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Analyzing the Effect of Live Streaming Shopping Information Technology Affordability on Consumer Buying Interest in Shopee Live

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Abstract. The latest innovation in business information technology that remains popular today is live-streaming shopping, a new marketing concept that combines live streaming with shopping. The birth of this new marketing concept has been adopted by many large platforms, including Shopee, with the aim of expanding its marketing reach. Although it offers many advantages, there are still problems with the use of information technology in this feature, namely limitations in communication between sellers and buyers. This obstacle creates communication barriers that hinder the online shopping process. Therefore, this study was conducted to identify the affordance of information technology that can influence purchasing interest in the Shopee Live feature using the Partial Least Squares -Structural Equation Modeling- (PLS-SEM) approach. The results of this study show that the F-Square 3-variable paths have a moderate effect (visibility->immersion, metavoicing->presence, immersion->purchase intention), indicating that the model has a relationship that influences consumer purchasing interest in the Shopee Live feature. These findings can provide practical benefits for e-commerce users by enabling the design of technology-based marketing strategies that facilitate virtual communication between sellers and buyers during the online shopping process.

Keywords: IT Affordance; Live Streaming Shopping; Purchase Intention; SEM-PLS; Shopee Live

1. Introduction

The latest phenomenon, driven by the rapid development of information technology, has given rise to an innovation that is currently popular. This innovation can change the traditional digital marketing concept into a new marketing concept that combines shopping activities with live video features or what is called live streaming. The more sophisticated the technology used, the easier it is for users to connect virtually with sellers through live video or live streaming. A concept that can change the traditional online shopping experience: at first, products were only shown in photos and text; now, through live streaming, products can be displayed directly to provide detailed information. Live streaming allows users to communicate and respond via the chat feature on the live streaming platform. Not only that, but sellers can also help users and viewers with shopping information and guidance in the live-streaming shopping feature (Wongkitrungrueng, 2018).

Live streaming shopping can help users by providing detailed product information, which can enhance trust in product quality and support appropriate product buying decisions. Many large companies have adopted this innovation, including Shopee. Shopee is an e-commerce platform that innovates by launching a live-streaming shopping feature to increase consumer adoption of digital shopping platforms. Based on data obtained from sourcesshopee platform reached 239.5 million users with a live streaming audience percentage of 88% (eDot, 2024). This data shows that the more users of the digital shopping platform, the more economic changes in Indonesia will develop. Some of the

advantages of Shopee include features that attract users, such as interesting short videos, abundant free shipping vouchers, and various payment methods. In addition to the advantages, Shopee's weaknesses also pose obstacles to the online shopping experience, including the difficulty of claiming cashback vouchers and delays in store admins' responses to chat (Anisa, 2023).

The concept of affordance is used in research and development to improve user experience and convenience across various contexts, such as marketplace user interface analysis (Virginia, 2024). Based on this explanation, the current problem in using the Shopee platform is the limited communication between sellers and buyers, where these problems fall under the aspect of information technology accessibility. This occurs because there are still unanswered questions that sellers do not address, so buyers rely more on the available product descriptions than on asking the sellers. The criteria for this study are individuals aged 18-35 who live in Surabaya and have watched at least 3 live shopping streams on the Shopee platform. This research was conducted to identify the influence of information technology affordance in live shopping streaming on consumer purchasing interest. The explanation of the above problem was obtained through the formulation of the problem, namely, how the aspect of information technology affordance influences consumer purchasing interest.

2. Methods

Methodology is a technique and approach used by researchers, and a structured process that starts with problem identification, literature review, data processing, and analysis, and ends with conclusion drawing (Wahyu Sena, 2022). This research was conducted from 20 January to 20 February 2025, spanning 1 month. This approach is used to facilitate and direct the research process from start to finish. **Figure 1** explains the details of the research process carried out.

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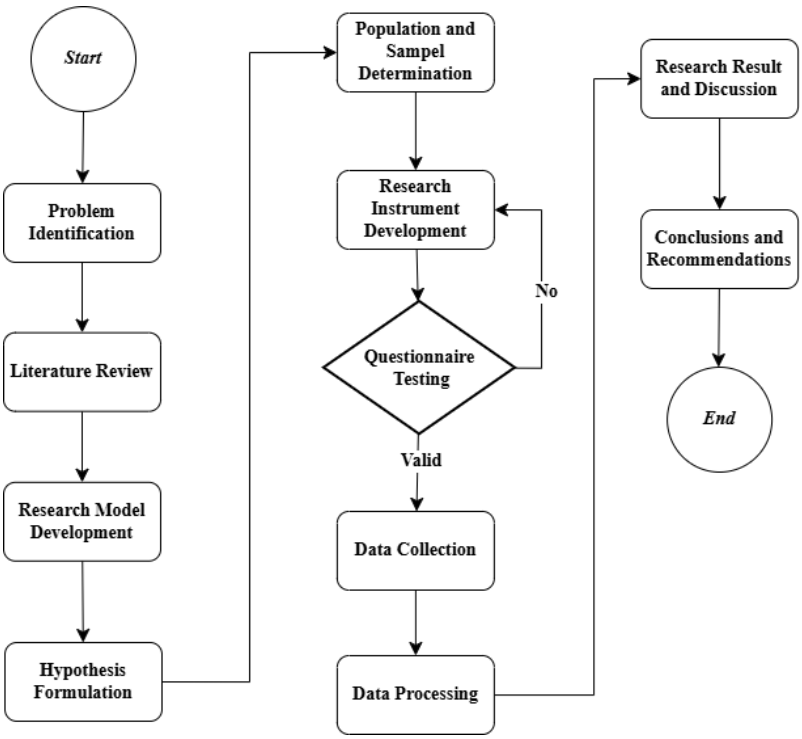

Figure 1 Research Diagram

2.1. Literature Study

At this stage, a literature review is conducted to link the research problems to relevant sources. The purpose of this stage is to explore theoretical literature on the influence of information technology affordability on consumer buying interest.

2.1.1. Live Streaming

According to (Wang et al., 2019), live streaming is an internet-based application that allows streamers and users to connect directly via video in real time. Live streaming shopping e-commerce is an innovation in e-commerce applications; it can be integrated into social-commerce trading. This statement also aligns with (Ullah, 2021) research on factors that can influence purchase intentions in live streaming commerce, which shows that the live streaming feature can reduce stress and foster a sense of relaxation by displaying diverse, interesting content. This has a positive impact on trust because the more interesting and unique the content displayed during live streaming, the more consumers will feel a fluid, comfortable experience.

2.1.2. IT Affordance

Affordance theory was first proposed by the psychologist James J. Gibson in environmental psychology in 1977. In his book, he explains that each object has an affordance, meaning a perceived action or an object that can provide a sensation to the user. The affordance theory is also adopted by Don Norman, who discusses an object whose use needs to be designed so that the ability to use it can be conveyed clearly to the user (Norman, 1988). The theory of information technology affordability, according to (Sun et al., , 2019), posits six dimensions (visibility, metavoicing, guidance shopping, immersion, presence, and purchase intention) with potential relationships that support consumers in conducting social commerce (Sun et al., 2019).

2.1.3. Purchase Intention

According to (Mc. Carthy, 2002), purchase interest is an impulse that arises in a person to buy a product or service to meet their needs. Purchase interest factors can include several aspects, such as, from a technological perspective, ease of use, perceived benefits or usefulness, and website content, which can encourage consumer confidence and generate interest in buying certain products or services. This finding is consistent with related research by (Purnama, 2021). Meanwhile, according to (Azhari, 2021), factors that can influence purchase intention are trust and the quality of the website used.

2.2. Research Modeling and Hypothesis Formulation

This stage provides an overview of the research framework or model, which aims to see the relationship between the influence of the affordability aspects of information technology (IT Affordance) and live streaming engagement on consumer buying interest in the Shopee Live feature. The following is a conceptual model designed for research (**See figure 2**):

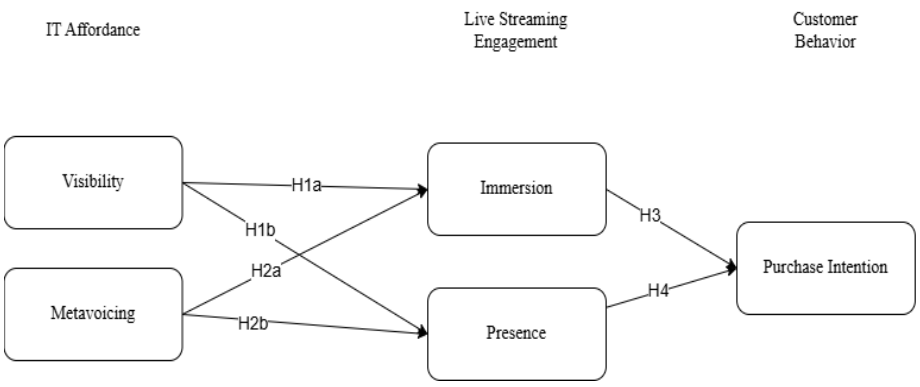

Figure 2 Conceptual Model Developed

The model developed is slightly different from (Sun et al., 2019) model. In this study, the guidance shopping variable was not included in the development model. This reason is supported by (Saffanah, 2023), which says that shopping guidance will be smoother if it is personalized outside of live shopping, for example, direct messages via chat with sellers or ordering through website services (Saffanah, 2023). This statement is supported by research by (Lim & Eder, 2021), which states that, in the context of affordance in online shopping, the role of technology in facilitating the shopping experience outweighs the presence of guidance or guidance elements (Lim & Eder, 2021).
Hypothesis formulation is done to make temporary conjectures related to the observations that have been made. The following are some of the hypotheses formulated:

(a) *Visibility* and *Live Streaming Engagement*

Visibility affordance can provide more detailed product information, thereby increasing the sense of *immersion* and interest in watching the live streaming. In the context of LS, affordances related to visibility using real-time video transmission can provide a high level of visibility for the products on display And with live streaming, users can feel a remote *presence* with the seller (Sun et al, 2019). So that the hypothesis formulated is:

- **H1a: Visibility has a positive influence on Immersion**
- **H1b: Visibility has a positive influence on Presence**

(b) *Metavoicing* and *Live Streaming Engagement*

Metavoicing affordance can increase emotional attachment through the interaction built between sellers and customers (Dong, 2018). The interaction that is built can create a comfortable and warm atmosphere that can have an impact on the formation of social and long-distance presence (Lim & Ayyagari, 2018). Based on the explanation, the hypothesis is formulated:

- **H2a: Metavoicing has a positive influence on Immersion**
- **H2b: Metavoicing has a positive influence on Presence**

(c) *Immersion* and *Purchase Intention*

Immersion can facilitate customers in making decisions from activities that are perceived to have great benefits and value (Sun et al, 2019). When users feel pleasure and feel involved in live streaming, they will participate more and will have a positive attitude towards the products offered (Sun et al, 2019). Based on the explanation, a hypothesis is formulated:

- **H3: Immersion has a positive influence on Purchase Intention**

(d) *Presence* and *Purchase Intention*

The presence of streamers in live streaming can provide detailed information about the products offered, so this can affect purchase intention (Sun et al, 2019). According to (Ghahtarani et al., 2020) the interaction attended by streamers and buyers in live streaming is a factor driving knowledge in the shopping process which can influence purchase intention. Based on the explanation, a hypothesis is formulated:

- **H4: Presence has a positive influence on Purchase Intention**

2.3. Population and Sample

The sampling theory used is the 10 times rule of thumb method in PLS-SEM, which says that for sample size in PLS-SEM analysis using 10 times the largest number of formative indicators that lead to construct variables or with the meaning of 10x the maximum number of paths associated with latent variables (Hair, 2014). Because the research has 18 indicators, so the minimum sample size used is 10 x 18 (number of research indicators) = 10 x 18 = 180 respondents. The research criteria are

aimed at individuals aged 18-35 years old who reside in Surabaya and use Shopee Live at least 3 times.

2.4. Variables and Indicators

The questionnaire will be distributed online via social media platforms such as WhatsApp and Instagram, as well as via Google Forms. The criteria for assessing the affordability aspect of information technology include 3 variables: visibility, metavoicing, and interactivity (Sun et al., 2019). Meanwhile, the live-streaming engagement aspect comprises 2 variables: immersion and presence. And for the customer behaviour aspect, it consists of the purchase intention variable. **Table 1** is an Operational Definition of Variables.

Table 1 Operational Definition of Variables

Aspect	Variable	Definition	Source
IT Affordance	*Visibility*	Viewability, consumers can see the product directly	(Sun et al, 2019)
	Metavoicing	User's ability to communicate and search for desired product information	(Pradnyan & Surya, 2023)
Live Streaming Engagement	*Immersion*	How consumers feel when engaging in live streaming shopping	(Sun et al, 2019)
	Presence	Consumers feel and can establish closeness with the streamer (seller)	(Sun et al, 2019)
Customer Behavior	*Purchase Intention*	A consumer's willingness to buy a product or use a service	(Chamarika & Kulathanga, 2018)

2.5. Data Analysis

Is a stage where data will be processed and analysed to provide useful information to produce conclusions and help solve a problem. At this stage, the tool used to test the Partial Least Squares Structural Equation Modelling (PLS-SEM) research model is SmartPLS.PLS-SEM testing using SmartPls consists of two tests, including:

2.5.1. Outer Model Testing (Measurement Model)

Tests carried out to validate the relationship between indicators and the latent variables. The test steps are testing Outer Loading, Convergent Validity, Discriminant Validity, Cronbach's Alpha, and Composite Reliability. The following is a table of the Standard Value of Outer Model Testing (See Table 2).

Table 2 Standard Value of Outer Model Testing

Testing	Method	Parameter	Standard	Description
	Convergent Validity	Loading Factor	>0.70	Valid

Testing	Method	Parameter	Standard	Description
Validity Test		Average Variance Extracted (AVE)	>0.50	Valid
	Discriminant Validity	Cross Loading	> 0.70	Valid
Reliability Test	Cronbach's Alpha		> 0.70	Reliabel
	Composite Reliability		> 0.70	Reliabel

2.5.2. Inner Model Testing (Structural Model)

The test is used to describe the structural relationship between construct variables. Structural model testing involves assessing the path coefficient, coefficient of determination (R2), Effect Size (F2), and Statistical Test (T-Statistic and P-Value). The following is a table of the Standard Value of Inner Model Testing.

Table 3 Standard Value of Inner Model Testing

	Standard	Description
Path Coefficient	-1 < x < 1	Leading (-) negative effect Leading (+) positive effect
R-Square Test	0.67	Powerful
	0.33 < x < 0.67	Moderate
	0.19 < x< 0.33	Weak
F-Square Test	0 – 0.14	Small
	0.15 – 0.35	Moderate
	0.35 – 1	Great
T-*Statistik* and P-*Value*	*One-tailed* (positive) test T-*statistik* 1.64 dan signifikansi 0.05	

3. Results and Discussion

3.1. Demographics of Respondents

Table 4 presents the demographic information of the study respondents. Of all respondents (N = 302), 71% were female (n = 213) and 29% were male (n = 89). Most of the respondents were between 18-25 years old (n = 191, 63%), and most had a student (n = 150, 50 %). In terms of user experience, most respondents watched live streams with a duration of 15-30 minutes (n = 153, 52%), and some watched LSS with a frequency of 2-4 times a week (n = 193, 64%).

Table 4 Demographics of Respondent

Items		**Percentage**
Gender	Male	29%
	Female	71%
Age	18-25	63%
	26-30	32%
	31-35	5%

Items		Percentage
Education Level	Senior High School	50%
	Diploma/Graduate	49%
	Other	1%
Occupation Level	Students	60%
	Private Employees	17%
	Public Servant	9%
	Self-Employed	9%
	Housewife	4%
	Other	1%
LSS Watching Duration	15-30 minutes	52%
	30 minutes-1 hour	43%
	>1 hours	5%
LSS Watching Frequency (times per week)	1-2	22%
	3-4	64%
	>4	14%

3.2. Data Analysis

The result of data analysis from PLS-SEM using SmartPLS as below:

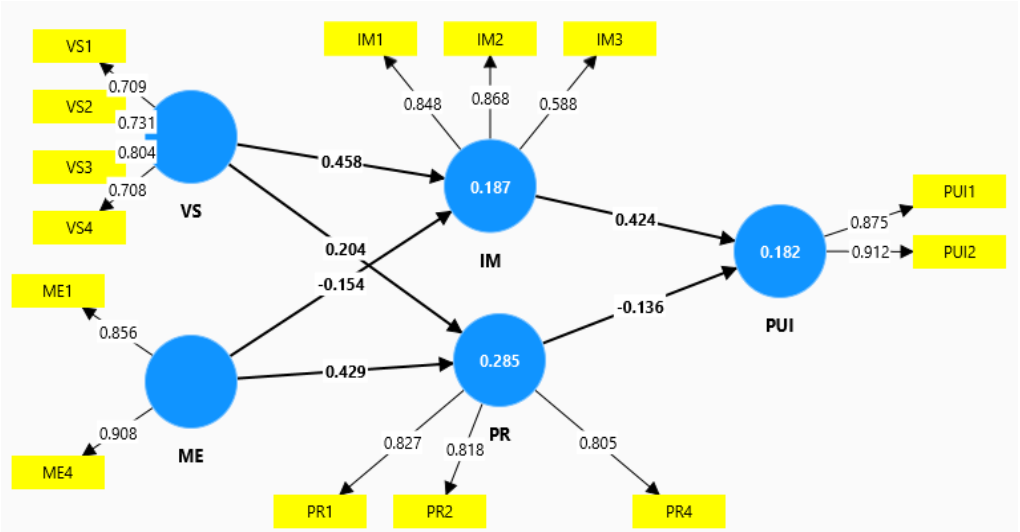

Figure 2 Results of Testing the Conceptual Model with Smart PLS

3.2.1. Measurement Model

Outer model testing consists of testing outer loading, AVE, Cronbach's Alpha, and Composite Reliability. The following is a table of the results of testing the outer model of 302 data using Smart PLS.

Table 5 The Result of Testing Outer Model of 302 data

Code Indicators	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
VS1	0.712	0.546	0.722	0.724
VS2	0.731			
VS3	0.807			
VS4	0.703			
ME1	0.850	0.778	0.718	0.749
ME4	0.912			
IM1	0.872	0.781	0.721	0.726
IM2	0.896			
PR1	0.827	0.667	0.752	0.756
PR2	0.819			
PR4	0.805			
PUI1	0.877	0.799	0.749	0.760
PUI2	0.910			

Based on table 5, the outer loading value of 18 indicators has met the specified standard of 0.70 (Yamin, 2023). The AVE value of each variable is considered sufficient because the value has met the specified standard of 0.50 (Michael, 2021). And for the value of Cronbach's alpha and composite reliability, it is also said to be reliable because the value has met the requirements, namely 0.70.

3.2.2. Structural Model

(a) *Path Coefficient*

Path coefficient is carried out with the aim of measuring the influence of exogenous variables on endogenous variables in the research model. The following is a table of path coefficient test results.

Table 6 The Result of Path Coefficient Test

Variables	*Path Coefficient*	Definition
Visibility → Immersion	0.430	Positive Effect
Visibility → Presence	0.204	Positive Effect
Metavoicing → Immersion	-0.240	Negative Effect
Metavoicing → Presence	0.431	Positive Effect
Immersion → Purchase Intention	0.447	Positive Effect

Variables	*Path Coefficient*	Definition
Presence → Purchase Intention	-0.109	Negative Effect

Based on the table above, it can be seen that of the 6 paths, there are 2 variable paths that have a negative path coefficient value, namely Metavoicing → Immersion, Interactivity → Immersion, and Presence → Purchase Intention.

(b) *R-Square Test*

Tests carried out with the aim of determining how endogenous variables are explained by exogenous variables in the research model. The following is a table of the result of R-Square test.

Table 7 The Result of R-Square Test

Aspect	Variable	*R-Square*	Definition
Live	**Immersion**	0.174	Weak
Streaming Engagement	**Presence**	0.285	Weak
Customer Behavior	**Purchase Intention**	0.204	Weak

The table above indicates that the three variables in the research model have low R-Square values, which means that the immersion variable is considered to have a weak relationship with purchase intention.

(c) *F-Square Test*

Namely a test conducted to determine how endogenous variables are influenced by exogenous variables through mediating variables in the research model. The following is a table of the result of F-Square test (**See Table 8**).

Table 8 The Result of F-Square Test

Variable	*F-Square*	Definition
Visibility → Immersion	0.199	Moderate
Visibility → Presence	0.052	Small
Metavoicing → Immersion	0.062	Small
Metavoicing → Presence	0.231	Moderate
Immersion → Purchase Intention	0.250	Moderate

Variable	*F-Square*	Definition
Presence → Purchase Intention	0.015	Small

Based on the table above, 3 variable paths are obtained which have a small influence because the value is less than 0.14. and 3 variable paths have a moderate influence with a value between 0.15-0.33.

3.3. Data Interpretation

H1a: Visibility has a positive effect on Immersion

The results showed that the affordability of Visibility and Immersion had a significant effect. This result is evidenced by the path coefficient of the Visibility → Immersion variable of 0.430 and the T-count value of 7.541> 1.64 and has a significance of 0.000 < 0.05. So, hypothesis H1a is accepted.

Because this includes the quality of the video presented, the information conveyed, and the attractive visual layout in live-streaming shopping, these are important aspects for improving the shopping experience. The clearer the information conveyed, and the more engaging the interactivity between the streamer or live host and customers, the greater the sense of involvement and the stronger the motivation to buy a product (Sun et al., 2019). And in line with (Saffanah, 2023), positive product information will increase users' positive emotional involvement, which can reduce doubts and uncertainties about a product.

H1b: Visibility has a positive effect on Presence

The results showed that the affordability of Visibility and Presence has a positive and significant influence. This result is evidenced by the path coefficient for the Visibility → Presence variable of 0.204, the T-count value of 3.781 > 1.64, and the significant value of 0.000 < 0.05. So that the hypothesis H1b is accepted.

According to (Bae et al.,2020), visibility affordability defines how product information explanations with high product interactivity in live streaming purchasing practices can positively influence presence factors (Bae et al, 2020) The comfort and closeness that is built can provide detailed product information that makes the audience feel as if they are cared for and feel that long-distance presence is not an obstacle to improving the online shopping experience (Sun et al, 2019).

H2a: Metavoicing has a negative effect on Immersion

The results indicate that the affordability of Metavoicing and Immersion has a significant effect, but in the opposite direction. This result is evidenced by the path coefficient of the Metavoicing → Immersion variable of -0.240 and a T-count of 4.780 > 1.64 and has a significance of 0.000 < 0.05. Because the path coefficient is negative, hypothesis H2a is rejected, as it is contrary to the hypothesis's direction.

There are factors that can influence this; for example, viewers focusing on comments, reactions, and social interactions can disrupt activities and the atmosphere during live streaming. In addition, the host's slow response to audience questions can reduce emotional involvement because the audience feels they are not being noticed (Riyanti, 2018).

H2b: Metavoicing has a positive effect on Presence

The results indicate that the affordability of Metavoicing and Presence has a positive and significant influence. This result is evidenced by the path coefficient for the Metavoicing → Presence

variable of 0.431, a T-count of 8.207 < 1.64, and a P-value of 0.000 > 0.05. So the H2b hypothesis is accepted.

The affordance of metavoicing in live broadcasts will affect presence, as the ease of access to metavoicing can reveal how users interact with and engage with live shopping content (Qurrota, Ms, & Roslina, 2023). The affordability of metavoicing can also make it easier for users to communicate and provide opinions between streamers and customers (Dong et al, 2018).

H3: Immersion has a positive effect on Purchase Intention

The results indicate that the Immersion and Purchase Intention variables have a positive and significant influence. This result is evidenced by the path coefficient of the Immersion → Purchase Intention variable of 0.447 and the T-count value of 8.639> 1.64 and has a significance of 0.000 < 0.05. So, hypothesis H3 is accepted.

High-frequency interaction with broadcasters during live broadcasts enhances a pleasant, satisfying experience for consumers, making them feel comfortable and indirectly influencing impulse purchases (Putra & Hayadi, 2024). This is also consistent with (Sun, 2019) research: if users feel comfortable when engaging in live-streaming shopping, they will participate more actively and be more positive about the products offered by the streamer.

H4: *Presence* has a negative effect on *Purchase Intention*

The results indicate that the Presence and Purchase Intention variables have a significant effect. This can be seen by the path coefficient value of the Presence → Purchase Intention variable of -0.109 and T-count 1.862> 1.64 and has a significance of 0.031 <0.05. Because the path coefficient is negative, the H4 hypothesis is rejected because it does not match the hypothesized direction.

These results are in line with research conducted by (Purwianti, 2021), who stated that social presence does not have a significant effect on purchase interest because users can utilise the available product descriptions, which are considered reliable for meeting the needs of the product to be purchased in terms of quality, and without being influenced by social presence.

Table 9 The Result of Hypothesis Test

Variable	Path Coefficient	*T-Statistik*	*P-Values*	*Definition*
Visibility → Immersion	0.430	7.541	0.000	H1a Accepted
Visibility → Presence	0.204	3.781	0.000	H1b Accepted
Metavoicing → Immersion	-0.240	4.780	0.000	H2a Rejected
Metavoicing → Presence	0.431	8.207	0.000	H2b Accepted
Immersion → Purchase Intention	0.447	8.639	0.000	H3 Accepted
Presence → Purchase Intention	-0.109	1.862	0.031	H4 Rejected

4. Conclusions

Based on the findings from the analysis and discussion, the results show that H1a, the visibility variable, has a significant positive effect on immersion, and H1b, the visibility variable, has a significant positive effect on presence, because the path coefficient value indicates a positive effect with a t-count of 3.781 and a significance value of 0.00, which indicates a significant effect. H2a metavoicing variable has a negative influence on immersion; H2b metavoicing variable has a positive influence on presence. H2a hypothesis indicates an influence of metavoicing and immersion, with t-count values of 4.780 and 0.00, but the path coefficient is in the opposite direction. While H2b has a significant positive effect when viewed from the t-count value of 8.207 and 0.000, so that this hypothesis is accepted. The moderating variable hypotheses, H3 and H4, show significant effects, with t-values greater than 1.64 and significance values below 0.05. However, the H4 hypothesis is rejected because, although the value meets the standard, the direction of the path coefficient is not consistent with the formulated hypothesis. This shows that the easier access to information technology, the greater the use of live streaming shopping as a shopping medium, and the higher the emotional involvement and social presence of users, the more likely it is that users will have a comfortable, pleasant experience, and that this will have a positive effect on consumer buying interest.

Appendix A

Variables	Code	Question
Visibility	VS1	In live streaming shopping, I get detailed information about photos and videos
	VS2	In live streaming shopping, I can directly see the details of the products offered
	VS3	In live streaming shopping, I get instructions on how to use the product
	VS4	The live streaming shopping feature makes it easy for me to see products/goods like the real thing
Metavoicing	ME1	In live streaming shopping, I can comment on a product
	ME2	In live shopping, I can interact and share feedback with the streamer/broadcaster
	ME3	In live shopping, I can exchange opinions with streamers/sellers
	ME4	The live shopping feature, makes it easy for me to join in discussions with streamers/sellers
Immersion	IM1	I feel engaged when I'm watching live streaming shopping
	IM2	I feel interested in watching live shopping
	IM3	The live shopping feature draws my attention to focus on what's on offer
Presence	PR1	I feel that there is good communication with other viewers or sellers in live streaming shopping
	PR2	I feel that there is a warmth with the seller in watching live streaming shopping
	PR3	I feel like I'm in the real world when I watch live streaming shopping
	PR4	I feel like I'm getting carried away in the world of live streaming shopping created by sellers
	PUI1	I feel interested in buying products/goods through live streaming shopping

Variables	Code	Question
Purchase Intention	PUI2	I have the desire to buy/shop for products after watching reviews in live streaming shopping
	PUI3	The live streaming shopping feature makes me more confident in the quality of the products offered

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