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

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

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