

Behavioral Survey of Consumer Use of Generative Artificial Intelligence Tools

Taiwan Fair Trade Commission

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Abstract

Generative artificial intelligence (AI) tools such as ChatGPT, Claude, and Gemini have rapidly been developed and have gradually been adopted by individuals and businesses in Taiwan. To examine consumer choices related to the use and demand substitutability of current generative AI tools, the Taiwan Fair Trade Commission conducted a survey of Taiwanese consumers.

The survey was conducted between May 6 and 28, 2026, sampling individuals aged 18 years and older across 22 Taiwanese cities and counties who had used generative AI tools within the past 6 months. The final valid sample comprised 1,079 respondents. The survey results indicated that the overall rate of adoption of generative AI tools was approximately 50.5%. The three most extensively used generative AI tools were ChatGPT (87.9%), Gemini (67.8%), and Claude (8.9%). When the results were stratified by the most frequently used tool (i.e., the respondents were required to select a single option; hereinafter “single choice”), ChatGPT (56.6%) and Gemini (34.6%) collectively were most frequently used by 90% of the sample. Acquiring knowledge or learning (56.5%) and work (55.0%) were cited as the primary motivations for use; the primary reason for selecting preferred generative AI tools was that the provided services or functions met personal needs (47.2%), followed by habitual use (25.1%).

In total, 39.8% of the respondents used paid tiers of generative AI tools, whereas 60.2% of the respondents used free tiers. Subscription costs were predominantly borne by the respondents themselves (69.7%), and most respondents (50.2%) spent NT\$500–1000 per month on generative AI tools. When surveyed regarding how they would respond to a hypothetical 10% increase in the price of the tool they used most frequently, 76.3% of the

respondents reported that they would not change their current usage plans or habits.

When the respondents who used free-tier models were surveyed regarding their reasons for not using paid-tier models, the primary reason reported was that the free-tier models were sufficient (89.5%). When the respondents were surveyed regarding how they would respond to a hypothetical reduction in the service quality of the tool they used most frequently, a substantial majority (76.7%) reported that they would switch to using free tiers of alternative generative AI tools. Only 15.5% of the respondents reported that they would upgrade to a paid tier; the majority of these respondents (69.6%) stated that the maximum amount they would be willing to pay for the use of a generative AI tool was less than NT\$500 per month.

I. Introduction

Since its rapid development, generative artificial intelligence (AI) has gradually been adopted by individuals and businesses in Taiwan. In response to the trends in the development of generative AI, the Taiwan Fair Trade Commission (TFTC) issued its “Public Consultation Report and Policy Statement on Generative Artificial Intelligence and Competition”¹ in March 2026. This document addresses the boundaries of problems in current competition law surrounding generative AI and articulates the TFTC’s regulatory stance, contextualizing the development of generative AI tools and of laws to regulate their use in terms of the supply chain architecture and competitive dynamics of Taiwan’s AI-related industries.

To clarify the market conditions of consumer choice behavior and demand substitutability that apply across generative AI tools, the TFTC commissioned a market research firm to conduct a consumer survey in April 2026. Distinct from the aforementioned report and policy statement, which addresses the supply side of the AI industry, the present survey investigated demand-side information, specifically the behaviors that characterize Taiwanese consumers’ use of generative AI, their willingness to pay for generative AI tools, and their substitution choices.

The behavioral survey was administered between May 6 and 28, 2026, covering 22 cities and counties across Taiwan. The survey respondents comprised individuals aged 18 years and older who had used generative AI tools within the past 6 months. A simple random sampling strategy was adopted. To ensure inferential validity, the survey results were evaluated

¹ Refer to the Taiwan Fair Trade Commission’s webpage on the “Public Consultation Report and Policy Statement on Generative Artificial Intelligence and Competition”, available at <http://www.ftc.gov.tw/upload/45596340-1d2a-4755-bf86-fee8c55da19a.pdf>.

individually to determine whether significant differences existed between the sample and the population in terms of gender, age, and region of residence. When the evaluations revealed significant differences between the sample and the population, raking weighting was applied to align the sample characteristics with those of the general population.

Because generative AI tools frequently offer free tiers, the behavioral survey separately examined consumers' substitution behaviors across several scenarios. Specifically, the survey examined the substitution patterns of paid-tier users under conditions of a hypothetical price increase and of free-tier users under conditions of hypothetical reduced service quality.

II. Sample Analysis

1. Survey Coverage: The survey involved individuals in 22 cities and counties throughout Taiwan.
2. Survey Period: Interviews were conducted over the period from May 6 to 28, 2026, between 1:00 PM and 5:00 PM, and between 6:00 PM and 10:00 PM.
3. Target Population: The survey participants comprised Taiwanese individuals aged 18 years and older who had used generative AI within the past 6 months.
4. Response Rate: A total of 21,967 mobile phone calls were made, and 2,136 interviews were completed, yielding a response rate of 9.7%.
5. Adoption Status: Of the 2,136 respondents who completed the survey, 1,079 reported having used generative AI tools within the preceding 6 months, yielding a valid sample size of 1,079 and an adoption rate of 50.5%. Of the 1,079 respondents who had used generative AI tools, 429 (39.8%) identified as paid-tier users, and 650 (60.2%) identified as free-tier users.
6. Gender, Age, Education, Place of Residence, and Occupation: The results of an analysis of the interviews with the 1,079 respondents who had used generative AI tools within the past 6 months were as follows:
 - (1) Gender: The proportion of men (51.1%) was slightly higher than that of women (48.9%).

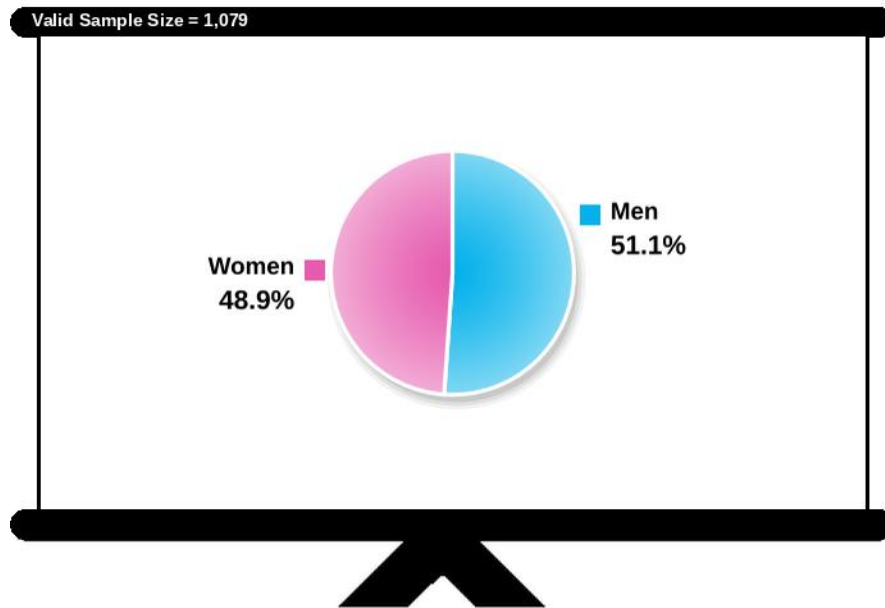


Figure 1. Results Stratified by Respondent Gender

- (2) Age: The respondents were classified into 11 five-year age groups beginning with the age of 18 years. Respondents under the age of 50 years (11.6%–13.2%) were uniformly distributed throughout the valid sample. By contrast, the age of 50 years marked a cutoff beyond which representation in the sample progressively declined.

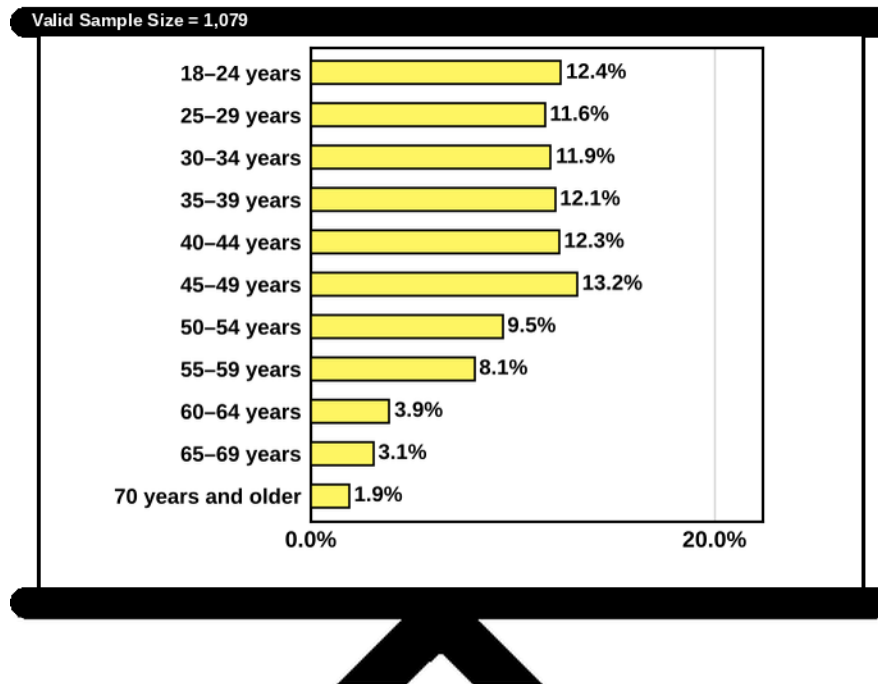


Figure 2. Results Stratified by Respondent Age

- (3) Educational Attainment: The respondents whose highest educational credential was a university degree comprised a slight majority of the sample (54.7%).

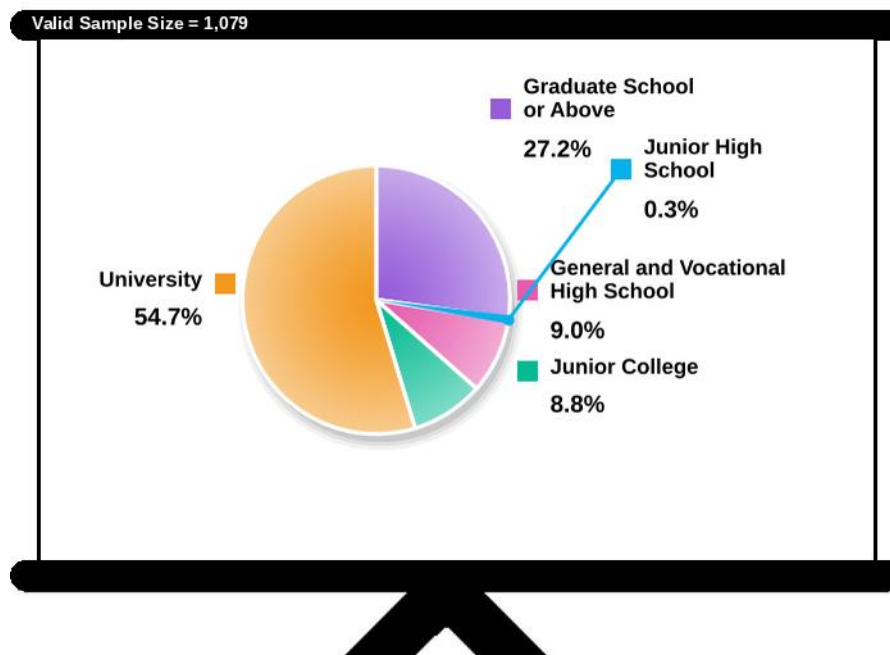


Figure 3. Results Stratified by Respondent Educational Attainment

- (4) Place of Residence: The highest proportion of respondents (19%) resided in New Taipei City. When the results were stratified by region (Northern, Central, Southern, Eastern, and Offshore Islands), the highest proportion of respondents (48.3%) resided in the Northern region (48.3%).

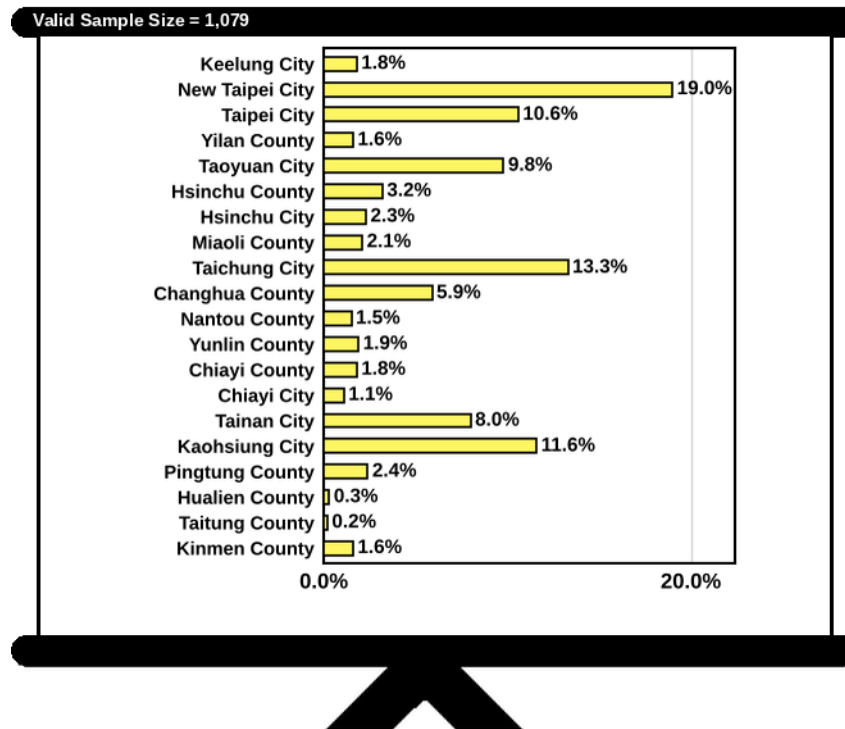


Figure 4. Results Stratified by Place of Respondent Residence

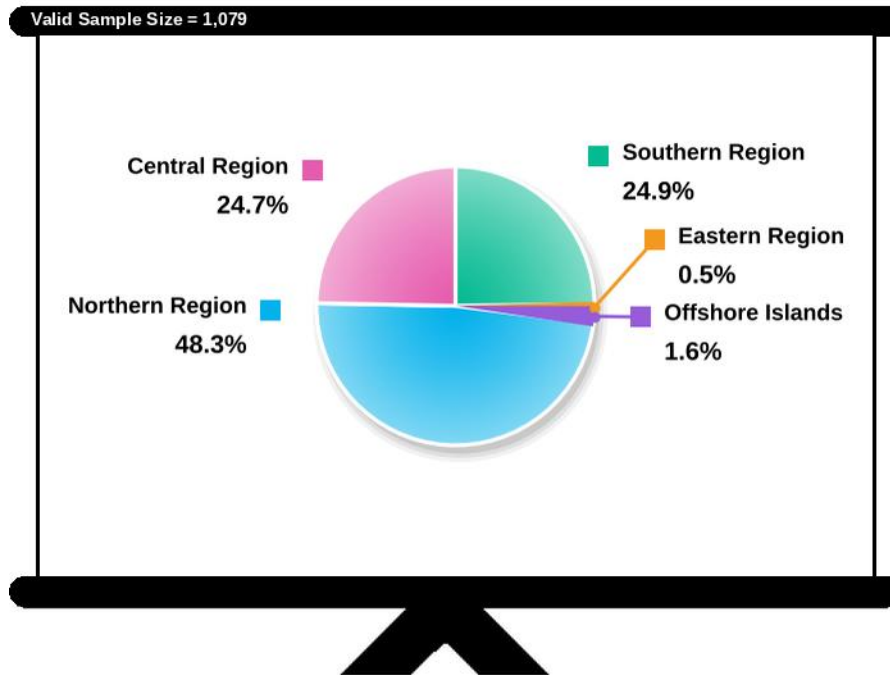


Figure 5. Results Stratified by Region of Respondent Residence

- (5) Occupation: The highest proportion of respondents were employed (64%), followed by homemakers, unemployed individuals, and retirees (11%); military, civil service, and public-school personnel (10%); military, civil service, and public-school personnel (10%); and students (9.8%).

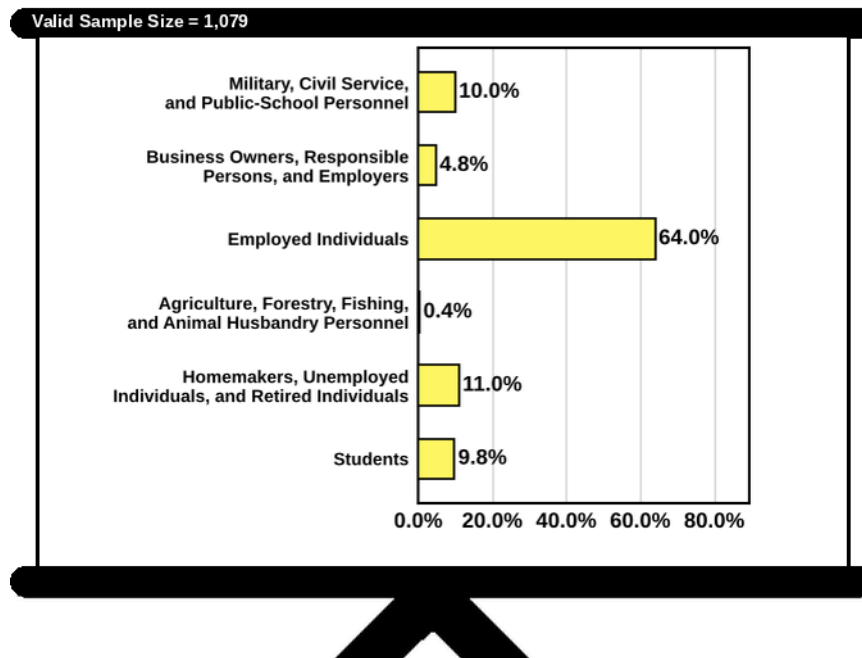


Figure 6. Results Stratified by Respondent Occupation

III. Overall Use of Generative AI Tools by Respondents

1. Questionnaire Results

(1) **Which generative AI tools have you used within the past 6 months? (multiple choice)**

ChatGPT was used by the highest proportion of respondents (87.9%), followed by Gemini (67.8%), Claude (8.9%), and NotebookLM (8.1%). The remaining tools used by a proportion of 1% or higher, in descending order, were Copilot (5.1%), Grok (4.5%), DeepSeek (3.8%), Perplexity AI (3.6%), Canva (2.9%), and Gamma (1.0%).

Table 1. Generative AI Tools Used Within Past 6 Months

Tool	Count	Percentage
ChatGPT	949	87.9%
Gemini	732	67.8%
Claude	96	8.9%
NotebookLM	87	8.1%
Copilot	55	5.1%
Grok	49	4.5%
DeepSeek	41	3.8%
Perplexity AI	39	3.6%
Canva	31	2.9%
Gamma	11	1.0%
CiCi	10	0.9%
CapCut	7	0.7%
Suno	6	0.6%
QWen	6	0.6%
DeeVid AI	6	0.6%
Xmind	6	0.6%
Manus	6	0.6%
Midjourney	4	0.4%

Kuse	4	0.4%
Kimi AI	4	0.4%
Notion AI	3	0.3%
Beyond AI	3	0.3%
ito AI	3	0.3%
Cursor AI	3	0.3%
Meta AI	3	0.3%
Monica AI	3	0.3%
Character.ai	2	0.2%
HeyGen	2	0.2%
Lightroom	2	0.2%
Windsurf AI	2	0.2%
Proactor AI	2	0.2%
Sora	2	0.2%
Janitor AI	1	0.1%
Remove.bg	1	0.1%
Apple Intelligence	1	0.1%
Mureka AI	1	0.1%
StableAudio	1	0.1%
Seesaw	1	0.1%
Chatart AI	1	0.1%
Illoca AI	1	0.1%
Tripo3D	1	0.1%
Codia AI	1	0.1%
Genspark AI	1	0.1%
Vide AI	1	0.1%
Lovable AI	1	0.1%
RooCode	1	0.1%
Prome AI	1	0.1%
OpenCode	1	0.1%
Codex	1	0.1%
Seedance	1	0.1%

(2) What is your primary reason for using generative AI tools? (multiple choice)

“Acquiring knowledge or learning” (56.5%) and “work” (55.0%) were the primary reasons reported for using generative AI tools, followed by “data compilation” (34.4%) and “planning and management of daily life” (25.6%). The remaining most reported reasons, in descending order, comprised “creative brainstorming” (17.1%), “entertainment and chatting” (17.0%), and “academic learning” (10.5%).

Table 2. Primary Reasons for Using Generative AI Tools

Reason	Count	Percentage
Acquiring knowledge or learning	610	56.5%
Work	593	55.0%
Data compilation	371	34.4%
Planning and management of daily life	276	25.6%
Creative brainstorming	185	17.1%
Entertainment and chatting	183	17.0%
Academic learning	113	10.5%

(3) Of the generative AI tools you have used in the past 6 months, which tool did you most frequently use? (single choice)

ChatGPT was the tool most frequently used by the highest proportion of the respondents (56.6%), followed by Gemini (34.6%), Claude (2.6%), and Copilot (1.6%). The proportions of respondents who used all other tools were less than 1%.

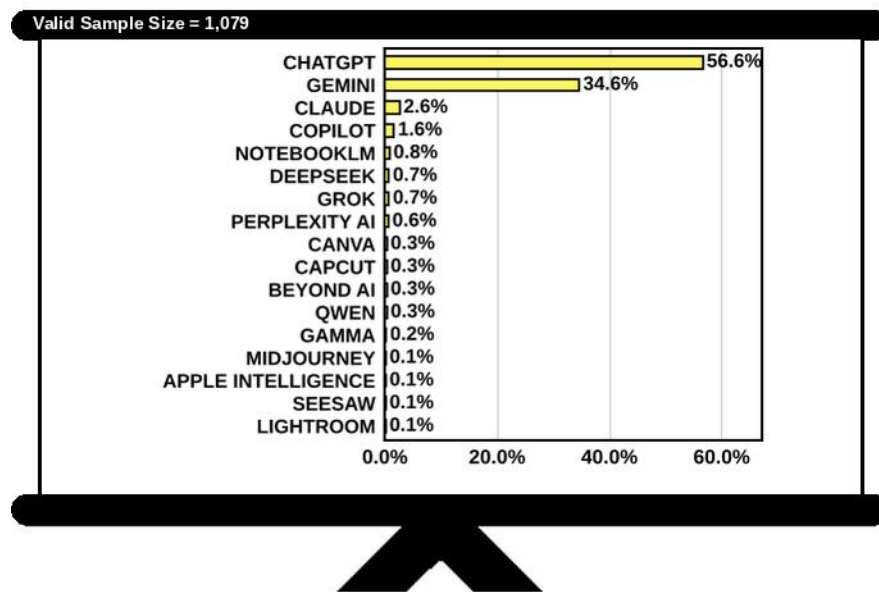


Figure 7. Most Frequently Used Generative AI Tool (Single Choice)

(4) **What are your reasons for using the generative AI tool you listed in the previous question as using most frequently? (multiple choice)**

The primary reason for using the most frequently used generative AI tools reported by the respondents was that their preferred tool “provided services or functions that met personal needs” (47.2%). This reason was followed by “habitual use of the first generative AI tool I encountered” (25.1%), “high accuracy” (15.8%), and “robust generative capability” (13.7%).

Table 3. Reasons for Using Most Frequently Used Generative AI Tool

Reason	Count	Percentage
Provides services or functions that meet personal needs	509	47.2%
Habitual use of the first generative AI tool I encountered	271	25.1%
High accuracy	170	15.8%
Robust generative capability	148	13.7%

Ease of use and convenience	92	8.5%
Recommendations from relatives and friends	68	6.3%
High, convenient integration with digital accounts	47	4.4%
Superior data compilation capability	47	4.4%
Provided by company or employer	44	4.1%
Favorable word of mouth	36	3.3%
Native, convenient mobile application	31	2.9%
Rapid response speed	27	2.5%
Reasonable pricing	26	2.4%
More usable tokens, higher usage quotas, or greater opportunities for use	25	2.3%
Provided by relatives or friends	23	2.1%
Convenient application access and download	23	2.1%
Availability of a web-based version without the need to download a dedicated app	20	1.9%
Provided by institutions, schools, or government units	6	0.6%
Great variety of data output formats	3	0.3%
High information security	3	0.3%

(5) On average, how many days per week do you use generative AI tools?

“Every day” was the response selected by the highest proportion of respondents (32.4%), followed by “2 days per week” (14.2%) and “3 days per week” (14.1%).

(6) On average, how many times per day do you use generative AI tools?

“Six or more times per day” (21.8%) and “three times per day” (21.7%) were the responses selected by the highest proportions of respondents. Overall, the respondents averaged

approximately 4 days of usage per week, with an average frequency of approximately eight times per day.

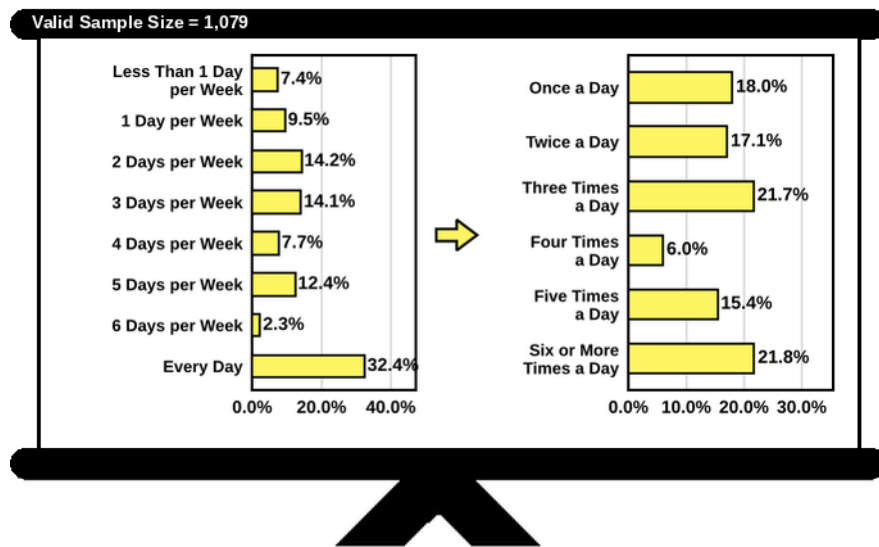


Figure 8. Number of Days and Frequency of Generative AI Tool Use

2. Cross Analysis

(1) Most Frequently Used Tool by Respondent Gender:

- Adoption by men of three major platforms exceeded that by women: Gemini (71.8% vs. 63.6%), Claude (11.3% vs. 6.5%), and Copilot (7.2% vs. 2.9%).
- Adoption by women of two platforms exceeded that by men: ChatGPT (91.8% vs. 84.2%) and NotebookLM (10.7% vs. 5.6%).

(2) Most Frequently Used Tool by Respondent Age:

- Respondents aged 18 to 39 years constituted the core demographic for ChatGPT, with adoption rates exceeding 90%. Although adoption by individuals aged 50 to 59 years was modestly lower for ChatGPT (86.6%), these individuals had the highest adoption rate for NotebookLM across all age brackets (12.1%).
- For respondents aged 70 years and older, the adoption rate for

Gemini was 86.6%, whereas the adoption rate for ChatGPT was 25%, a pattern opposite to that of the other age groups, in which ChatGPT use exceeded Gemini use.

(3) Most Frequently Used Tool by Individuals with High Educational Attainment (Postgraduate Degree and Higher):

1. In terms of use frequency, respondents with high educational attainment reported daily, high-frequency (6 or more times per day) use rates of 40.7% and 29.7%, respectively, both exceeding the sample averages of 32.4% and 21.8%, respectively.
2. Of the respondents who used only a single AI tool (single-homing users), the respondents with high educational attainment favored ChatGPT (44.6%), Gemini (42.8%), and Claude (5.7%). Notably, individuals with high educational attainment used Claude more than users with lower educational attainment did. Of the respondents who used multiple generative AI platforms (multihoming users), 17.1% used Claude, approximately twice the overall sample average of 8.9%.

(4) Gender, Age, and Total Monthly Expenditure (Table 4):

1. Monthly expenditures for both men and women were predominantly concentrated between NT\$500 and NT\$1,000. However, the proportion of men who spent NT\$1,000 or more each month on generative AI tools was slightly higher than that of women (23.1% vs. 17.6%).
2. With the exception of respondents aged 60–69 years, whose monthly spending on generative AI tools was less than NT\$500, expenditures by all other age groups predominantly clustered between NT\$500 and NT\$1,000.

Table 4. User-Paid Monthly Expenditures Stratified by Gender and Age

		How much do you currently spend per month to subscribe to generative AI tools?						
		<NT\$500	NT\$500– NT\$1,000	NT\$1,000– NT\$1,500	NT\$1,500– NT\$2,000	NT\$2,000– NT\$2,500	NT\$2,500– NT\$3,000	NT\$3,000– NT\$3,500
Row%								
Total		26.3%	50.2%	11.7%	5.8%	0.8%	1.9%	0.6%
Gender	Men	25.8%	46.6%	13.6%	6.2%	1.4%	0.9%	1.0%
	Women	27.2%	55.2%	8.8%	5.3%		3.5%	
Age (years)	18–29	27.1%	54.2%	13.5%	4.3%			
	30–39	19.9%	52.3%	10.3%	6.6%	1.6%	2.4%	0.8%
	40–49	26.5%	48.8%	13.2%	5.0%	1.0%	3.9%	
	50–59	33.5%	44.6%	8.5%	10.0%			3.4%
	60–69	100.0%	0.0%					

IV. Use of Generative AI Tools by Paying Users

1. Survey Results

- (1) **Of the generative AI tools you used within the past 6 months (multiple choice), how many were paid-tier tools?**

In total, 39.8% of the respondents used paid tiers of generative AI tools within the past 6 months. Specifically, 25.6% subscribed to one tool, 10.7% to two tools, and 2.1% to three tools.²

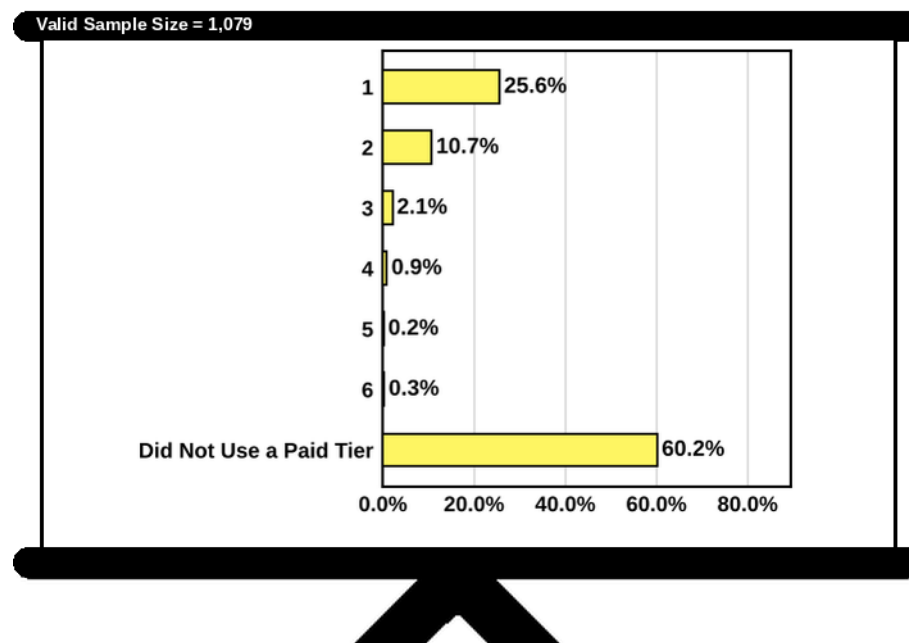


Figure 9. Use of Paid Tiers of Generative AI Tools (Multiple Choice)

² The proportions of respondents who used one (25.6%), two (10.7%), and three (2.1%) paid tiers listed in this section are calculated using the total number of users as the denominator. If the number of paying users is used as the denominator instead, the percentages are 64.3% (25.6%/39.8%), 26.9% (10.7%/39.8%), and 5.3% (2.1%/39.8%), respectively.

- (2) **Is the generative AI tool you most frequently use (single choice) a paid-tier tool? How many of the generative AI tools you use are paid-tier tools?**

In total, 35.7% of the respondents reported using a paid tier of the generative AI tool they most frequently used.

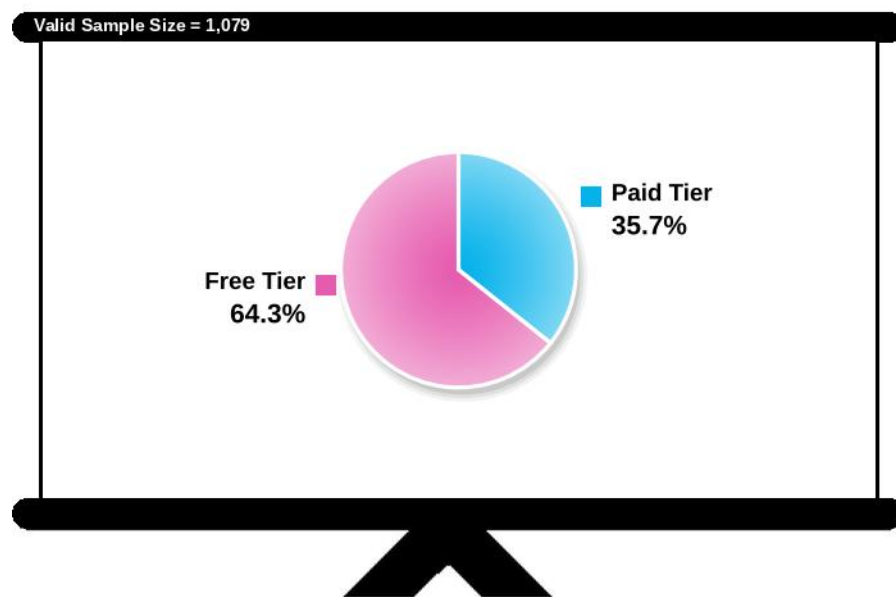


Figure 10. Use of Free or Paid Tiers of Most Frequently Used Generative AI Tools (Single Choice)

- (3) **Who is responsible for paying for the paid tiers of the generative AI tools you use? (multiple choice)**

The predominant responses to the question of who was responsible for paying for subscriptions of the generative AI tools used by the respondents were “self” (69.7%), followed by “company or employer” (23.5%), “relatives, friends, or classmates” (14.5%), and “institutions, schools, or government units” (4.9%).

Table 5. Those Responsible for Paying for Paid Tiers of Generative AI Tools

Payer	Count	Percentage
Self	299	69.7%
Company or employer	101	23.5%
Relatives, friends, or classmates	62	14.5%
Institutions, schools, or government units	21	4.9%

(4) **How much do you currently spend per month to subscribe to generative AI tools?**

The majority of the respondents (50.2%) spent NT\$500–NT\$1,000 per month on generative AI tools, followed by those who spent less than NT\$500 (26.3%) and those who spent NT\$1,000–NT\$1,500 (11.7%).

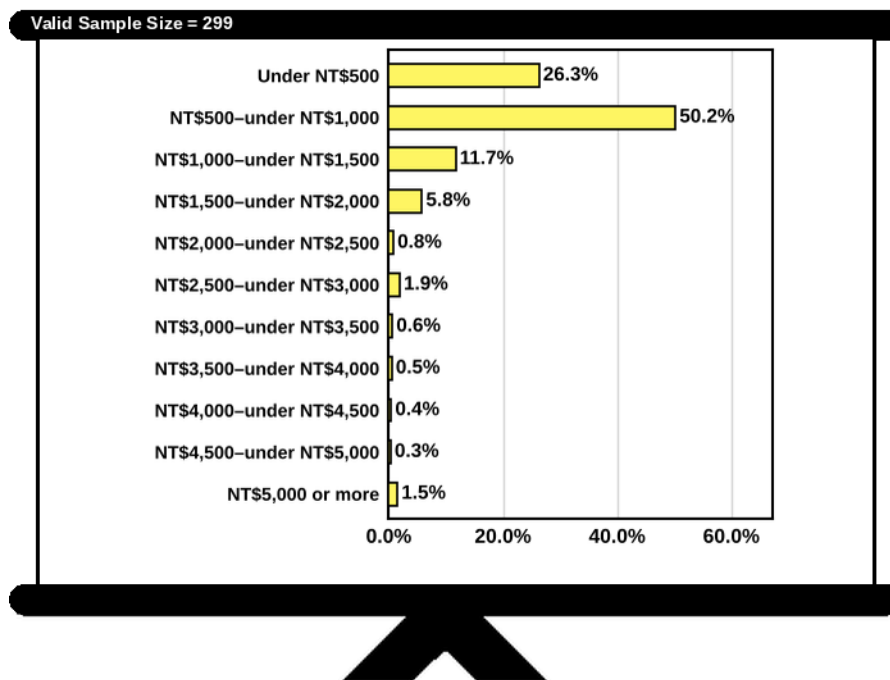


Figure 11. Monthly Respondent Expenditures on Generative AI Tools

(5) **Assuming the primary paid-tier generative AI tool you subscribe to imposes a one-time price increase of 10% (e.g., increasing from NT\$600 to NT\$660), would you**

change your current subscription plan? What change would you make? (single choice)

If the price of the paid-tier tool most frequently used by the respondents were to increase by 10%, 76.3% of the respondents reported that they would not change their current plan. By contrast, 23.7% of the respondents reported that they would change their current plan. Of those respondents who would change their current plan,

1. 8.5% would switch to other paid generative AI tools;
2. 4.7% would switch to free tiers of other generative AI tools;
3. 4.1% would switch to the free tier of their preferred tool;
4. 3.1% would switch to other paid-tier generative AI tools they had paid for;
5. 3.0% would use their preferred tool but would switch to a lower-tier plan; and
6. 0.3% would cancel their subscriptions to all generative AI tools.

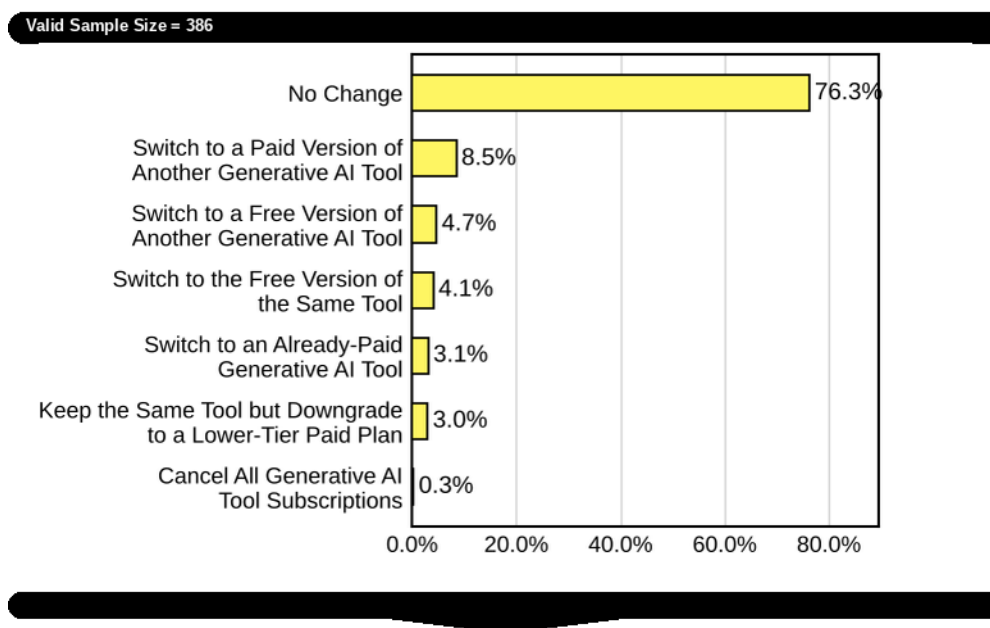


Figure 12. Response to One-Time 10% Increase in Price of Most Frequently

2. Cross Analysis

(1) Proportions of Paying Users in Single-Homing and Multihoming Scenarios:

Of the respondents who used multiple generative AI tools within the past 6 months, 39.8% used paid tiers. By contrast, of the respondents who used a single generative AI tool, 35.7% used a paid tier. Therefore, the between-group difference in paid-tier use was marginal.

(2) Reasons Respondents Used Their Most Frequently Used Generative AI Tool Stratified by Gender:

More men than women used generative AI tools because of the high accuracy of their responses (19.0% vs. 12.4%), whereas more women than men used generative AI tools because they were recommended by relatives and friends (9.7% vs. 3.0%) and out of habit (27.0% vs. 23.4%).

(3) Reasons Respondents Used Their Most Frequently Used Tool Stratified by Age:

1. Across all age groups, the primary reason for using the most frequently used generative AI tools was that these tools provided services or functions that met their personal needs.
2. Respondents aged 18–29 years reported greater habitual use of the first generative AI tool they encountered (31.4%). In addition, this age group's demands for higher accuracy rates (19.2%) and greater generative capability (15.4%) exceeded those of other age groups.
3. Most respondents aged 50–59 years reported that their primary reason for using generative AI tools was “meeting

personal needs” (51.5%). In addition, a high proportion of these respondents reported “recommendations from relatives and friends” (13.3%) and “data compilation capability” (9.0%) as their primary reasons for using generative AI tools, statistics that exceeded the overall sample averages.

4. Most respondents aged 70 years and older reported that their primary reason for using their most frequently used generative AI tool was that these tools “provided services or functions that met personal needs” (75.0%), the highest proportion of any age group.

V. Use of Generative AI Tools by Free-Tier Users

1. Survey Results

(1) What are your reasons for not using a paid-tier generative AI tool? (multiple choice)

The primary reason for not using a paid-tier generative AI tool, which was cited by a substantial majority of the respondents (89.5%), was that “the free tier is sufficient,” indicating that current free-tier models adequately fulfilled the general requirements of most respondents. This reason was followed by “unwillingness to pay out of pocket” (12.6%).

Table 6. Reasons for Not Using Paid Tiers of Generative AI Tools

Reason	Count	Percentage
The free tier is sufficient	582	89.5%
Unwillingness to pay out of pocket	82	12.6%
Too expensive	35	5.4%
Would like to try more generative AI tools before deciding on using a paid tier	17	2.6%
Company or school does not provide a paid tier	8	1.2%
Do not know how to make payments	5	0.8%
Reluctance to provide required personal information for paid tiers	4	0.6%
AI severely hallucinates	4	0.6%

(2) Assuming the service quality of your most frequently used generative AI tool (single choice) were reduced (e.g., fewer free tokens or slower response speed), would you switch to the paid tier, or would you switch to using the free tiers of other generative AI tools?

If their most frequently used free-tier generative AI tool (single

choice) experienced a decline in quality, only 2.1% of the respondents stated that they would continue to use that tool's free-tier. Users instead preferred substitutions involving

1. switching to free tiers of other generative AI tools (76.7%);
2. continuing to use their preferred tool and switching to the paid tier (15.5%); and
3. canceling all generative AI tools (5.7%).

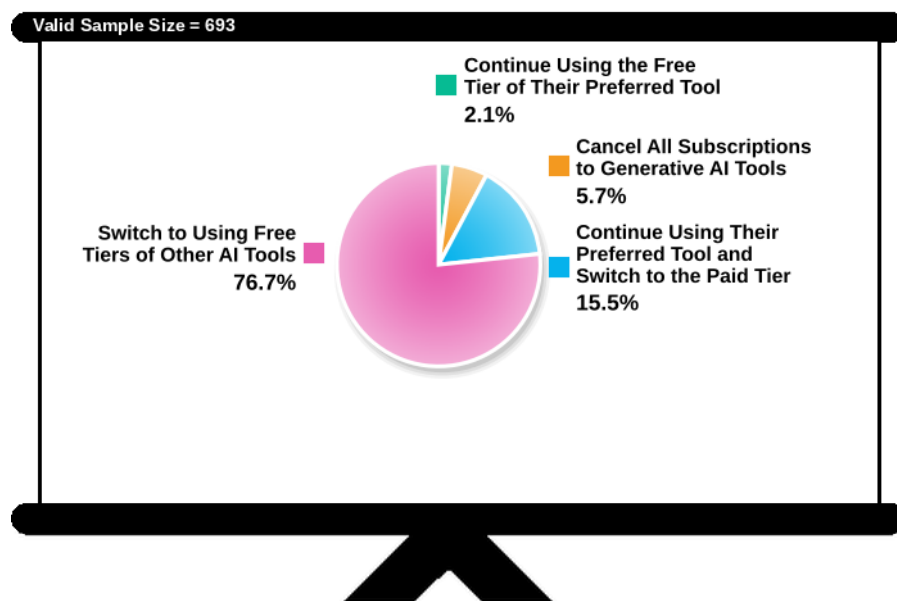


Figure 13. Responses to Reduction in Quality of Service Provided by Most Frequently Used AI Tool

(3) On the basis of your response to the previous question, which generative AI tool's free tier would you switch to?

The highest proportion of respondents reported that they would switch to using Gemini (31.8%), followed by ChatGPT (15.0%). However, 40.9% of the respondents were undecided.

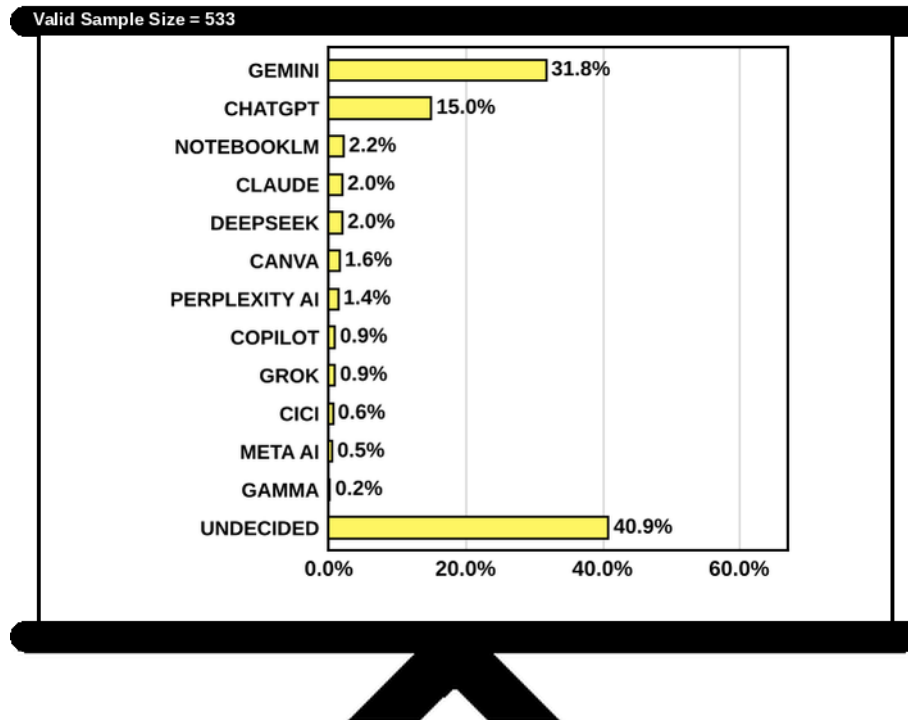


Figure 14. Alternative Free-Tier Generative AI Tools Adopted

(4) On the basis of your previous response, if you were to switch to a paid tier of a generative AI tool, what is the maximum monthly subscription fee you would be willing to pay? (single choice)

The highest proportion of respondents reported being willing to pay less than NT\$500 (69.6%), followed by those willing to pay NT\$500–NT\$1,000 (25.5%). None of the remaining price brackets was selected by more than 10% of the sample.

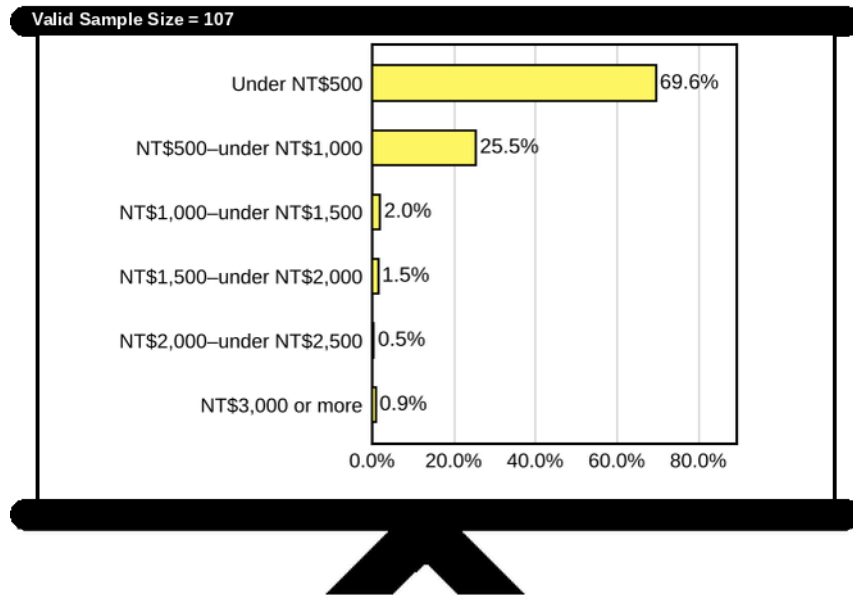


Figure 15. Maximum Amount Respondents Are Willing to Pay per Month for Generative AI Tools

2. Cross Analysis

(1) Proportions of Free-Tier Users Who Used Single Versus Multiple Generative AI Tools:

When surveyed regarding their use of generative AI tools within the past 6 months, 60.2% of the respondents reported using multiple free-tier tools. By contrast, 64.3% of the respondents who used only a single generative AI tool reported using a free tier. Therefore, the between-group difference in use was marginal.

(2) Reasons for Not Using Paid Tiers Stratified by Age:

Across all age groups, the proportion of respondents who reported that free tiers were sufficient exceeded 80%. The proportion of respondents aged 18–29 years who considered subscription fees too expensive (11.0%) exceeded the overall sample average (5.4%). In addition, a higher proportion of respondents aged 50–59 years cited reluctance to provide required personal information for paid tiers

(2.6%) and severe AI hallucinations (1.9%) as reasons for not using paid tiers. Finally, 4.6% of respondents aged 60–69 years reported not knowing how to make payments as their reason for not using paid tiers.

VI. Conclusion

1. To assess consumer choice behavior and demand-side substitution, this study conducted a survey of patterns of use in generative AI users in Taiwan. The survey was administered over the period from May 6 to May 28, 2026. Consequently, the data set reflects market conditions and consumer preferences pertaining to this period alone.
2. ChatGPT (87.9%) ranked first among the generative AI tools most frequently used by the respondents, followed by Gemini (67.8%) and Claude (8.9%). When the responses were limited to the tool most frequently used (assessed through single-choice items), ChatGPT (56.6%) and Gemini (34.6%) collectively were used by 90% of the respondents. Several respondents reported experience in simultaneously using or experimenting with multiple generative AI tools, indicating the prevalence of multihoming or multiplatform adoption in Taiwan. Acquiring knowledge or learning (56.5%) and work (55.0%) were the primary motivations for use, whereas the primary reason for using the most frequently used tools was that their provided services or functions met personal needs (47.2%).
3. In total, 39.8% of the respondents used paid tiers of generative AI tools, the costs of which were primarily borne by the respondents themselves (69.7%). Monthly subscription fees of NT\$500–NT\$1,000 were paid by 50.2% of the users of paid-tier models. Given a hypothetical 10% increase in the cost of their preferred paid-tier tool, 76.3% of the respondents reported no intentions to change

their current plans, with the remaining 23.7% reporting that they would engage in demand substitution by switching to other paid tools, downgrading to free tiers, or canceling subscriptions.

4. In total, 60.2% of the respondents used free tiers of AI tools, and their primary reason for not using a paid tier was that the free tier was sufficient (89.5%). Were the service quality of their preferred tool to be reduced, the majority (76.7%) of respondents would switch to using the free tiers of other generative AI tools. Only 15.5% would choose to upgrade to a paid tier of their preferred tool, of whom the majority (69.6%) would be willing to pay a maximum of NT\$500 per month.