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Appendix

I. Interview Questions
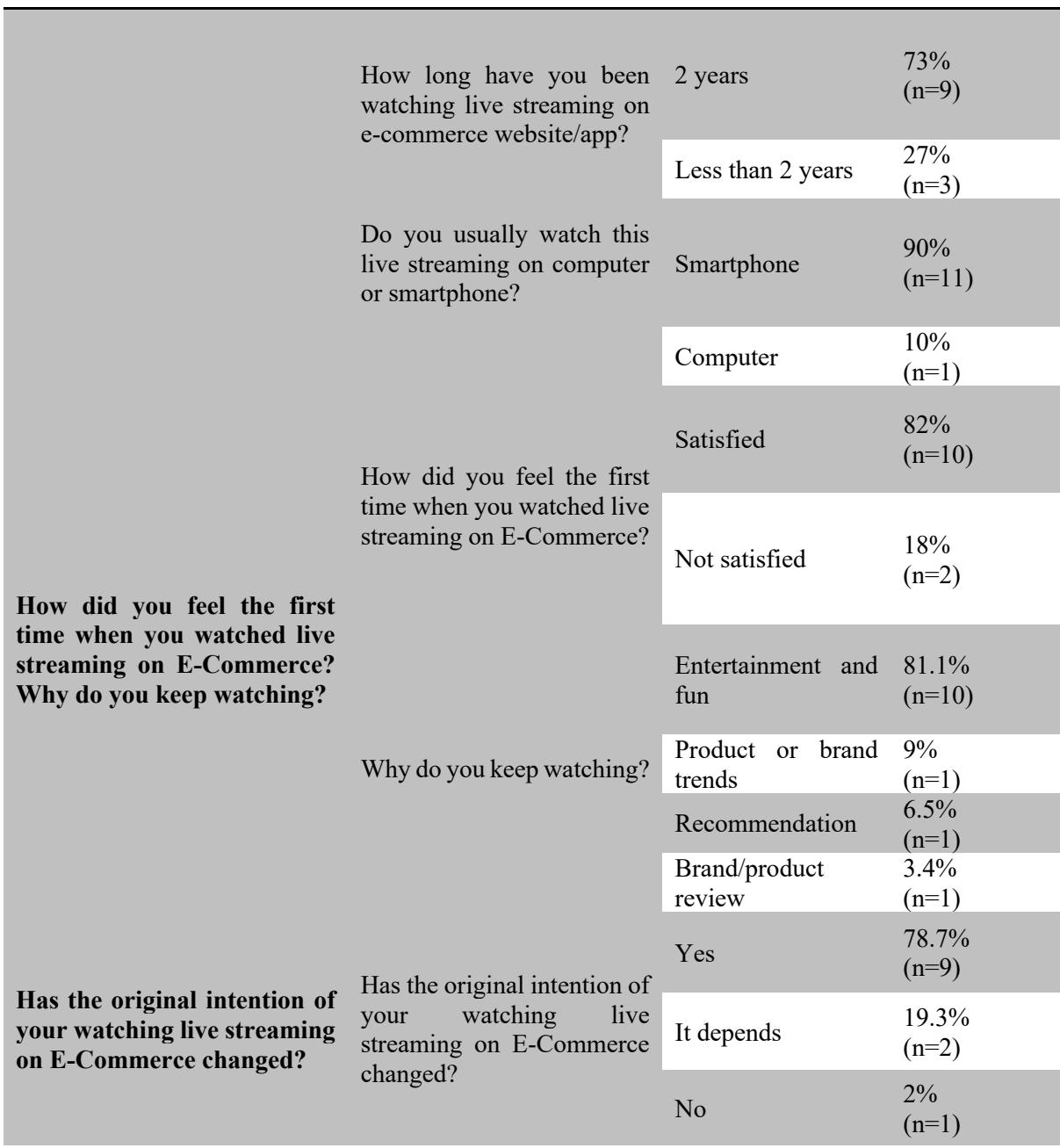
1. Personal Background
   Age, education, career

Interview questions

1. Do you often use E-Commerce website? How often?

2. Do you know about live streaming E-Commerce? Have you ever participated in this shopping mode? How long have you been watching live streaming on E-Commerce website/app? How often? Do you usually watch this live streaming on computer or smartphone?

3. How did you feel the first time when you watched live streaming on E-Commerce? Why do you keep watching?

4. Has the original intention of your watching live streaming on E-Commerce changed? Has there been any unexpected findings?

5. What is the difference do you think between the traditional E-Commerce and live streaming E-Commerce? From the aspect of communication effect? Why?

6. How do you choose which streamer to watch? What is the reason that keeps you watching him/her?

7. Would you feel upset or disappointed if your favorite streamers suddenly disappear?

8. Do you interact with streamers when you watch live streaming? What do you do? How often? Do you interactive with other viewers on the screen? How? What do

you communicate with them?

9. Please name one or two your favorite streamers and why?

10. Will you purchase only because you like the streamer when you watch his/her live streaming? Will you purchase products that you don't really need?

11. What do you think about the live streaming E-Commerce mode? Will you recommend to others?

12. Are you interested in streamers' personal situation, like look, voice, emotion, expression and so on?

13. Do you have interest in any other types of live streaming except E-Commerce? What are they?

14. Do you think your online social behavior has changed after you have watched live streaming on E-Commerce? In which way? (For example, you can comment and interactive with the streamers that you like, or with other audience)

15. Do you think there is any negative sides of live streaming E-Commerce ?
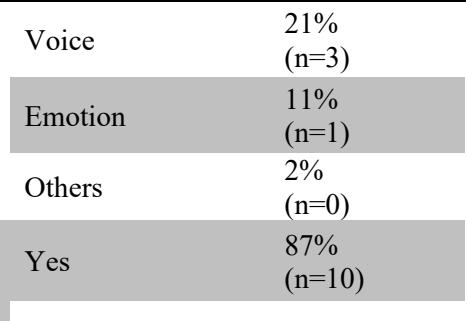
2. Interview Response Analysis

Question		Response analysis	
Do you often use E-Commerce Website? How often?	Do your often use e-commerce?	Yes	75% (n=9)
		No	25% (n=3)
	How often?	More often	89.3% (n=11)
		Not often	10.7% (n=1)
Do you know about live streaming e-commerce? Have you ever participated in this shopping mode? How long have you been watching live streaming on e-commerce website/app? Do you usually watch this live streaming on computer or smartphone?	Do you know about livestreaming e-commerce?	Yes	90.1% (n=11)
		No	9.9% (n=1)
	Have you ever participated in this shopping mode?	Yes	81.3% (n=10)
		No	18.7% (n=2)

	How long have you been watching live streaming on e-commerce website/app?	2 years	73% (n=9)
		Less than 2 years	27% (n=3)
	Do you usually watch this live streaming on computer or smartphone?	Smartphone	90% (n=11)
		Computer	10% (n=1)
How did you feel the first time when you watched live streaming on E-Commerce? Why do you keep watching?	How did you feel the first time when you watched live streaming on E-Commerce?	Satisfied	82% (n=10)
		Not satisfied	18% (n=2)
	Why do you keep watching?	Entertainment and fun	81.1% (n=10)
		Product or brand trends	9% (n=1)
		Recommendation	6.5% (n=1)
		Brand/product review	3.4% (n=1)
Has the original intention of your watching live streaming on E-Commerce changed?	Has the original intention of your watching live streaming on E-Commerce changed?	Yes	78.7% (n=9)
		It depends	19.3% (n=2)
		No	2% (n=1)
What is the difference do you think between the traditional E-Commerce and live streaming E-Commerce? From the aspect of communication effect?	What is the difference do you think between the traditional E-Commerce and live streaming E-Commerce?	Communication is fast, fun, and efficient	66% (n=8)
		Communication is more persuasive	32% (n=4)

How do you choose which streamer to watch? What is the reason that keeps you watching him/her？		At free time	82.7% (n=10)
		Any time	17.3% (n=2)
Would you feel upset or disappointed if your favorite streamers suddenly disappear?		Yes	77% (n=9)
		No	33% (n=3)
Do you interact with streamers when you watch live streaming?		Yes	93% (n=11)
		No	7% (n=1)
Please name one or two your favorite streamers and why?		Li Jiaqi	88.4% (n=11)
		Wei Ya	11.6% (n=1)
Will you purchase only because you like the streamer when you watch his/her live streaming? Will you purchase products that you don't really need?	Will you purchase only because you like the streamer when you watch his/her live streaming?	Yes	66.9% (n=8)
		No	33.1% (n=4)
	Will you purchase products that you don't really need?	Yes	55% (n=7)
		No	45% (n=5)
. What do you think about the live streaming E-Commerce mode? Will you recommend to others?	What do you think about the live streaming E-Commerce mode?	Effective innovation	91% (n=11)
		Ineffective innovation	9% (n=1)
	Will you recommend to others?	Yes	85% (n=10)
		No	15% (n=2)
Are you interested in streamers' personal situation, like look, voice,		Personal situation	43% (n=5)
		Look	23% (n=3)
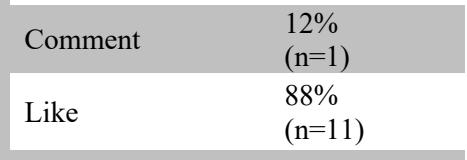
emotion, expression and so on?	Voice	21% (n=3)
	Emotion	11% (n=1)
	Others	2% (n=0)
Do you have interest in any other types of live streaming except E-Commerce?	Yes	87% (n=10)
	No	13% (n=2)
How do you react with streamers?	Comment	12% (n=1)
	Like	88% (n=11)
Do you think there are any negative sides of live streaming e-commerce？	Yes	17% (n=2)
	No	83% (n=10)