Figure 5: A screenshot of viewers/users illustrating who use e-commerce live streaming and who should benefit (Merritt & Zhao, 2022).

During the online observation, users on Tiktok Live and Taobao Live expressed their interactive experiences differently. Some of the users' reflections on Tiktok Live expressed the lack of language interchangeability option although they noted that the platform provided high quality interaction platform. On Weibo Live, users expressed participation challenges, for example, they said it was clunky and difficult to navigate. On Taobao most users indicated they are satisfying experience and understood the language, there was lack of interaction. However, other users found Taobao to be the most user-friendly in reference to interaction, and even went further to generate recommendations on its requirements and functions as a smooth e-commerce live streaming platform.

Overall, the findings and insights gained from the online observation interaction were crucial in further understanding how e-commerce live streaming potential users understand this form marketing strategy from personal perspective. It also helps to interpret how users perceive e-commerce live streaming advertising, their thoughts on how it should be used, and who should use it.
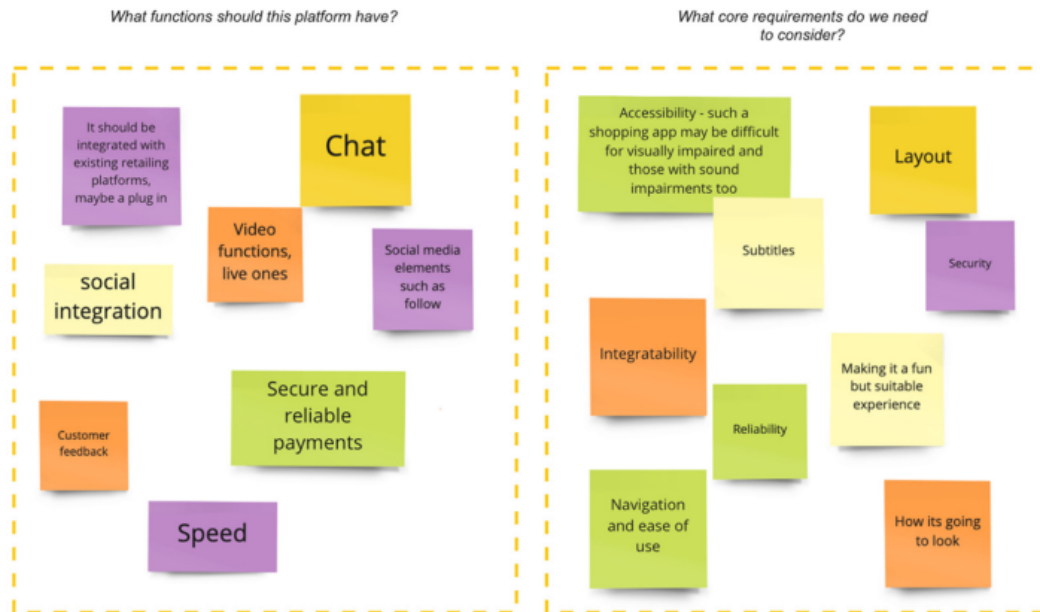
Figure 6: A screenshot illustrating requirements and functions of an e-commerce live streaming platform to of users/viewers (Merritt & Zhao, 2022).

4.2 Interview Findings

Fifteen (15) questions were interviewed to twelve (12) participants during the period. Results from the interview analysis show that 89.3% participants watch livestreaming almost every day with over 67% of those interviewed indicated they often consider purchasing a product after watching. In other words, these streamers after streaming live events have had themselves influenced in purchasing the promoted product or brand. Of the 89.3% participants who stated they watch livestreaming e-commerce, 90% indicated they use the smartphones with the remaining proportion indicating they use computers to stream live events. To examine users' satisfaction, 82% of the persons interviewed indicated that they were felt satisfied with about 18% tendering their dissatisfaction for spending their time to watch the live broadcast events, indicating that livestreaming attracts a huge number of potential customers and that most of these customers leave satisfied. In other words, livestreaming e-commerce rate of effectiveness is high.

To explore users/streamers/followers/loyal fans/motivations when deciding to stream or watch an influencer, majority of participants (81.1%), according to the interview results, demonstrated that the leading motivation is "entertainment" and "fun", followed by brand or product recommendation, trending items in the market, and brand or product review, at 9%, 6.5%, and 3.4%, respectively. Also, when asked if their original intention of watching livestreaming e-commerce would change, major (78.7%) said "no", 19.3% said something