International Online Marketing to China:

How Live Streaming is influencing buying behaviour

(The Example of Taobao Live)

Questionnaire

(Needs to be translated into Chinese)

Online media is more potent than the rest of the media vehicle in influencing

buying behavior in China.

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

（多选）Multiple choice:

[] The Internet

[] Television

[] Radio

[] Magazines/Newspapers

2. Time (approx.) spent on the Internet 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 the Internet comparing to mass media (e.g. TV, radio, newspaper, and so on)?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

假设1不是很重要 你设计了4道题会不会太多

Live streaming platforms provide a different environment for

foreign businesses to promote their products in China.

1. Do you agree that live streaming 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. How likely do live streams encourage you to do online shopping?

() 1

() 2

() 3

() 4

() 5

怎么突然变数字了， 哪个程度最强呢

7. Do you think that with the live streaming sites you are able to seek out

products/services information actively?

() Strongly Agree

() Agree

() Neutral

() Disagree

() Strongly Disagree

8. Do you watch product-related live streams before making a purchase?

() Always

() Often

() Sometimes

() Rarely

() Never

Taobao Live is more potent in influencing buying behavior than all other

live streaming platforms in China.

9. 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

10. 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

It is only the young adults and teenagers who could be influenced by marketing through live streaming.

1. Gender

() M

() F

1. Age

() 18岁以下

() 18—22

() 23—27

() 28—32

() 33—38

() 39—44

() 45岁及

() 45岁以上

题目是 中国的国际线上市场：直播如何影响购买行为 以淘宝直播为例

下面是我对你的论文理解：（若有不对请指正）

论文目的是来告诉所有想要进入中国市场的外商们：直播是卖产品的一个很好的方式。

然后你以淘宝直播为例告诉他们：直播是如何影响消费者购买行为（购买行为就是让消费者掏钱购买产品）

所以问题就很明朗了 你应该提出假设 来回答下面这个问号

直播 ？ 消费者购买行为

1. Online media is more potent than the rest of the media vehicle in influencing

buying behavior in China.

1. Live streaming platforms provide a different environment for foreign businesses to promote their products in China.
2. Live streaming platforms provide a different environment for foreign businesses to promote their products in China.
3. It is only the young adults and teenagers who could be influenced by marketing through live streaming.

以上是你的假设

我会偏向于假设1合理但是说服力不够，假设2、3不够具体，你只说到不同，究竟是什么不同之处，假设4会很奇怪——年轻人是直播影响购买行为的因素？

你的问卷是跟着假设走，但是假设有问题

我以为假设可以是

1. 淘宝直播比起网购可以直观的了解到物品的使用和特点
2. 直播的主播是影响消费者购买力行为的重要因素（薇娅和李佳琦）等等

类似这样再去整理一下

接着你要设计问卷去论证你的假设

（这边还是这样题目跟着假设走）

如果以上问题你都厘清楚了，你去发文卷，假设你发完问卷后拿到问卷结果，你将如何统计你的数据，你要如何处理数据来印证你的假设，在用这些方法时，对于设计问卷有什么要求？

我个人觉得效率和速度是很重要的事情，但是事情只想一半就匆匆忙忙去做容易做无用功，而且你已经领先别人很多了，已经在设计问卷了。