media that allow many-to-many" interaction through content production (Croteau & Hoynes, 2003). Thus, the model of mass communication is changing with new technologies. The advantage of interactive feature of livestreaming is that can be shown anywhere, and of course, its realization cannot do without more technical support such as internet of things technology, mirror surface technology, touch technology, augmented reality technology, and projection technology. Several advertising events are supported by interactive livestreaming technology, for example, "Amazon Live" is a typical Amazon livestreaming session on which: (1) an influencer/streamer streams a video promoting products and talking to audience; (2) there is a product list where products being promoted are highlighted; (3) a chat area where viewers can send comments and questions; and (4) a reaction button where viewers can send their reactions. These components focus on both indoor environment and entertainment. They have intuitive application effect that enable easy making of choices, as illustrated in Figure 3.
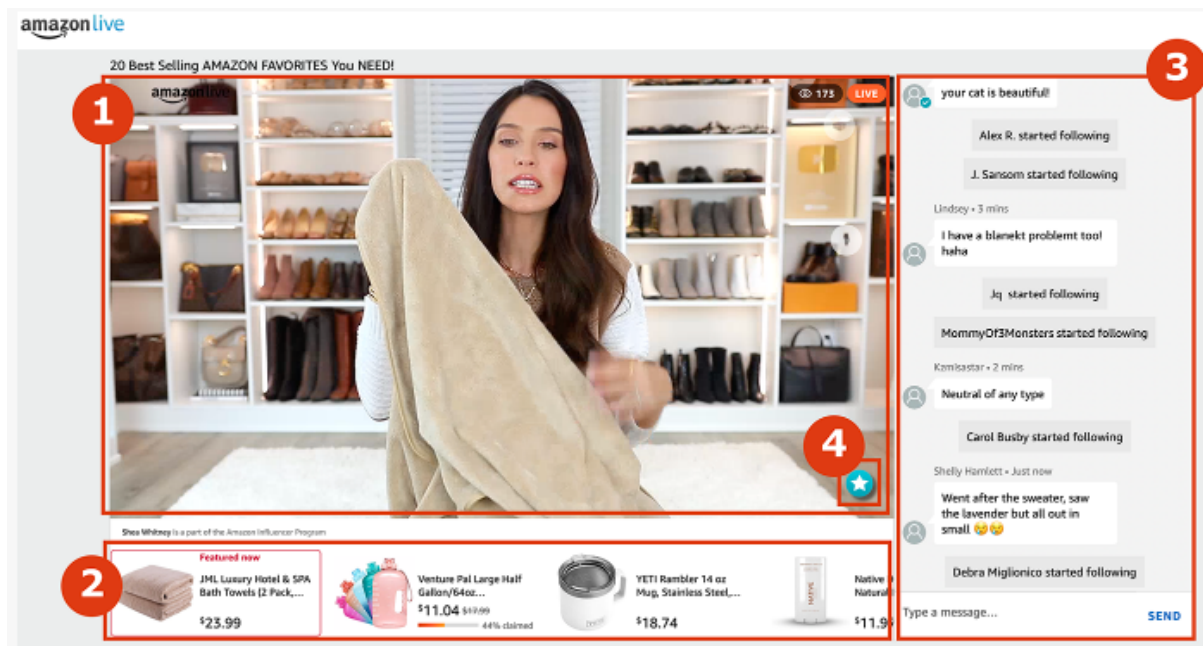
Figure 3: Amazon App for live display. (Liu, 2021)

2.4.4. To Whom – Audience Personalization

Interactivity is a key word of e-commerce livestreaming; thus, influencers and audiences' identity can be exchanged with much ease (Kang et al.). Today, one can start mass communication at any time by livestreaming, sending live chats, or just creating content provided the intended information can break down the discourse barriers laid by the traditional media. In essence, the audiences are not only seated and waiting to receive information but also interact with influencers, making them more personalized (Kang et al.). For example, in visual

communication, influencers emphasize on modern and youthful things to engage with the youths while the medium aged groups, they emphasize on taste and quality.

2.4.5. With What Effect – Intelligentially it

Effect of application of e-commerce livestreaming in the advertising field has been revolutionary. For example, when Li Jiaqi recommends the foundation, he will personally apply half of the face for his assistant, and then compare the half of the face with no makeup, and during the makeup application process the user is shown some tips on how to create a natural-looking foundation and makeup. Users do not just accept the anchor's recommendations while watching the live broadcast, they can ask questions about their ideas in the comments section, and the anchor can select some representative questions in the comments section for a unified response. The results of such activities increase sale such as on the first day of Singles' Day in 2021, Li Jiaqi's live e-commerce sales were 10.6 billion yuan (retailinasia.com, 2022).

3. Methodology and Method

This section presents a research plan for the study. According to Crotty (1998), a researcher must clearly state the choice of approach for data collection and analysis to achieve its main purpose. This section of the research presents stepwise research methodology procedures that include from research method, research philosophy, research approach, literature search and Netnographic research. In addition, the section also describes methods data collection, data analysis, and interpretation of results. Lastly, ethical considerations, validity, and reliability of research tools are also discussed.

3.1. Methodology

3.1.1. Research Philosophy

The present study adopts a pragmatic methodology, incorporating three philosophical and scientific frameworks: pragmatism, interpretivism, and positivism (Saunders et al., 2009). The main aim of this research is to examine the marketing strategy of e-commerce livestreaming in China. However, it is crucial to recognize that absolute impartiality may not be ensured due to the researcher's motives and the potential impact of cultural prejudices inherent in the procedures of data collection and analysis. However, the researcher posits that these aforementioned factors can potentially function as a competitive edge, furnishing unparalleled perspectives into the e-commerce livestreaming industry of China.

One of the methodological approaches employed in this study is positivism, which is distinguished by its dependence on empirical scientific evidence, such as statistics and experiments. The aim is to uphold objectivity by concentrating exclusively on discernible occurrences without exceeding the bounds of direct observation (Levers, 2013). Conversely, interpretivism functions as a supplementary methodology to address the deficiencies that positivism may leave unaddressed (Sanchez et al., 2023). The interpretivist approach, as highlighted by Levers (2013), prioritizes the significance of observation, interpretation, and comprehension of gathered data. This methodology is in line with the initial phase of the research inquiry, which entails the observation and interpretation of data to deduce conclusions. Nickerson (2022) posits that interpretivism acknowledges the intricacies of individual differences and offers significant perspectives for comprehending the e-commerce livestreaming industry in China.

Among the three philosophical and scientific concepts, pragmatism emerges as the most appropriate. The concept in question serves to reconcile the dichotomy between positivism and interpretivism, while also surpassing them by assimilating supplementary types of knowledge, namely prospective knowledge (which proposes potentialities), prescriptive knowledge (which furnishes directives), and normative knowledge (which embodies principles) (Nickerson, 2022). The study's central research question is effectively addressed by pragmatism, as it provides meaningful interpretations and understanding of China's e-commerce livestreaming phenomenon. Additionally, it offers constructive knowledge to address the challenges encountered. The present study employed a qualitative research approach, as described by Venkatesh et al. (2016) and Voutsina (2018). Ding's (2014) study employed a qualitative approach to investigate the impact of e-commerce live streamers on the purchasing behavior and intention of their followers. The study encompassed a comprehensive data gathering process from various literature sources, utilization of case studies, and observation techniques to provide insightful perspectives on the e-commerce livestreaming industry in China, including the associated obstacles. This chapter primarily focuses on two research methods, namely online observation, and in-depth interview. The data collection process ensues subsequent to this step, culminating in the acquisition of data and its pertinent ethical analysis. The selection of a research methodology for a study is contingent upon the nature of the data being gathered. Various research methodologies exist, including case studies, literature reviews, and surveys, as noted by Pandey and Pandey (2021) and Sileyew (2019). Sileyew (2019) posits that the selection of a research methodology is contingent upon the nature of the data collected