他

Information	[Type= discrete] [Format=character] [Missing=*]	
Statistics [NW/ W]	[Valid=5 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
Paypal		2	40.0%
現金		1	20.0%
銀聯		2	40.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_1: **E-7.**貴公司在網路商店上對境外提供的物流方式為何?(複選)**(1)**沒有對境外銷售

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
0	否	126	24.4%
1	是	390	75.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_2: **E-7.**貴公司在網路商店上對境外提供的物流方式為何?(複選)**(2)DHL**

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
0	否	493	95.5%
1	是	23	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_3: **E-7.**貴公司在網路商店上對境外提供的物流方式為何?(複選)**(3)EMS**

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
0	否	473	91.7%
1	是	43	8.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_4: **E-7.**貴公司在網路商店上對境外提供的物流方式為何?(複選)**(4)FedEx**

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
0	否	493	95.5%
1	是	23	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_5: **E-7.**貴公司在網路商店上對境外提供的物流方式為何?(複選)**(5)**順豐速運

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]	
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]	

Value	Label	Cases	Percentage
0	否	448	86.8%
1	是	68	13.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_6: E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(6)申通快遞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	506	98.1%
1	是	10	1.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_7: E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(7)嘉里大榮

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	505	97.9%
1	是	11	2.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e7_8: E-7.貴公司在網路商店上對境外提供的物流方式為何?(複選)(8)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=25 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
Amazon		1	4.0%
EMS		2	8.0%
UPS		2	8.0%
不清楚配合業者		1	4.0%
不需要		1	4.0%
中華郵政		4	16.0%
加值商品無需配送		1	4.0%
國際保全物流		1	4.0%
報關行		2	8.0%
小三通		1	4.0%
尚未選定		1	4.0%
當地分公司配合當地物流		1	4.0%
網路註冊		1	4.0%
郵局		5	20.0%
郵局航空		1	4.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e8_1: E-8.貴公司在境外的網路行銷方式為何?(複選)(1)沒有在境外行銷

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	100	19.4%
1	是	416	80.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_2: E-8.貴公司在境外的網路行銷方式為何?(複選)(2)部落格

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	491	95.2%
1	是	25	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_3: E-8.貴公司在境外的網路行銷方式為何?(複選)(3)微網誌(如：Twitter、Plurk、微博、Pinterest等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	491	95.2%
1	是	25	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_4: E-8.貴公司在境外的網路行銷方式為何?(複選)(4)Facebook

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	463	89.7%
1	是	53	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_5: E-8.貴公司在境外的網路行銷方式為何?(複選)(5)YouTube或其他影音頻道

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	506	98.1%
1	是	10	1.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_6: E-8.貴公司在境外的網路行銷方式為何?(複選)(6)關鍵字行銷SEO

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	491	95.2%
1	是	25	4.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e8_7: E-8.貴公司在境外的網路行銷方式為何?(複選)(7)EDM電子報發行

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	502	97.3%
1	是	14	2.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e8_8: E-8.貴公司在境外的網路行銷方式為何?(複選)(8)行動推播(行動通訊軟體如Line等、手機簡訊等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	510		98.8%
1	是	6	1.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e8_9: E-8.貴公司在境外的網路行銷方式為何?(複選)(9)平台提供的行銷工具

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	481		93.2%
1	是	35	6.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e8_10: E-8.貴公司在境外的網路行銷方式為何?(複選)(10)廣告聯盟

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	511		99.0%
1	是	5	1.0%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e8_11: E-8.貴公司在境外的網路行銷方式為何?(複選)(11)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=3 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
web side		1		33.3%
尚未開始		1		33.3%
經銷商		1		33.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_1: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(1)沒有拓展海外市場的規劃

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	291		56.4%
1	是	225	43.6%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_2: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(2)中國大陸

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	283		54.8%
1	是	233	45.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_3: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(3)香港/澳門

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	419	81.2%
1	是	97	18.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_4: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(4)日本

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	436	84.5%
1	是	80	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_5: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(5)美國/加拿大

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	435	84.3%
1	是	81	15.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_6: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(6)馬來西亞

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	470	91.1%
1	是	46	8.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_7: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(7)新加坡

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	459	89.0%
1	是	57	11.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_8: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(8)印尼

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	507	98.3%
1	是	9	1.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_9: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(9)歐洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	487		94.4%
1	是	29	5.6%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_10: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(10)澳洲

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	503		97.5%
1	是	13	2.5%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_11: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(11)韓國

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	504		97.7%
1	是	12	2.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_12: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(12)泰國

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	505		97.9%
1	是	11	2.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_13: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(13)菲律賓

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	511		99.0%
1	是	5	1.0%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e9_14: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(14)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
mid east		1	14.3%
俄羅斯		1	14.3%
全球		1	14.3%
評估中		1	14.3%

e9_14: E-9.貴公司未來最希望透過網路商店拓展哪些海外市場?(複選,最多三項)(14)其他

Value	Label	Cases	Percentage
越南		3	42.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_1: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(1)通關、倉儲與關稅問題

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	153	29.7%
1	是	363	70.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_2: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(2)缺乏物流管理及配送機制

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	237	45.9%
1	是	279	54.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_3: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(3)缺乏金流帳款的交易機制

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	277	53.7%
1	是	239	46.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_4: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(4)國際信用卡盜刷問題與徵信上的困難

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	350	67.8%
1	是	166	32.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_5: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(5)缺乏售後服務管理機制

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	310	60.1%
1	是	206	39.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_6: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(6)不瞭解海外市場使用者需求

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

e10_6: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(6)不瞭解海外市場使用者需求

Value	Label	Cases	Percentage	
0	否	344		66.7%
1	是	172	33.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_7: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(7)跨境商品檢驗問題

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	329		63.8%
1	是	187	36.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_8: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(8)申請中國大陸經營許可證

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	406		78.7%
1	是	110	21.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_9: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(9)法令環境不健全

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	407		78.9%
1	是	109	21.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_10: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(10)客服問題

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	365		70.7%
1	是	151	29.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_11: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(11)欠缺經營管理技術

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	460		89.1%
1	是	56	10.9%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

e10_12: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(12)語言障礙

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

#e10_12: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(12)語言障礙

Value	Label	Cases	Percentage	
0	否	449		87.0%
1	是	67	13.0%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e10_13: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(13)台灣網站遭其他國家遮蔽

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	483		93.6%
1	是	33	6.4%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#e10_14: E-10.貴公司認為經營跨境網路購物的障礙與困難有哪些?(複選,最多六項)(14)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=7 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
公司政策		2		28.6%
尋找客戶		1	14.3%	
政府對中國的商業糾紛無法解決		1	14.3%	
沒有跨境銷售		1	14.3%	
網路平台行銷		1	14.3%	
運費過高		1	14.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f1_1: F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(1)比價行為增加，市場競爭激烈

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	139	26.9%	
1	是	377		73.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f1_2: F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(2)類似商品太多，價格競爭激烈

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	153	29.7%	
1	是	363		70.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_3: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(3)**網址不易被消費者知道，網站知名度不易拓展

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	255		49.4%
1	是	261		50.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_4: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(4)**七天猶豫期衍生之消費者惡意行為

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	329		63.8%
1	是	187	36.2%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_5: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(5)**物流成本過高或送貨速度太慢

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	372		72.1%
1	是	144	27.9%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_6: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(6)**法令環境不健全，如廣告限制過多

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	424		82.2%
1	是	92	17.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_7: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(7)**易被模仿，進入障礙低

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	383		74.2%
1	是	133	25.8%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_8: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(8)**詐騙事件多，消費者不信任

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	428		82.9%
1	是	88	17.1%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_9: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(9)**電子商務資訊人才不足

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		405		78.5%
1	是		111		21.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_10: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(10)**虛擬通路本身限制(如無法親自檢視商品使用者習慣不易改變)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		417		80.8%
1	是		99		19.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_11: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(11)**存貨難以控制

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		423		82.0%
1	是		93		18.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_12: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(12)**交易安全及認證機制堪慮

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		467		90.5%
1	是		49		9.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_13: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(13)**信用卡盜刷問題影響

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		470		91.1%
1	是		46		8.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#**f1_14: F-1.**貴公司網路經營所面臨的主要問題為何?(複選,最多八項)**(14)**個人資料隱私權管理困難

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label		Cases	Percentage	
0	否		468		90.7%
1	是		48		9.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f1_15: F-1貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(15)(限制販賣商品(如不能販賣菸酒、非處方藥品、醫療產品等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	468		90.7%
1	是	48	9.3%	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f1_16: F-1.貴公司網路經營所面臨的主要問題為何?(複選,最多八項)(16)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=6 /-]

Value	Label	Cases	Percentage
7-11取貨付款不取率大於2成		1	16.7%
國家商品檢驗制度不合理		1	16.7%
政府政策與實際經營的狀況落差太大,如電子化配套不完整(電子發票與折讓單問題),造成消費者與店家困擾;再者退貨的規範只利於消費者,養成消費者無理取鬧的狀況越來越嚴重		1	16.7%
無開立發票商家可以比較低銷		1	16.7%
資金籌措因屬於零用金非設備類貸款		1	16.7%
通路行銷費用過高		1	16.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_1: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(1)訂定網路安全、交易機制等法令

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	217	42.1%	
1	是	299		57.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_2: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(2)防制網路詐騙行為

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage	
0	否	263	51.0%	
1	是	253	49.0%	

f2_2: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(2)**防制網路詐騙行為

# **f2_3: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(3)**發展第三方支付工具			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	313	60.7%
1	是	203	39.3%

# **f2_4: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(4)**培養電子商務行銷人才			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	312	60.5%
1	是	204	39.5%

# **f2_5: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(5)**提供經營管理建議或輔導			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	321	62.2%
1	是	195	37.8%

# **f2_6: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(6)**提供網路商店市場資訊講座/研討會			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	318	61.6%
1	是	198	38.4%

# **f2_7: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(7)**提供法令諮詢			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	343	66.5%
1	是	173	33.5%

# **f2_8: F-2.**貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(8)**協助輔導前往其他國家經營或跨境經營			
Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]		
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]		
Value	**Label**	**Cases**	**Percentage**
0	否	330	64.0%

#f2_8: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(8)協助輔導前往其他國家經營或跨境經營

Value	Label	Cases	Percentage
1	是	186	36.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_10: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(9)提供產業情報與國際商情諮詢

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	383	74.2%
1	是	133	25.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_11: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(10)國際商品交互認證

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	393	76.2%
1	是	123	23.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_12: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(11)支援或輔導IT系統建置

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	413	80.0%
1	是	103	20.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_13: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(12)舉辦會計相關課程(如:財會報表的理解等)

Information	[Type= discrete] [Format=numeric] [Range= 0-1] [Missing=*]
Statistics [NW/ W]	[Valid=516 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
0	否	441	85.5%
1	是	75	14.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

#f2_14: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(13)其他

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=16 /-]

Value	Label	Cases	Percentage
仿冒檢舉		1	6.2%
低度干涉網路商務經營		1	6.2%
修改法令杜絕消費者惡意退換貨		1	6.2%
化工技術		1	6.2%

#f2_14: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)(13)其他

Value	Label	Cases	Percentage
協助中小型電子商務融資貸款		1	6.2%
台灣惡意檢舉的人太多 懂法令的人透過政府讓小企業接罰單付罰金得到獲利 可是小企業缺乏法令的常識 常常付罰款付到心灰意冷(應該要有善意輔導 取代罰單)		1	6.2%
在個人FB銷售知名商品,因為不用任何平台,不用開立發票,所以價格便宜低廉,也不用繳稅,一個月月收入可達上千萬,希望政府可以想辦法懲處這樣的不肖店家,好保障我們這些奉公守法的店家。		1	6.2%
境外物流限制太多		1	6.2%
廢除七天無條件無需告知就可退換貨,應改由市場機制決定,如;每一商家有權決定退換貨條件,若消費者覺得不合理,店家銷售就會減少,店家就會改進,還給店家有自主的權益		1	6.2%
暫無建議		1	6.2%
查緝非法販售業者		1	6.2%
海外行銷		1	6.2%
自然人的折讓單也應該要電子化.以免造成收錢收得快,退款要求親簽折讓單寄回才要退款,是非常浪費紙本跟成本的		1	6.2%
逆物流費用		1	6.2%
開放管制		1	6.2%

f2_14: F-2.貴公司最期望政府對網路商店經營提供下列協助?(複選,最多七項)**(13)**其他

Value	Label	Cases	Percentage
非瑕疵品,逆物流客戶需各付一半的運費,以避免客戶不經謹慎考慮就下單后退貨,造成業者損失。		1	6.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.