International Online Marketing to China:

How Live Streaming is influencing buying behaviour

Questionnaire

(Needs to be translated into Chinese)

1. Where do you get the most information about new products?

（多选）Multiple choice:

[] Social Media

[] Television

[] Radio

[] Magazines/Newspapers

2. Time (approx.) spent on social media sites per week

() 0 hour

() 1-3 hours

() 4-6 hours

() 7-9 hours

() 10 hours or more

3. Time (approx.) spent on the mass media (TV, radio, magazine, newspaper

and so on) per week

() 0 hour

() 1-3 hours

() 4-6 hours

() 7-9 hours

() 10 hours or more

4. Do you agree that information searching is easier via social media

comparing to mass media (e.g. TV, radio, newspaper, and so on)?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Do you agree that social media has provided more effective platforms to

new products/services/brands to draw consumers’ attention than mass

media channels?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

6. Do you agree that advertisements/ reviews/ blog posts etc. have a higher

credibility than advertisements/ editorials/ other marketing means on mass

media?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

7. Do you search for related information on social media before a purchase?

() Always

() Often

() Sometimes

() Rarely

() Never

8. Which live-streaming platform(s) have you heard of? （多选）Multiple choice:

[] Taobao Live 淘宝直播

[] Duoduo Live by Buy Together 拼多多旗下多多直播

[] Yizhibo 一直播

[] Douyin 抖音

[] Kuaishou 快手

[] YY Live YY 直播

[] Weibo 微博

[] Guang.com 爱逛

[] WeChat 微信

9. Which of these platforms has ever helped you discover new brands or products? （多选）Multiple choice:

[] Taobao Live 淘宝直播

[] Duoduo Live by Buy Together 拼多多旗下多多直播

[] Yizhibo 一直播

[] Douyin 抖音

[] Kuaishou 快手

[] YY Live YY 直播

[] Weibo 微博

[] Guang.com 爱逛

[] WeChat 微信

[] None of these platforms

10. How likely social media tools encourage you to do online shopping?

()1

()2

()3

()4

()5

11. Do you think that with the social media sites, you are able to seek out

products/services information actively?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Gender

() M

() F

1. Age

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