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Exploring the influence of technology affordance on purchase intention through immersion in Shopee live streaming shopping in Indonesia

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ARTICLE INFO	ABSTRACT
	This research focuses on viewers purchasing intentions through Shopee live streaming shopping. The aim of this research is to find out how visibility, metavoicing, and guidance shopping on affordance technology can influence purchase intention on Shopee live streaming shopping which is mediated by the immersion variable. The sample used was 241 respondents. Data processing was carried out using SmartPLS and collected through an online questionnaire. The research results show that (1) Visibility has a negative and significant effect on immersion. (2) Metavoicing has a positive and significant effect on immersion. (3) Guidance Shopping has a positive and significant effect on immersion. (4) Immersion has a positive and significant effect on purchase intention. (5) Visibility has a negative and significant effect on purchase intention with immersion as mediation, (6) Metavoicing has a positive and significant effect on purchase intention with immersion as mediation. (7) Guidance Shopping has a positive and significant effect on purchase intention with immersion as mediation.

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INTRODUCTION

In Indonesia there are several e-commerce platforms such as Tokopedia, Shopee, Lazada, Blibli, and Bukalapak. Of course, each platform competes to get the most customers and users. That way, each platform has its own advantages that suit its target market. Such as providing attractive promotions, holding events, providing trusted sellers, product diversity, and providing other latest innovations. And for this research we will use Shopee as the object.

Shopee was founded in February 2015 and in the same year in December Shopee officially entered Indonesia. Not only in Indonesia, Shopee was also officially launched in several other regions such as Singapore, Malaysia, Thailand, Taiwan, Vietnam and the Philippines (Shopee, n.d.). To date, Shopee has been accessed by many users. It is not surprising that Shopee will continue to provide the best innovations for their platform. Based on data from SimilarWeb for the number of e-commerce site visits in Indonesia in September 2023, Shopee was ranked first for the highest number of site visits, namely 237 million visits. In the same period the Tokopedia site achieved 88.9 million visits, the Lazada site 47.7 million visits, the Blibli site 28.9 million visits and the Bukalapak site 11.2 million visits.

In 2019 Shopee launched an innovation, namely the Shopee Live Streaming feature (Shopee, 2023). This feature can be used as a sales medium and real-time interaction between sellers and buyers. Shopee also makes it easier for sellers to carry out online promotions. Usually, buyers only see products

from images and text, but with live streaming shopping, buyers can see product details in real-time (Wongkitrungrueng & Assarut, 2020). Initially, live streaming was used to broadcast video games and e-sports (Hilvert-Bruce et al., 2018). Based on data (Statista, 2022) survey of shopping interest from live shopping promotions in Indonesia, which was conducted in October 2022, of the 6,756 respondents, 50% stated they were interested in buying goods from live shopping promotions.

Technology affordance in live streaming shopping is a technological feature or capability that enables and supports the shopping experience through live broadcasts which consists of the three dimensions of Visibility, Metavoicing, and Guidance Shopping. It is very important to know how buyers perceive the live streaming shopping feature provided by the Shopee platform. Immersion is a form of attitude or response from the audience to the activity which makes the audience immersed in the live streaming activity (M. Y.-C. Yim et al., 2017). This refers to the immersive experience and involvement of consumers in the shopping process directly through live broadcasts which refers to the role of technology or platforms that facilitate that experience.

This research will be conducted in Indonesia. The Shopee Live Streaming Shopping phenomenon is quite big if we pay attention to society, focusing on the large number of live streaming viewers and regardless of age. The writer wants to know whether Shopee live streaming shopping viewers in Indonesia have purchase intentions in the future with technology affordance, and how viewers feel immersion in these live streaming activities. The Live Streaming Shopping phenomenon which is currently developing in Indonesia is the basis for this research.

This study is focused on viewers of live streaming shopping on the Shopee platform who have the intention of buying products on Shopee live streaming by utilizing technology affordance through immersion as mediation.

LITERATURE REVIEW

Theory Affordances
Technology affordances is based on Affordances Theory which was introduced by psychologist James J. Gibson in his book entitled "The Ecological Approach to Visual Perception". This theory places emphasis on the relationship between the environment and individuals, especially in the context of human interaction with the surrounding environment. Affordances can be described as properties or characteristics of objects or environments that provide clues or signals about how users can use or interact with those objects or environments. In other words, affordances are the possibility of action or interaction that can be provided by an object or environment (James J. Gibson, 1979). Affordances theory has applications in various fields, including psychology, design, and human-computer interaction.

Visibility towards immersion
According to (Yim et al., 2017) that visibility and immersion have an influential impact on each other. Because live streaming shopping is able to stream several essential functions. From one side, live streaming shopping is a form of product presentation that is highly visible through online videos that are broadcast live. This is because consumers need more detailed product information to make purchasing decisions (Lu et al., 2018).

Therefore, they focus their attention on live streaming shopping to obtain more in-depth product information, creating in them the feeling of being fully involved in the shopping experience. The clarity and activity of live streaming shopping makes it easier to attract the attention of potential buyers (Dong et al., 2016). Hence, the audience feels that they are completely immersed in the shopping process. When they watch a live broadcast, they feel part of the experience, and this immersion factor is critical in converting interest into purchasing action.

Metavoicing towards immersion
Based on research (Zhepeng Lv et al., 2018) it is stated that there is a direct relationship between metavoicing affordances and immersion, and it is stated that through interaction between the audience and both sellers and fellow viewers, it can increase the interest and focus of potential buyers when they are watching live streaming shopping. This is something that is possible through metavoicing affordance, namely a feature that allows direct communication between viewers and hosts in the context of live broadcasts such as using the comments column available on live streaming which will create interaction (Jiaming Fang et al., 2018). The creation of interactive communication that takes place in real time, which gives potential buyers the impression that the host is a responsive and friendly individual (Dong & Wang, 2018).

Guidance Shopping towards immersion
According to (Yim et al., 2017) states that guidance shopping has a positive relationship with immersion, because the audience's attention to live streaming shopping is greatly influenced by their subjective perceptions regarding personal needs that are paid attention to and adjusted. In the context of live streaming shopping, when consumers feel that the live streaming is relevant to their personal needs or preferences, this can lead to their immersion and concentration when watching. This subjective perception reflects how consumers assess the relevance of the product or service offered to their personal needs or desires (Dong & Wang, 2018). When live streaming feels relevant, consumers tend to be more engaged in the viewing process, because they see the potential for a solution that suits their needs.

Immersion towards purchase intention
According to (Yim et al., 2017) which provides results showing that the level of immersion has a direct positive impact on consumer purchase intention in the future. The higher the level of interaction between potential buyers and the host in live streaming shopping, the greater the possibility of potential buyers being carried away while watching. By being immersed in potential buyers, it will have a direct impact on whether potential buyers feel that the experience of watching live streaming shopping is enjoyable or vice versa. When potential buyers can see the value and benefits of the activity, potential buyers cannot avoid the activity (Jiaming Fang et al., 2018). And if they feel that watching live streaming shopping is a pleasant experience, their tendency to make purchase intention will also increase (Yim et al., 2017).

Visibility towards purchase intention with immersion as mediation
Visibility refers to the extent to which a product, seller, or content can be seen and recognized by viewers during a live streaming session. The higher the visibility, the greater the opportunity for the product to attract consumers' attention and encourage them to consider purchasing (Sun et al., 2019). However, the relationship between visibility and purchase intention is not direct but is mediated by the immersion variable. Immersion, or deep involvement, refers to the degree to which consumers feel involved and immersed in the live streaming experience.

Metavoicing towards purchase intention with immersion as mediation
Metavoicing has an important role in forming purchase intention through its influence on the level of audience involvement or immersion. Metavoicing enables direct interaction between hosts and viewers through comments, questions, and other voice responses, which in turn increases feelings of engagement and connection with the content displayed. Through immersion, viewers feel more emotionally involved in the live streaming experience, which can increase their tendency to purchase the products offered (Zhepeng Lv et al., 2018). Immersion as a mediating variable plays a role in connecting metavoicing with purchase intention by strengthening its influence on purchase intention.

Guidance Shopping on purchase intention with immersion as mediation

Guidance shopping, which includes help and direction provided by the host regarding the product, plays an important role in shaping purchase intention through its effect on the viewer's level of immersion. Guidance shopping involves a host providing detailed information, usage demonstrations, and tips and suggestions that help viewers understand the product better (Yim et al. 2017). This interaction increases viewer engagement, making them feel more connected and immersed in the live streaming experience. When viewers feel more emotionally and cognitively involved, they tend to have higher immersion, which then increases their intention to make a purchase through live streaming shopping (Sun et al., 2019).
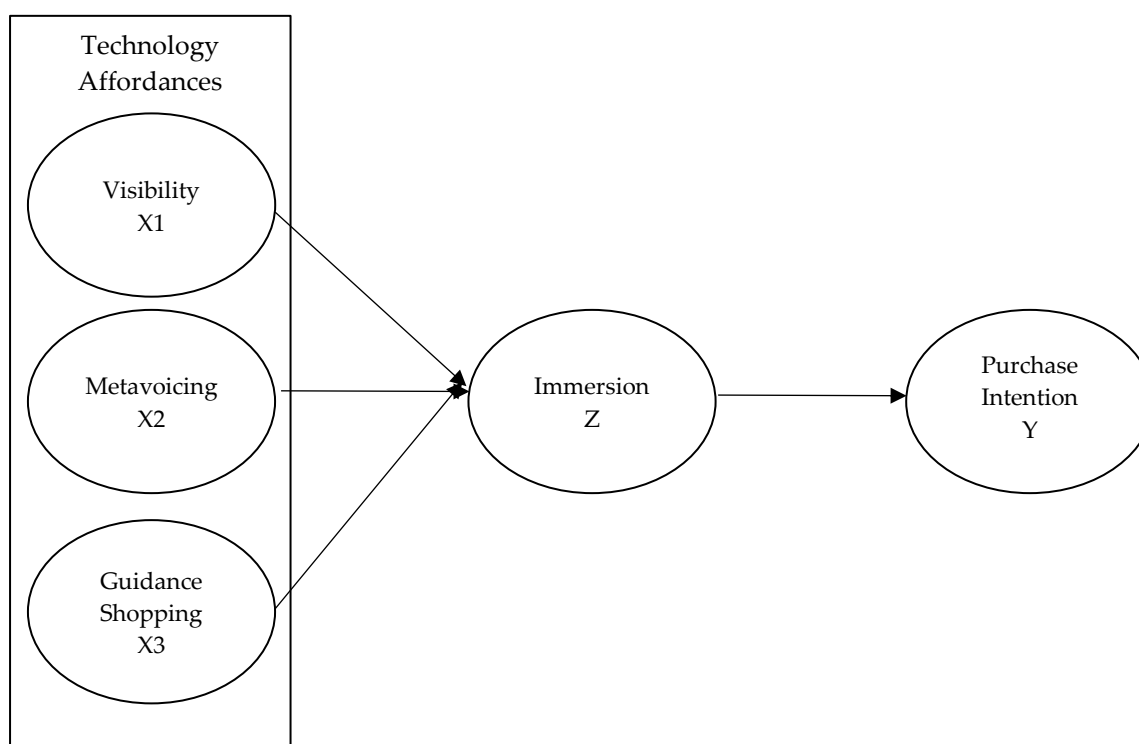
Conceptual Framework

Figure 1. Conceptual Framework

METHOD

Research types in this study are quantitative descriptive location and time in Indonesia, April 2024. The population in this research is Shopee live streaming shopping viewers in Indonesia who will become potential buyers of products via live streaming. The sample for this research must consist of viewers of live streaming shopping on Shopee and have never made a purchase via Shopee live. In this research, there are 19 indicators. Therefore, here are the number of samples used:

$$\text{Sample} = \text{Number of Indicators} \times 10$$
$$= 19 \times 10$$
$$= 190$$

The researcher employed purposive sampling as the sampling method. The validity assessment of the measurement model in this study utilized two validation methods: convergent validity and discriminant validity, conducted as part of the data analysis categorization using Partial Least Squares (PLS). Reliability testing was performed following the validity test, as evidenced by Cronbach's alpha and composite reliability values. Additionally, the structural model was assessed by testing R-square and Q-square to understand the correlation impact and orientation of relationships between variables, as well as evaluating the significance of these relationships. In this study, four factors were considered:

three independent variables (visibility, metavoicing, and guidance shopping), one mediating variable (immersion), and one dependent variable (purchase intention).

Table 1. Operational Definitions

Variable	Variable Definition	Indicator	Source
Purchase Intention	Purchase Intention is defined as a viewer's potential intention to make a purchase via Shopee live streaming.	1. Viewers choose live streaming shopping for shopping. 2. Viewers intend to shop via live streaming shopping. 3. Viewers will shop via live streaming shopping.	(Chen et al., 2017)
Visibility	Visibility is defined as product visuals or live streaming visuals visible to Shopee live streaming viewers.	1. Live streaming shopping shows viewers pictures and videos of product details. 2. Live streaming shopping makes product details visible to viewers. 3. Live streaming shopping provides viewers with information about how to use the product. 4. Live streaming shopping helps viewers depict products as they would in the real world.	(Dong & Wang, 2018)
Metavoicing	Metavoicing is defined as the interaction that occurs or the space provided for interaction between the host and the audience on Shopee live streaming.	1. Live streaming shopping allows viewers to comment on products. 2. Live streaming shopping allows viewers to react to the host's input regarding products. 3. Live streaming shopping allows viewers to receive opinions from hosts about products. 4. Live streaming shopping allows viewers to join in the host's open discussion about products. 5. Live streaming shopping allows viewers to share their shopping experience with the host.	(Dong & Wang, 2018)
Guidance Shopping	Guidance Shopping is defined as host interaction in providing opinions and guidance during Shopee live streaming.	1. Hosts on live streaming shopping can provide viewers with information about alternative products they want to buy. 2. Hosts on live streaming shopping can help viewers determine the products they need without any restrictions. 3. Hosts on live streaming shopping can help viewers identify which products suit their needs. 4. Hosts on live streaming shopping can provide products that suit my needs.	(Dong & Wang, 2018)

Immersion	Immersion is defined as the audiences focus during Shopee live streaming.	1. Viewers find live streaming shopping fun. 2. Viewers find live streaming shopping interesting. 3. Viewers feel focused when watching live streaming shopping.	(Yim et al., 2017)

RESULT AND DISCUSSION

In testing the estimation model (external model), the reliability and validity measurement methods are thoroughly examined. Legitimacy testing demonstrates the extent to which the estimation instrument measures the desired constructs. Validity testing assesses the instrument's quality, describing its validity and the extent to which a concept can be effectively applied. Not all aspects are determined solely by measures (Hair et al., 2014). The average variance extracted (AVE) values exceed 0.5, and factor loadings are greater than 0.7, thus passing the validity test. The validity test in this study meets the minimum criteria for construct validity testing. The experimental results should be evident in the reliability and validity measures of the estimation model.

Table 2. Validity and Reliability

Constructs	Items	Loading	Cronbach's Alpha	CR	AVE
Purchase Intention	I will choose Shopee live streaming for shopping	0,869	0.849	0.908	0,768
(PI)	I intend to shop via Shopee live streaming	0,897			
	I will shop via Shopee live streaming	0,862			
Visibility	Shopee live streaming provides me with detailed product images and videos	0,840	0.862	0.906	0,707
(V)	By watching Shopee live streaming, I can see the products clearly and in detail	0,855			
	Shopee live streaming can provide information about how to use the product	0,846			
	With Shopee live streaming it helps me get an overview of the product as it really is	0,821			
Metavoicing	I can provide comments regarding products on Shopee live streaming	0,772	0.853	0.894	0,628
(MV)	I can respond to host input regarding products on Shopee live streaming	0,815			
	I can receive opinions from hosts regarding products on Shopee live streaming	0,810			
	On Shopee live streaming allows me to join in discussions about products with the host	0,761			
	Shopee live streaming allows me to share my shopping experience with the host	0,802			
Guidance Shopping	Hosts on Shopee live streaming can provide me with information about alternative products that I want to buy	0,783	0.773	0.854	0,595
(GS)	Hosts on Shopee live streaming can help me determine the products needed without any limitations	0,776			

	The host on Shopee live streaming can help me identify which products suit my needs	0,766			
	Hosts on Shopee live streaming can provide products that suit my needs	0,759			
Immersion	I felt captivated when watching Shopee live streaming	0,807	0.763	0.864	0,679
(IM)	I felt immersed when watching Shopee live streaming	0,863			
	I focus when watching Shopee live streaming	0,801			

Source: Primary Data, 2024

Convergent Validity
From the data in Table 2, all indicators in this study obtained an outer loading value of >0.7. So, the convergent validity of all indicators can be categorized as valid. Because the Average Variance Extracted (AVE) value is >0.5, table 2 shows that purchase intention, visibility, metavoicing, guidance shopping and immersion meet the validity requirements for building a research model.

Discriminant Validity
The principle that different constructs should not be highly correlated is the basis of discriminant validity.

Table 3. Cross Loading Model

	V (X1)	MV (X2)	GS (X3)	PI (Y)	IM (Z)
V1	**0.840**	0.609	0.427	0.583	0.235
V2	**0.855**	0.622	0.489	0.563	0.291
V3	**0.846**	0.638	0.489	0.593	0.324
V4	**0.821**	0.626	0.479	0.501	0.261
MV1	0.669	**0.772**	0.552	0.538	0.322
MV2	0.624	**0.815**	0.559	0.621	0.420
MV3	0.579	**0.810**	0.574	0.603	0.449
MV4	0.595	**0.761**	0.521	0.567	0.400
MV5	0.520	**0.802**	0.592	0.486	0.527
GS1	0.431	0.516	**0.783**	0.439	0.499
GS2	0.461	0.581	**0.776**	0.508	0.488
GS3	0.423	0.531	**0.766**	0.448	0.493
GS4	0.421	0.556	**0.759**	0.427	0.462
PI1	0.567	0.607	0.506	**0.869**	0.484
PI2	0.563	0.641	0.527	**0.897**	0.516
PI3	0.627	0.606	0.522	**0.862**	0.474
IM1	0.345	0.465	0.552	0.471	**0.807**
IM2	0.213	0.418	0.509	0.455	**0.863**
IM3	0.266	0.466	0.495	0.460	**0.801**

Source: Primary Data, 2024

Table 3 shows that the score value (correlation) of the variable to the indicator is higher than the score value (correlation) of the variable to other indicators. It can be concluded that all indicators in this research that have been tested are declared valid.

Reability Test
In Table 2, the variables have good reliability or are able to measure the construct effectively. A variable is considered quite reliable if it has a Cronbach's alpha value of more than 0.6 and a composite reliability of more than 0.7.

Structural Model testing
R Square (R^2)
R square is a number that ranges from 0 to 1 which shows the extent to which a combination of exogenous variables influences endogenous variables. The closer to number one, the better the resulting regression model

Table. 4 Value of R Square

	R-Square	R-Square Adjusted
PI (Y)	0.315	0.312
IM (Z)	0.435	0.428

Source: Primary Data, 2024

Table 4 shows that 31.5% of Purchase Intention can be explained by the Immersion variable, while the remaining 68.5% is explained by other variables not included in this study. The R square Immersion value can be explained by the variables Visibility, Metavoicing, and Guidance shopping as much as 43.5%, while the remaining 56.5% is explained by other variables not included in this study.

Q Square (Q^2)

Table 5. Value of Q Square

	Q Square
PI (Y)	0.312
IM (Z)	0.415

Source: Primary Data, 2024

In the data from Table 5, the Q Square value for the Purchase Intention and Immersion variables is greater than 0, namely 0.312 and 0.415. The model in this research has good predictive relevance.

Hypothesis Test

Table 6. Path Coeficient

	Original sample (O)	T statistics (|O/STDEV|)	p values
V (X1) -> IM (Z)	**-0.201**	2.328	0.020
MV (X2) -> IM (Z)	0.340	3.056	0.002
GS (X3) -> IM (Z)	0.503	6.211	0.000
IM (Z) -> PI (Y)	0.562	9.099	0.000

Source: Primary Data, 2024

H1: Visibility has a positive and significant effect on immersion
Based on Table 6, the Visibility variable obtained a t-statistic value of 2.328, with p value of 0.020 < 0.05. The original sample of -0.201 shows that the direction of the relationship is negative, which is not in accordance with the proposed hypothesis. So, this hypothesis test states that H1 is rejected, meaning that Visibility has a negative and significant effect on Immersion.

**H2: Metavoicing has a positive and significant effect on immersion**

Based on Table 6, the Metavoicing variable obtained a t-statistic value of 3.056, with p value of 0.002 < 0.05. The original sample of 0.340 shows that the direction of the relationship is positive, so this hypothesis test states that H2 is accepted, meaning that Metavoicing has a positive and significant effect on Immersion.

H3: Guidance Shopping has a positive and significant effect on immersion

Based on Table 6, the Guidance Shopping variable has a t-statistic value of 9.099, with p value of 0.000 < 0.05. The original sample of 0.503 shows that the direction of the relationship is positive, so this hypothesis test states that H3 is accepted, meaning that Guidance Shopping has a positive and significant effect on Immersion.

H4: Immersion has a positive and significant effect on purchase intention

Based on Table 6, the Immersion variable obtained a t-statistic value of 6.211 > 1,97, with p value of 0.000 < 0,05 which is greater than 0.562. The original sample of 0.562 shows that the direction of the relationship is positive, so this hypothesis test states that H4 is accepted, meaning that Immersion has a positive and significant effect on Purchase Intention.
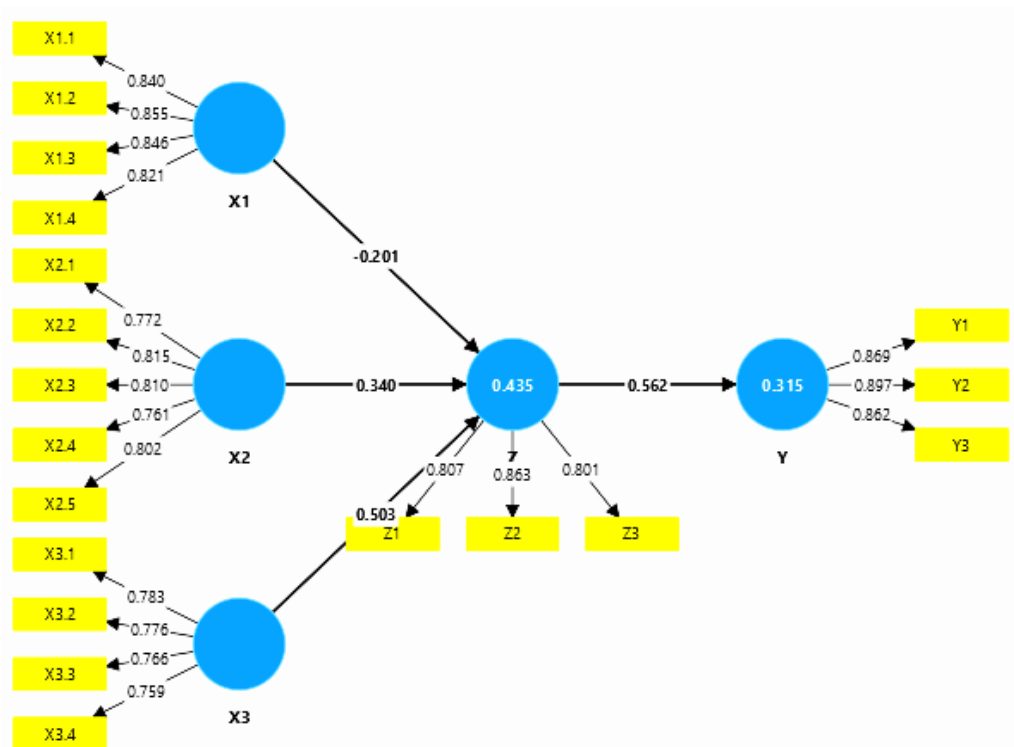
Table 7. Indirect Effects

	Original sample (O)	T statistics (|O/STDEV|)	p values
Visibility (X1) -> Immersion (Z) -> Purchase Intention (Y)	**-0.113**	2.249	0.025
Metavoicing (X2) -> Immersion (Z) -> Purchase Intention (Y)	0.191	2.747	0.006
Guidance Shopping (X3) -> Immersion (Z) -> Purchase Intention (Y)	0.282	5.031	0.000

Source: Primary Data, 2024

H5: Visibility has a positive and significant effect on purchase intention with immersion as mediation

Based on Table 7, the Visibility variable obtained a t-statistic value of 2,249 > 1,97, with p value of 0.025 < 0.05. The original sample -0.113 shows that the direction of the relationship is negative, which is not in accordance with the proposed hypothesis. So, this hypothesis test states that H5 is rejected, meaning that Visibility has a negative and significant effect on Purchase Intention with Immersion as mediation.

H6: Metavoicing has a positive and significant effect on purchase intention with immersion as mediation

Based on Table 7, the Metavoicing variable obtained a t-statistic value of 2,747 > 1,97, with p value of 0.006 < 0.05. The original sample of 0.191 shows that the direction of the relationship is positive, so this hypothesis test states H6 is accepted, meaning that Metavoicing has a positive and significant effect on Purchase Intention with Immersion as mediation.

H7: Guidance Shopping has a positive and significant effect on purchase intention with immersion as mediation

Based on Table 7, the Guidance Shopping variable obtained a t-statistic value of 5.031 > 1,97, with p value of 0.000 < 0.05. The original sample of 0.282 shows that the direction of the relationship is positive, so this hypothesis test states that H7 is accepted, meaning that Guidance Shopping has a positive and significant effect on Purchase Intention with Immersion as mediation.

DISCUSSION

Visibility towards immersion

The research results show that Visibility has a negative and significant effect on Immersion. This means that an increase in visibility tends to reduce the level of viewer immersion when Shopee live streaming takes place. This result is not in line with affordance theory (James J. Gibson, 1979). Because, in the affordance theory, it is explained that the higher the visibility on live streaming, the more it will affect a person's immersion when watching live streaming shopping. However, the results of this research are in line with research by Dong & Wang (2018).

Metavoicing towards immersion

The research results show that Metavoicing has a positive and significant effect on Immersion. Metavoicing variables involve active interactions between customers and sellers through comments, reviews, and questions during live streaming sessions, increasing user engagement. The results of this research are in line with previous research by (Sun et al. 2019).

Guidance shopping towards immersion

The research results show that Guidance Shopping has a positive and significant effect on Immersion. This provides a deep understanding of the importance of interaction between the host or seller and the audience in creating a more immersive and satisfying shopping experience. The results of this research are in line with previous research by (Sun et al., 2019).

Immersion towards purchase intention

The results of this research show that Immersion has a positive and significant effect on Purchase Intention. The research results show that the higher the level of immersion felt by consumers, the stronger their intention to make a purchase. Also, in line with previous research by (Sun et al., 2019).

Visibility towards purchase intention with immersion as mediation

The results of this research show that visibility has a negative and significant effect on purchase intention with immersion as mediation. In other words, visibility has the opposite effect on purchase

intention, where the higher the visibility on Shopee live streaming, the lower the purchase intention and with immersion as mediation it still has a significant influence. This is not in line with the affordance theory used in this research. In this theory, it is stated that high visibility affordance increases audience focus. Where immersion can also influence purchase intention. And the results of this research are in line with previous research by (Wang et al., 2019).

Metavoicing towards purchase intention with immersion as mediation
The research results show that metavoicing has a positive and significant effect on purchase intention with immersion as mediation. Immersion succeeded in mediating the independent variable and the dependent variable. Metavoicing, which involves active participation from customers and sellers through various forms of interaction, such as comments, reviews and questions, can increase immersion because they can be directly involved in discussions, thereby also shaping consumer purchase intention behavior through Shopee live streaming. This is in line with research results (Sun et al., 2019).

Guidance shopping towards purchase intention with immersion as mediation
The research results show that guidance shopping has a positive and significant effect on purchase intention with immersion as mediation. Immersion succeeded in mediating the independent variable and the dependent variable. With guided shopping in Shopee live streaming sessions, users tend to feel more immersed in Shopee live streaming. Interaction between the host or seller and the audience, such as providing product guidance, personal recommendations, or in-depth explanations, plays an important role in deepening user engagement with the live broadcast and also increasing purchase intent through Shopee live streaming. The results of this hypothesis test are in line with the results of research conducted by (Sun et al., 2019)

CONCLUSSION

Based on the results of hypothesis testing analysis which tests the influence of visibility, metavoicing, and guidance shopping on purchase intention through immersion as mediation for Shopee live streaming viewers in Indonesia as follows:

1. Visibility has a negative and significant effect on Immersion on Shopee live streaming in Indonesia.
2. Metavoicing has a positive and significant effect on Immersion on Shopee live streaming in Indonesia.
3. Guidance Shopping has a positive and significant effect on Immersion on Shopee live streaming in Indonesia.
4. Immersion has a positive and significant effect on Purchase Intention on Shopee live streaming in Indonesia.
5. Visibility has a negative and significant effect on Purchase Intention with Immersion as mediation on Shopee live streaming in Indonesia.
6. Metavoicing has a positive and significant effect on Purchase Intention with Immersion as mediation on Shopee live streaming in Indonesia.
7. Guidance Shopping has a positive and significant effect on Purchase Intention with Immersion as mediation on Shopee live streaming in Indonesia.

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