International Online Marketing to China:

How Live Streaming is influencing buying behaviour

(The Example of Taobao Live)

Questionnaire

(Needs to be translated into Chinese)

WHY TAOBAO LIVE AFFECTS BUYING BEHAVIOR ?

SURVEY: HOW HELPFUL IS TAOBAO LIVE TO YOU

1. Have services like Taobao Live ever helped you to find a new product?

() Yes

() No

1. How much time (approximately) do you spend on live streaming platforms like Taobao Live per week

() 0 hours

() 1-3 hours

() 4-6 hours

() 7-9 hours

() 10 hours or more

1. Do you agree that live streaming has provided more effective platforms for new products to draw people’s attention than other online media?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you think with services like Taobao Live you can seek out new products information initiatively (actively)?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you agree that live streaming helps to understand product’s use and characteristics more intuitively?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you agree that through live broadcast you can obtain more information about product quality?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you agree that through live broadcast you can obtain more detailed information about the product’s appearance?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you agree that platforms like Taobao Live provide high levels of interaction between the viewer and the live-streamer?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. How likely will live streaming encourage you to do online shopping?

() Very Likely

() Likely

() Neutral

() Unlikely

() Very Unlikely