

Survey Questions Used for Data Collection of the Study “Beyond Shopping: The Motivations and Experience of Live Stream Shopping Viewers”

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DESCRIPTION

Supplementing the paper “Beyond Shopping: The Motivations and Experience of Live Stream Shopping Viewers”, here we publish the translated version of the questions used for our data collection (the original survey was conducted in Chinese). The attention check question was removed from the original survey. Also, the constructs (question categories) shown here are for information purposes only. The original survey did not include the constructs or categories to prevent any bias it may introduce.

SURVEY QUESTIONS USED FOR DATA COLLECTION

Demographic

1. How long have you been watching live stream *shopping* content?
 - 1) Never
 - 2) Less than 3 months
 - 3) Between 3 months and 6 months
 - 4) Between 6 months and 1 year
 - 5) Between 1 and 3 years
 - 6) More than 3 years
2. How long have you been watching or use live stream (for all types)?
 - 1) Never
 - 2) Less than 3 months
 - 3) Between 3 months and 6 months
 - 4) Between 6 months and 1 year
 - 5) Between 1 and 3 years
 - 6) More than 3 years
3. Age: _____
4. Gender:
 - 1) Male
 - 2) Female
 - 3) Prefer not to answer

Frequency / Intention

5. How many hours do you watch / use live stream shopping each week?

6. How often do you watch live stream shopping content?
 - 1) Once every 2 – 3 months or less
 - 2) About once a month
 - 3) Two or three times a month
 - 4) About once per week
 - 5) Three or more times a week
7. How often do shop by live stream shopping (including all apps)?
 - 1) Once every 2 – 3 months or less
 - 2) About once a month
 - 3) Two or three times a month
 - 4) About once per week
 - 5) Three or more times a week
8. Do you think you will keep **watching or using** live stream shopping content? If yes, do you intend to watch less / the same / more amount of live stream shopping content in the future?
 - 1) I do not plan to keep watching live stream shopping content
 - 2) I will keep watching or using, but less
 - 3) I will keep watching or using, in the same frequency as I am doing now
 - 4) I will keep watching or using more live stream shopping content

Motivation and Practices

The motivation and Experience watching or using live stream shopping: on the following pages we will list some statements about lives stream shopping. Based your own experience, please rate the statements on a scale from 1 to 5, with 1 for strongly disagree, and 5 for strongly agree. A 3 is neither agree nor disagree (neutral).

Entertainment

- Fun
 9. Watching live stream shopping content is fun and interesting
 10. Making purchases from live stream shopping content is fun and interesting.
 11. Shopping via live stream content makes me happy.
- Pass Time
 12. I watch live stream shopping content to avoid boredom.
 13. Watching live stream shopping helps me pass time.
- Escape
 14. When watching live stream shopping, I can forget about school, work, or other things.
- Spontaneity
 15. I watch live stream shopping content even if I don't plan to buy anything.

Information Seeking

- Browsing Variety

16. I gain new knowledge about the products showcased by the streamers.
17. I gain more knowledge from the streamer than I do from my own research online.
18. The live stream gives me access to a wide selection of products.

- Real-time Information

19. I can get an answer right away if I have a question about the products featured in live stream shopping
20. I can get information about the newest trends in products by watching live stream shopping content.
21. I watch live shopping streams so that I can exchange (to get or to give) information about products from / to other viewers.

- Deal / Value

22. I shop with live stream shopping to get a discount.

- Trustworthiness

23. Information about products provided by the streamers is more trustworthy than commercials, marketing materials, or other information available.
24. Watching live stream shopping reduces my uncertainty.

Socialization

- Community

25. When I watch a live stream, I feel that I am part of a community.
26. I like to interact with the streamers.
27. I interact with other viewers.
28. I see the streamers as my friends.

- Celebrity Endorsement

29. The streamers I watch or follow are celebrity or popular.

- Companionship

30. I like to have live stream shopping content on in the background even when I am not paying full attention.
31. Watching live stream shopping content makes me less lonely.

- Conformity / Bandwagon

32. Everybody else is watching live stream shopping, and I don't want to be left out.
33. I watch live stream because I want to have something to talk with my friends or family.

Experience

- Interactivity

34. I feel active when I watch live stream shopping.

- Usefulness
 35. Live stream shopping makes the shopping process simpler and more user-friendly.
 36. Live stream shopping saves me time, even compared with online shopping.
 37. Live stream shopping gives me the feeling of communicating face-to-face.

- Ease of Use
 38. the live stream shopping apps are easy to use.
 39. I can easily find the streams that I want to see.

- Novelty
 40. I watch live stream shopping because it is novel.
 41. Live stream shopping is different than TV shopping programs.
 42. I prefer watching live stream shopping than browsing text, images, and/or videos.

- 43. The quality of the live stream shopping: please rate the importance of the following aspects to your live stream shopping experience on a scale from 1 for not important at all to 5 for extremely important.
 - 1) The personality of the streamer.
 - 2) The attractiveness of the streamer (appearance, language etc.).
 - 3) The streamer is entertaining.
 - 4) The picture quality of the streaming video.
 - 5) Room / background settings.
 - 6) Product information overlaid on the live stream
 - 7) Product demonstration by the streamers
 - 8) Interaction with the streamer / viewers.
 - 9) The speed at which products are covered.
 - 10) Background music.
 - 11) Fewer items to help make purchase decision (too many choices can be confusing)
 - 12) The ability to purchase directly from the stream page (1-click purchase, no need to be redirected to another app).
 - 13) The convenient / fast switch between streamers.
 - 14) Disable information from unwanted sources (e.g. comments from other viewers).

- 44. Please list *all* platforms (apps) that you have used to *watch* live stream shopping.
 - 1) Taobao Live
 - 2) Douyin Live
 - 3) Kuaishou Live
 - 4) WeChat Live
 - 5) Weibo Live
 - 6) Red (XiaoHongShu) Live
 - 7) JD Live
 - 8) Suning Live
 - 9) MoGuJie Live
 - 10) Others _____

- 45. What types of product have you purchased with live stream shopping?
 - 1) Clothes, Shoes
 - 2) Jewelry & Watches
 - 3) Beauty / Health / Personal Care
 - 4) Electronics / Technology

- 5) Food / Drink
- 6) Baby / Toy
- 7) Grocery / Produce / Specialty
- 8) Home
- 9) Automotive / Car
- 10) Travel / Travel Services
- 11) Others

46. What are the top 3 reasons you like live stream shopping?

47. What are the top 3 aspects where the live stream shopping can be improved?