International Online Marketing to China:

How Live Streaming is influencing buying behaviour

(The Example of Taobao Live)

Questionnaire

(Needs to be translated into Chinese)

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

（多选）Multiple choice:

[] Online Media

[] Television

[] Radio

[] Magazines/Newspapers

不是同一类型，第一项是社交媒体，其余三项是传播媒介，

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 online 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 live streaming has provided more effective platforms to

new products/services/brands to draw consumers’ attention than other online

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 live streams encourage you to do online shopping?

()1

()2

()3

()4

()5

11. Do you think that with the live streaming platforms, you are able to seek out

products/services information actively?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

1. Gender

() M

() F

1. Age

>25

建议将这一题型改成选择题

18岁以下

18—22

23—27

28—32

33—38

39 —44

45岁及

45岁以上

在讨论问卷之前，我想先和你讨论一下你的论文逻辑，不知道你是否赞同，但是我还是想先和你一起理一理：

例子：

社交媒体中用户知识分享对消费者购买行为的影响因素研究

——以“小红书”为例

社交媒体中的知识分享 1.用户互动、 消费者购买行为（消费者购买意愿）

2.感知风险和

3.接受者的专业能力

4.中介变量（知识共享内容和程度）

然后问卷各个问题设计是和各个因子相关的，通过答题者的反馈来验证以上因子是否准确。

而你的论文题目似乎和上次你发我的最后一版不一样了：

国际在线营销到中国:直播如何影响购买行为（以微博为例，看了问卷我觉得你“以微博为例”还是要的吧）

你的模型逻辑应该是

直播 ？ 消费者购买行为

我不是很清楚直播到消费者行为中间的影响路径，你可以解释一下吗？

还有就是我有些混乱你的关注点是社交媒体还是直播？我觉得这个问卷有些混乱。