

Exploring User Experience and Perception of Live E-commerce Platforms in the Context of Chinese Tourism with a Politeness-Oriented Approach

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Abstract

In recent years, live e-commerce platforms in China have experienced rapid development and demonstrated excellent growth across various dimensions. However, there is still room for further improvement. As the quality of life continues to improve, the demand for tourism is also gradually expanding. The key challenge for live e-commerce platforms is how to make reasonable adjustments according to market demands. This study adopts the Critical Incident Technique (CIT) and takes a politeness-oriented approach to explore user experience and perception of live e-commerce platforms in the context of Chinese tourism. It also provides corresponding recommendations for the government, platforms, and merchants.

Keywords:

Live E-commerce Platforms;
E-commerce politeness;
User Experience;
Critical Incident Technique;
China Tourism.

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1. Research Background and Motivation

With the steady evolution of the internet and the comprehensive transformation of the e-commerce industry, various forms of e-commerce platforms have emerged in the market. After the outbreak of the COVID-19 pandemic, the Chinese public widely stayed at home, leading to a swift shift of leisure, entertainment, and shopping consumption from offline to online. This change undoubtedly accelerated the booming development of e-commerce. Livestream e-commerce, with its high interactivity, entertainment value, and convenient online shopping experience, has become deeply loved by a vast number of consumers, prompting rapid expansion in the market scale of livestream e-commerce platforms. Today, shopping through livestream e-commerce platforms has become an integral part of daily life. In recent years, as the quality of life continues to improve, the demand for tourism has been gradually expanding. Combining the convenient and efficient livestream e-commerce consumption model with tourism has become a feasible measure to enhance user experience and promote tourism economic growth. Although China's current livestream e-commerce platforms are relatively mature in many aspects, the increasing number of merchants and users on the platform, along with the rising transaction frequency, has led to escalating consumer demands on the platforms. Especially for non-Chinese users, the unfamiliar operating environment makes them particularly sensitive to perceived politeness behaviors when using the platform for the first time, directly affecting their purchase intentions and subsequent usage frequency. Therefore, continuously optimizing e-commerce politeness is crucial for livestream e-commerce platforms to enhance the experience for both domestic and foreign users.

In summary, it is essential to enhance user experience and optimize e-commerce politeness in live e-commerce platforms. Platforms should place great emphasis on continuously optimizing e-commerce politeness to improve user experience and increase user reliance on the platform. This study takes Chinese live

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e-commerce platforms and users as examples, employing the Critical Incident Technique (CIT) and adopting a politeness-oriented approach to explore user experience and perception of live e-commerce platforms in the context of Chinese tourism. It aims to provide targeted recommendations on e-commerce politeness, combining live e-commerce platforms with tourism.

2.Literature Review

2.1 Livestream E-commerce Industry

The livestream e-commerce industry combines live broadcasting with e-commerce, covering a series of activities such as real-time orders, live product demonstrations, instant Q&A interactions, and limited-time promotions. This form of e-commerce is highly interactive. (Wongkitrungrueng A & Assarut N, 2020) Among them, livestream technology provides a synchronous multi-sensory experience for both businesses and consumers, making it easier for businesses to bring emotions such as pleasure and excitement to consumers, thus increasing their purchase intention. (Wang Y., et al., 2022)Therefore, during livestreams, businesses in the industry chain need to create a high-quality experience for consumers, such as offering practical products, creating an entertaining atmosphere, and showcasing friendliness, to build a trust mechanism that promotes consumer purchasing behavior. (Wongkitrungrueng A and Assarut N, 2020) For businesses, the successful establishment of a trust mechanism is ultimately reflected in a significant increase in consumers' purchase intentions. In this process, research has found that consumers' perceived value, perceived ease of use, perceived trust, and perceived usefulness all have varying degrees of impact. These perceived factors all stem from the actual experience of consumers. (Qing C & Jin S., 2022) With the continuous development and maturity of mobile communication technology and virtual reality, the interactivity of livestreaming will improve, the content format will become more diverse, and the livestream e-commerce industry will continue to expand and may become the norm in future e-commerce.

2.2 Live E-commerce Platforms

E-commerce platforms can effectively promote interaction and transactions between merchants and consumers by introducing live streaming services, setting reasonable revenue sharing ratios, and signing fee policies (Zhang X et al., 2024). However, risks and opportunities coexist. When merchants join e-commerce platforms and use live streaming services, their core goal is to achieve profitability. Therefore, it is particularly important to effectively avoid risks and maximize benefits when selecting platforms. The research by Jiafu Su and others shows that merchants face both unique risks and systemic risks, mainly reflected in the management and control of cash flow in live transactions, technical expertise requirements in the live streaming field, public domain traffic support, competitive pressure from other retailers or platforms, and the maturity of the cold chain logistics system (2023). If live e-commerce platforms address these issues, they can attract more merchants to join. For consumers, the purpose of using live e-commerce platforms is for entertainment and consumption. The transparency brought by live streaming allows consumers to better understand products, sellers, and transaction processes, thereby reducing concerns about consumption uncertainty (Xu Y., et al., 2021). These user experiences can enhance their pleasure. A pleasant experience can keep users positive, and the existence of positive emotions can increase their purchase intention. The higher the positive emotions, the higher the purchase intention (Rahadhini M D et al., 2020).

2.3 E-commerce Politeness

In real life, politeness is widely regarded as a behavioral norm used to show mutual respect and friendliness in social interactions. It encompasses various aspects such as speech, actions, behavior, and attitude. Politeness plays a crucial role in people's daily lives, and its skillful use in the sales process can effectively enhance consumers' purchasing intentions and facilitate product acceptance (Triana H W et al., 2021). In the virtual environment of "human-computer interaction," politeness is defined as providing a comfortable experience for the other party, which is an essential requirement (B. Whitworth, 2005). In today's highly developed e-commerce world, many consumers have shifted from "buying products" to "buying experiences." In this context, e-commerce politeness in virtual environments on livestream e-commerce platforms becomes particularly important. Livestream e-commerce platforms serve as bridges between consumers and merchants, providing rich experience services. During the use of livestream e-commerce platforms, users typically regard good experiences as e-commerce politeness, and conversely, poor experiences as e-commerce impoliteness (I-Ching Chen & Jintong Huang, 2025). Livestream e-commerce platforms need to adapt based on real-time user data, ensuring users receive constant assistance and feel respected and comfortable, thus achieving e-commerce politeness (B. Whitworth & A. Ahmad, 2013). Research shows that when platforms demonstrate respect for users' rights, remember their preferences, and respond promptly to their needs, these actions are considered manifestations of e-commerce politeness, thereby increasing users' frequency of platform use and purchase intentions. Consequently, users are more inclined to choose platforms that provide a good experience and exhibit a high degree of e-commerce politeness when using livestream e-commerce platforms (I-Ching Chen & Shueh-Cheng Hu, 2017).

In summary, e-commerce politeness in the context of livestream e-commerce platforms has a profound impact on users' experiences. Nowadays, people seek a high-quality life and better experiences on livestream e-commerce platforms. However, e-commerce politeness influences user experience, and livestream e-commerce platforms should optimize and refine every detail of e-commerce politeness. Although many studies have discussed livestream e-commerce platforms, research on e-commerce politeness in livestream e-commerce is still insufficient. Therefore, this study uses critical incident techniques to collect key events from Chinese livestream e-commerce platform users and analyze the impact of e-commerce politeness on user experience in livestream e-commerce platforms.

3. Research Method

3.1 Critical Incident Technique (CIT)

Critical Incident Technique (CIT), proposed by American scholar Flanagan in 1954, is an objective research method widely used in talent selection, job analysis, and performance evaluation. CIT places researchers in an optimal position to record specific behaviors, categorizing them into the most satisfactory and least satisfactory parts for necessary observation and evaluation, thereby gaining an in-depth understanding of the subjects' psychology. (Flanagan., 1954)

Over the past 70 years, CIT has been widely applied in various fields of research and has become highly mature. Here are a few examples from numerous studies: De Lange et al. used CIT in the agricultural field to identify factors affecting the success of farmers in Sub-Saharan Africa, highlighting that successful farmers need to have strategic vision in agricultural operations. (2025) Eleni and Ph utilized CIT in sociology to delve into the complexity and situational dependency of social work values and ethics learning during field internships. The research results clearly show that positive workplace learning experiences during internships become a powerful driver for students to apply and expand their ethical theoretical knowledge, forge moral skills, and shape their identities as ethical professionals. (2016) Maharaj et al. employed CIT in the medical field to investigate the various and complex factors influencing women in Trinidad and Tobago to start and abuse drugs, providing a theoretical foundation for subsequent medical treatment. (2005)

3.2 Research Design

This study focuses on exploring the impact of e-commerce politeness on user experience on livestream e-commerce platforms. Considering that users often use livestream e-commerce platforms multiple times, this study adopts the Critical Incident Technique (CIT) from qualitative research methods to deeply understand users' perceptions of e-commerce politeness on these platforms. From the users' perspective, we collect key incidents regarding e-commerce politeness that respondents found most satisfactory and most unsatisfactory during their use of livestream e-commerce platforms (Flanagan, 1954). This forms the analytical basis for user experience of e-commerce politeness on these platforms, referring to the questionnaire design method of Bitner et al. (1990). To collect data more efficiently, this study uses online questionnaires conducted through an online platform. During the questionnaire design stage, to ensure the accuracy and utility of the research data, we carefully selected respondents who use livestream e-commerce platforms at least once every three days on average. We collected key incidents of their most satisfactory and most unsatisfactory experiences on the platform, and further explored the respondents' suggested improvements for unsatisfactory incidents and their willingness to continue using the platform. The questionnaire collection period was from December 21, 2024, to January 5, 2025, lasting 16 days. The collected data were thoroughly analyzed and organized to provide reliable support for studying the impact of e-commerce politeness on user experience on livestream e-commerce platforms.

4. Data Analysis

4.1 Data Analysis

This study collected 136 questionnaires. After excluding 12 questionnaires that were off-topic or had irrelevant responses, 124 valid questionnaires were obtained for analysis. These included 117 satisfactory incidents and 124 unsatisfactory key incidents, totaling 241 incidents. Flanagan mentioned in his research on the Critical Incident Technique (CIT) that if the activity is relatively simple, only 50 to 100 incidents need to be analyzed; for more complex activities, thousands of incidents may be required. Since the respondents and activity attributes of this study are clear and relatively simple, the current sample size meets the requirements of this research method (Flanagan, 1954). Among the respondents, in terms of gender, 36% were male, and 64% were female. In terms of age, 3% were 18 years old and under, 35% were aged 19 to 24, 41% were aged 25 to 34, 15% were aged 35 to 44, and 6% were aged 45 and above. Regarding education, 8% had a high school education or below, 19% had a college diploma, 51% had a university degree, and 24% had a master's degree or above. From an occupational perspective, 33% were students, 37% were employed, 17% were unemployed or job-seeking, and 13% were retired.

4.2 Classification Principles

From the valid questionnaires collected in this study, a total of 117 satisfactory key incidents and 124 unsatisfactory key incidents were obtained. Researchers initially reviewed and categorized the key incidents. The satisfactory key incidents were categorized as: customer service, platform functionality, precise recommendations, product diversity, information transparency, and promise reliability. The unsatisfactory key incidents were categorized as: customer service, platform functionality, precise recommendations, regulatory mechanism, and privacy protection. Some related attributes were consistent between the satisfactory and unsatisfactory key incidents, so the same naming was used. Table 1 clearly shows the classification names and detailed descriptions of the satisfactory and unsatisfactory key incidents.

Table 1: Classification and Description of Key Incidents

Classification Names	Detailed Description
Customer Service	Refers to a series of support or assistance provided to users on live e-commerce platforms, including human customer service and chatbot assistance.
Platform Functionality	Refers to various features provided by live e-commerce platforms, which include live streaming features (scheduled live broadcasts, live replay, high-definition smooth experience, etc.), e-commerce features (product display, shopping cart, order management, payment and checkout, etc.), and social features (interactive functions, sharing options, etc.).
Precise Recommendations	Refers to the service where live e-commerce platforms use big data and artificial intelligence technologies to recommend personalized live content, discounts, and products to users based on their interests and behavioral characteristics.
Product Diversity	Refers to the richness and variety of product categories and types on live e-commerce platforms, covering multiple areas from daily necessities to high-end luxury goods, and from physical products to service-based products.
Information Transparency	Refers to the clear and accurate disclosure of practices and policies related to data collection, usage, and sharing by live e-commerce platforms during their operation.
Promise Reliability	Refers to the clear commitments and assurance measures made by live e-commerce platforms to enhance consumer trust and shopping experience, focusing on aspects such as product quality, service standards, and after-sales service.
Regulatory Mechanism	Refers to the series of regulatory measures and systems implemented by live e-commerce platforms to ensure healthy development, protect consumer rights, and maintain platform and market order.
Privacy Protection	Refers to the rules, technologies, and management methods provided by live e-commerce platforms to ensure the security of users' personal information and data, preventing unauthorized access, use, or disclosure.

Table 2: Detailed Background Information of the Three Classifiers. These classifiers have extensive experience in the e-commerce industry and have been actively engaged in live e-commerce platforms for a long time, paying particular attention to courteous behavior in e-commerce on these platforms. Therefore, this study specifically invited these three classifiers to validate the classification of the consumer experience questionnaires on live e-commerce platforms, distinguishing between satisfactory and unsatisfactory key incidents to ensure these incidents are closely related to the research theme. The subsequent classification work was continued only after the three classifiers unanimously confirmed the classification results of this study.

Table 2: Background Information of the Classifiers

Classifiers	Job Position	Work Experience
Classifiers 1	Operations Manager at a Live E-commerce Company	Has been working in the live e-commerce field for many years, possesses extensive industry experience, and is proficient in real-time live data analysis, account operation, and marketing strategy formulation.
Classifiers 2	E-commerce Lecturer at a University	Has been an e-commerce lecturer for many years and has extensive theoretical knowledge of e-commerce.
Classifiers 3	Backend Designer at a Live E-commerce Platform Company	Familiar with the design rules of live e-commerce platforms in China, has been engaged in e-commerce backend design for 10 years, continuously exploring and understanding consumer preferences.

4.3 Quality of measurement

4.3.1 Reliability Analysis

Reliability refers to the consistency of measurement results obtained by repeatedly measuring the same variable using the same method. In the reliability analysis of CIT, two main aspects are usually examined: "Intra-coder reliability" and "Inter-coder reliability". The former assesses the consistency of the same coder in categorizing the same incident at different times, while the latter focuses on the consistency of different coders in categorizing the same incident. When the reliability analysis exceeds 0.8, the CIT research results are considered acceptable. (Flanagan, 1954)

In this study, after all three classifiers agreed on the classification of satisfactory and unsatisfactory key incidents, the first classification work was conducted. After the three classifiers reached a consensus, the first classification of key incidents and unsatisfactory incidents was carried out. After an interval of 30 days, the three classifiers were asked to classify again. The data from the two classifications were collected and integrated, and the classification results of the three classifiers were compared and analyzed. The number of mutual consistencies among classifiers - satisfactory incidents is shown in Table 3, and the number of mutual consistencies among classifiers - unsatisfactory incidents is shown in Table 4.

Table 3: Number of Mutual Consistencies Among Classifiers - Satisfactory Incidents

Number of Mutual Consistencies	Classifier 1	Classifier 2	Classifier 3
Classifier 1	108	—	—
Classifier 2	88	96	—
Classifier 3	91	87	112

Table 4: Number of Mutual Consistencies Among Classifiers - Unsatisfactory Incidents

Number of Mutual Consistencies	Classifier 1	Classifier 2	Classifier 3
Classifier 1	111	—	—
Classifier 2	93	106	—
Classifier 3	94	99	119

Based on the data from Tables 3 and 4, this study verifies the inter-rater reliability among the three classifiers. The formula is as follows:

$$A = \frac{2M_{12} + 2M_{23} + 2M_{13}}{n_1 + n_2 + n_2 + n_3 + n_1 + n_3}$$

$$R = \frac{(N \times A)}{1 + [(N-1) \times A]}$$

Where:, R = Reliability

N = Number of judges

A = Average interjudge agreement

M = Number of agreements between judges (e.g., M₁₂ is the number of samples classified the same by the first and second judges)

n = Number of samples classified by each judge (e.g., n₁ is the number of samples classified by the first judge)

Using the above formula for calculations, we obtained Table 5, the reliability classification table.

Table 5: Classification Reliability Table

BBT Classification	Average Mutual Consistency Level (A)	Reliability (R)
Satisfactory	0.842	0.941
Unsatisfactory	0.851	0.945

The data in Table 5 shows that the average mutual consistency is higher than 0.8, indicating stable and consistent classifier results. The reliability is also higher than 0.8, demonstrating good classification consistency. This questionnaire survey has passed the reliability test, providing reliable data and classification basis for subsequent research, thus promoting the rigorous development of the study.

4.3.2 Validity Analysis

Validity refers to the degree to which a measurement tool accurately measures what it is intended to measure, reflecting the effectiveness and accuracy of the measurement method. It mainly includes expert validity, content validity, and face validity. From the perspective of expert validity, experts in relevant fields are invited to confirm the classification names and categorize critical incidents to ensure the research remains aligned with the theme of e-commerce politeness, thereby guaranteeing the scientific nature of the study. Content validity ensures that the research covers relevant aspects of e-commerce politeness on livestream e-commerce platforms by using the Critical Incident Technique (CIT) to delve into user experiences, thus providing a comprehensive analysis of livestream e-commerce platforms in terms of e-commerce politeness. Face validity ensures that the characteristics of e-commerce politeness are understood and accepted by livestream e-commerce platform users. In summary, this study uses e-commerce politeness as an entry point to explore its impact on user experience on livestream e-commerce platforms, aiming to enhance user comfort and platform dependency. (Lynn, 1986 ; Haynes, 1995 ; Bolarinwa, 2015)

4.4 Classification Results

After categorizing the collected critical incidents based on their classification names and counting the number of incidents, this study aims to gain a deeper understanding of the impact of each category on user experience on livestream e-commerce platforms. The study selects two incidents from both the satisfactory and unsatisfactory critical incidents as examples and conducts data analysis for each category. The examples of critical incidents and data analysis are as follows: Table 6: Examples of satisfactory critical incidents. Table 7: Examples of unsatisfactory critical incidents. Table 8: Data analysis of satisfactory critical incidents. Table 9: Data analysis of unsatisfactory critical incidents.

Table 6: Examples of Satisfactory Critical Incidents

Category	Example 1	Example 2
Customer Service	When using the live e-commerce platform, if encountering a merchant with a bad attitude, the platform's customer service will proactively intervene to resolve the issue.	During a shopping experience on the live e-commerce platform, I mistakenly caused an issue with my order. Upon consulting the platform's customer service, they responded quickly and resolved the problem efficiently.
Platform Functions	I discovered that the platform has a very convenient product search and filter function, which significantly reduced my search time.	It reminds me of the streaming times of the broadcasters I follow, and also sends notifications when they go live.
Precise Push Notifications	I want to buy a digital camera, and the platform accurately lists related products based on my preferences. It also prioritizes live streaming rooms with good reviews and high cost performance.	When buying clothes, entering keywords will recommend similar clothing items.
Diverse Products	You can buy many high-quality and affordable products on the live streaming platform.	The variety of products available allows for the purchase of items that are not available offline.
Transparent Information	The product information on the current live e-commerce platforms is relatively transparent, and the credibility is quite high.	The platform provides detailed product information and user reviews, allowing me to comprehensively understand the products and make informed purchasing decisions.
Commitment to Security	I can return the goods at any time before they are shipped.	Apology for service failure and providing cash compensation to protect my rights.

Table 7: Examples of Unsatisfactory Critical Incidents

Category	Example 1	Example 2
Customer Service	Conflicts with merchants are not resolved by the platform.	The platform's customer service did not effectively resolve the issue and only provided formulaic responses.
Precise Push Notifications	Sometimes the platform's recommended products do not match my interests, causing me to spend a lot of time filtering through to find items I am genuinely interested in.	Sometimes it redirects to live streams of items I don't like.
Platform Functions	The remarks section during the purchase process is not prominent, making it difficult to find and easy to forget.	The platform's address entry and deletion functions are cumbersome, and sometimes the buttons are hard to find.
Regulatory Mechanism	The live streaming content is vulgar and exaggerates product information, resulting in false advertising.	Ignoring abusive language and not penalizing disrespectful remarks.
Privacy Protection	On live streaming platforms, it's easy for privacy to be compromised, which can affect my life.	Sometimes it's easy for privacy to be compromised, and it can lead to harassment.

This study categorizes and analyzes key satisfactory and unsatisfactory incidents. The following Table 8 contains the data statistics for classified satisfactory incidents, Table 9 contains the data statistics for unsatisfactory key incidents.

Table 8: Data on Key Satisfactory Incidents

Classification of Key Satisfactory Incidents	Number of Classifications by Classifier 1	Number of Classifications by Classifier 2	Number of Classifications by Classifier 3	Average Number of Items	Average Ratio
Customer Service	15	27	13	18.33	16%
Platform Functions	31	24	16	23.66	20%
Precise Push Notifications	24	24	32	26.66	23%
Diverse Product Offerings	15	18	18	17	15%
Transparent Information	13	10	11	11.33	10%
Commitment to Security	19	14	27	20	17%

Table 9: Data on Key Unsatisfactory Incidents

Classification of Key Unsatisfactory Incidents	Number of Classifications by Classifier 1	Number of Classifications by Classifier 2	Number of Classifications by Classifier 3	Average Number of Items	Average Ratio
Customer Service	17	23	29	23	19%
Platform Functions	24	23	22	23	19%
Precise Push Notifications	16	22	22	20	16%
Regulatory Mechanisms	53	39	38	43.33	35%
Privacy Protection	14	17	13	14.66	12%

Data Analysis indicates that there are commonalities between satisfactory and unsatisfactory critical incidents, and a significant proportion of critical incidents share the same category names. This suggests that if livestream e-commerce platforms effectively address these three types of issues, they can greatly enhance user comfort during the usage process.

5. Conclusion and Recommendations

5.1 Conclusion

The data shows that there are commonalities between satisfactory and unsatisfactory critical incidents, and a significant proportion of critical incidents share the same category names. This suggests that if livestream e-commerce platforms effectively address these three types of issues, they can greatly enhance user comfort during the usage process.

5.2 Results and Recommendations

Currently, China's live e-commerce platforms are relatively well-developed and continue to improve. However, there is little analysis from the perspective of e-commerce etiquette. This study analyzes live e-commerce platforms from the perspective of e-commerce etiquette, collecting data from some regions in China, and using CIT to deeply explore the impact of e-commerce etiquette on user sensory experience. Recommendations are made for the government, platforms, and merchants in three aspects.

5.2.1 Recommendations for the Government

In this study, our recommendations for the government mainly focus on strengthening regulatory mechanisms. Regarding regulatory mechanisms: The government should implement real-time supervision of live e-commerce platforms and carry out irregular spot checks to ensure that the operating enterprises remain vigilant and cautious, promptly responding to and improving issues and suggestions raised by users. Such measures can enhance the platform's credibility, increase user satisfaction and trust, and promote the healthy development of the live e-commerce industry. The government should keep pace with the development of live e-commerce platforms and formulate practical rules and policies. This can protect the rights and interests of platform users and promote the sustainable and healthy development of the live e-commerce industry. Besides regulatory mechanisms, in terms of precise push notifications that improve the e-commerce user experience, the government should fully utilize the advantages of live e-commerce platforms to develop special tourism projects.

5.2.2 Recommendations for Livestream E-commerce Platforms

In this study on livestream e-commerce platforms, e-commerce politeness is defined as the user experience while using the platform. A pleasant experience, which makes users feel e-commerce politeness, can lead to emotional attachment, transforming into loyalty towards the platform. Once a loyal user base is established, it becomes difficult for competitors to sway these customers even with lower prices and innovative distribution strategies (Ram J & Xu D, 2019). Therefore, livestream e-commerce platforms must place great importance on user loyalty. The research data indicate that users feel e-commerce politeness and impoliteness in areas such as customer service, platform features, and precision push. Platforms should focus on optimizing these three aspects. Below are platform-level recommendations for these three areas:

Recommendations for Platforms Based on E-commerce Etiquette in Live E-commerce Platforms.

Customer Service: Platforms should continuously improve the efficiency of problem-solving, deeply understand user needs, and enhance the convenience of intervention in solving problems. To achieve this, platforms need to collect frequently occurring issues and quickly formulate solutions based on user needs to ensure rapid responses and problem resolution. When facing difficult problems, platform customer service should remain patient, fully understand user needs, and provide effective emotional support. This helps not only in alleviating current issues but also in resolving future problems.

Platform Functions: The interface can set up prominent quick feedback windows and reward users who provide feedback. Additionally, through software advertisements or message notifications, guide users to understand the feedback mechanism. Upon receiving feedback, the platform should promptly respond and make corresponding adjustments to ensure that users' voices are valued and quickly implemented.

Precise Push Notifications: Platforms should strengthen the in-depth analysis of user usage data to achieve more accurate content pushes, striving to avoid frequent and homogeneous pushes to prevent user dissatisfaction and the perception of the platform lacking etiquette.

5.2.3 Recommendations for Livestream E-commerce Platform Merchants

In live e-commerce platforms, optimizing e-commerce etiquette is not only the responsibility of the platform itself but also merchants play a crucial role. Merchants need to closely monitor and align with relevant government policies and conduct in-depth market analysis to develop marketing strategies for the tourism industry. By flexibly adjusting marketing strategies, merchants can gain greater benefits on live e-commerce platforms. In terms of product diversity, considering the significant differences in user preferences across different regions and curiosity about unfamiliar products, merchants should enrich the variety of products while strictly complying with laws, regulations, and platform rules. For example, they can introduce products with local characteristics to meet the needs of different users. Additionally, merchants can offer customized packages for different tourist areas in live streams for consumers.

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