

THE ROLE OF IMMERSION AS A MEDIATOR BETWEEN VISIBILITY, META VOICING, AND GUIDANCE SHOPPING ON PURCHASE INTENTION



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Abstract

The study aims to test the immersion variable as a mediator between visibility, metavoicing, and guidance shopping against purchase intention on Shopee's live-streaming shopping features. This type of research is quantitative with design correlation path analysis. A total of 114 respondents were millennials aged 17–20. Research results show that the immersion variable is a significant mediator variable between metavoicing and guidance shopping towards purchase intention. There is a significant direct influence between the visibility guidance shopping variable and the immersion on the purchase intention. However, the results of the analysis also show that the metavoicing variable does not have a direct effect on the purchasing intention, while visibility does not directly affect immersion. Therefore, the immersion variable is not the mediator variable between visibility and purchase intention. Based on that, purchase intention will increase significantly if there is an increase in metavoicing and guidance shopping. Metavoicing and guidance shopping increased the purchase intention with increased immersion. However, the buy intention will increase significantly without the increase in immersion, and the purchase intent will only rise significantly when the metavoicing variable is bridged by immersions.

Keywords: Immersion, Shopping, Purchase Intention

INTRODUCTION

In today's everyday life, online shopping has become an inalienable habit in society. Public interest in online shopping is higher than in direct shopping in physical stores (Tanvir et al., 2023). This creates the problem of business competition between companies. Every company should think about how to attract the attention of buyers, at the same time, as an attempt to develop the company to survive the competition (Khoiri Abdi & Febriyanti, 2020). Many e-commerce companies are innovating by providing special features to their applications (Puspawati & Febrianta, 2023). As Santoso (2023) stated, the latest trending feature is live-streaming shopping.

Hudha (2021) revealed that live-streaming shopping is an enjoyable innovation in online shopping to attract buyers. Moreover, live-streaming shopping is estimated to encourage buyers to make purchases because there is direct interaction between seller and buyer (Prawiro, 2023). Furthermore, the intensity of a person's desire to make online purchases will depend on the extent to which the benefits are obtained when shopping online compared to the risks that may be faced (Picaulty, 2018).

There is no denying that a variety of factors influence consumer purchasing intentions in order to shape shopping satisfaction (Wang et al., 2023). Thus, a buyer's decision to make a purchase will take into account various related factors. (Rohmah, 2021). Before making a purchase, consumers involve considerations such as looking for information about the type of product, price, brand, and other aspects that then form the basis for making the purchase decision (Rokhman, 2021). However, when consumers have limited time to plan a purchase, there is a time pressure that encourages them to make a purchase immediately (Zakiah et al., 2018). Like live streaming shopping, shopping interests are influenced by visibility, metavoicing, and guidance through immersion and presence (Maghfiroh & Palupi, 2023). Saffanah et al. (2023) explained how the Instagram Live Streaming feature affects buyer engagement and purchasing behavior.

The link between IT affordability and purchasing interests exists due to involvement in live streaming shopping (Saffanah et al., 2023). This involvement is an immersion that involves vendors and consumers in a virtual environment that can only be felt (Maghfiroh &

Palupi, 2023). Immersion refers to a state of mind in which a person not only feels connected and covered in the environment but also actively interacts with messages and incentives of experience that are continuously ongoing (Chang & Yu, 2023). As a result, if included in a marketing strategy, this immersion element can enhance how consumers perceive the product (Darmawansyah et al., 2018).

Consumers can observe all the attributes and details of the product, so they feel as if they are looking at the product directly at the location (Maharani & Dirgantara, 2023). Such experiences encourage users to engage more intensively with other users, thereby strengthening ties within the community, also known as community engagement, influenced by optimum metavoicing and experience (Ridanti & Sutarso, 2022).

On social media platforms, visibility provides easy access for buyers to get visual information about products or services before they decide to make a purchase (Silalahi & Heruwasto, 2022). By strengthening visibility on product appearance through enhanced features and advertising around the store environment, we can get more attention from consumers (Chen et al., 2023).

Metavoicing and guidance shopping as part of social IT affordability E-commerce refers to live streaming shopping that helps buyers decide whether to make a purchase (Lu et al., 2023). Through a live streaming session, the streamer has the ability to set up technical facilities to present products according to the individual preferences of each customer. This creates a positive customer experience, resulting in a higher level of customer confidence and the intention to repurchase (Ashraf et al., 2022). As stated by Utami (2020), trust is a key element among the various factors that influence the occurrence of purchase and sale transactions on online platforms.

In addition, presence sensations and immersions also have a significant impact on customer purchasing intentions in the context of live streaming shopping (Hidayat et al, 2023). Presence significantly serves as an intermediary that mediates the indirect influence of the gamification element on the purchase intention, whereas immersion does not have such a mediating effect (Chang & Yu, 2023).

Visibility, metavoicing, and guidance shopping are three of the nine sub-dimensions of IT affordability (Dong et al., 2016). Consumer confidence in a streamer is determined not only by the clarity of the live shopping display but also by the ability of the streamer to present the live shopping activity well (Isbahi, 2023). Even if the live-shop display is very clear, consumers may still not trust the streamer if they do not have the expertise to bring live shopping activities (Ayu et al., 2022). Not only that, streamers need to make consumers feel comfortable by commenting on streams so they can attract other viewers to join. In that case, the streamer needs to analyze something that can attract the consumer, and there is a mutually beneficial enthusiasm for providing coins or discount vouchers (Sun et al., 2023).

The research aims to find out which factors influence the buying interest among millennials in the ability of Kraguman to shop through Shopee live streaming shopping. This research was conducted on Shopee live streaming shopping as an e-commerce feature and platform that interests the public. From the results of a survey collected in 2022, it was found that Shopee live streaming shopping users dominated the largest number of users in Indonesia with 83.4% compared to Tiktok, who only got 42.2% (Ain, 2022). In addition, millennials are targeted markets. Marketers see opportunities in the millennial generation as promising markets for profit. (Nadlifatin et al., 2022).

REVIEW OF LITERATURE

Visibility (X1)

Visibility is an important element in the technology's affordability dimension that also affects other technologies affordability dimensions (Flyverbom et al., 2016). Visibility accessibility enables product images and information to become visible to buyers and reduces the level of risk of product uncertainty. Moreover, it allows sellers to present product pictures and related information simultaneously, creating a positive perception of buyers and improving the transparency of interactions to address the impact of information inequality (Dong & Wang, 2018).

According to Rahmawan et al. (2020), visibility is the degree of visibility, the level of clarity, and the way in which activism can add value, uniqueness, and other elements that make it stand out from others. Visibility plays a key role in facilitating all identified information activities, making it a fundamental element of all other accessibility (Mansour, 2021). As stated by Xie & Luo (2021) the ease of accessibility and visibility allows customers to directly see a comprehensive picture of the products sold.

The visibility indicator for technology affordability that Dong & Wang (2018) presented includes the visual visibility in the virtual world of products as well as the visibility of product details, attributes, and usage information. In this study, the four indicators are used as research instruments.

Metavoicing (X2)

Xie & Luo (2021) argued that easy-to-reach metavoicing capabilities could make it easier for customers to find important information about products. Through metavoicing, buyers can communicate opinions and make judgments with comments on social commerce platforms or live streaming chat rooms, which can improve information about live streaming sessions (Zhang et al., 2023).

Dewi et al. (2022) argued that metavoicing is the activity of sharing, retweeting, reposting, and commenting on social media posts made by others. With such activities, when there are questions from customers, they can immediately ask them directly to the streamer, and the streamer can provide relevant answers (Maharani & Dirgantara, 2023).

Metavoicing indicators in technology affordability, according to Dong & Wang (2018) include the likelihood that users make comments, the likeliness that users react, the possibility that users give opinions, the probability that users discuss, and the probability that users share experiences. These indicators are used as instruments in this study.

Guidance Shopping (X3)

IT accessibility of guidance shopping is necessary for streamers to be able to explain a product smoothly, such as by providing a script or keyword to be spoken. Besides, streamers can also improve skills when guiding buyers (Azhari & Hasanah, 2023). Guidance

shopping has become an important factor in creating mutually beneficial and harmonious relationships between consumers and streamers by providing direct guidance through video to meet the needs of consumer information (Lu et al., 2023).

Guidance shopping is a personal service provided by the seller in live streaming, enabling it to provide recommendations and improve the shopping experience of the buyer (Lu et al., 2023). According to Jannah & Takarini (2023), guidance shopping was a period in which the streamer gave direct guidance to the consumer through video, delivering information according to their needs.

Dong & Wang (2018) presented indicators of guidance shopping in technology affordability as guides on alternative products, guides to find products based on needs, guidelines to identify attributes based on requirements, and guides for product customization. All of these indicators are used as tools for this research.

Purchase Intention (Y)

Picault (2018) states that a person who has an intention for an object will show the strength or motivation to perform a series of actions aimed at approaching or acquiring the object. Then, according to Permatasari & Roosinda (2020), the interest that arises in the purchase process produces a motivation that is constantly remembered and becomes a very powerful activity. Finally, when a consumer needs to meet his needs, he will realize what is already embedded in his mind.

Purchase intention is the ability of the consumer to acquire a product, which is a factor that influences their attitude toward making a purchase (Talib et al., 2020). According to Jannah & Takarini (2023) purchase intention refers to the phase of thinking in which consumers plan or have a desire to buy a particular product or service. Puspawati & Febrianta (2023) submitted that consumer purchasing interest is a very complex issue but should be a primary concern for marketers.

Transactional, referential, preferential, and exploratory indicators of purchase intention are the ones Saffanah et al. (2023) present. In this study, the influencer is used as a research instrument.

Immersion (Z)

Immersion is a reinterpretation of technology that changes the way we experience the world in general. In an effort to create a user-friendly environment and ensure coherence in current activities, adding a touch of creativity is an integral part of a highly flexible technology (Jayathilaka & Park, 2022).

According to Permatasari & Roosinda (2020), immersion is a sensational experience arising from virtual reality. Putra & Hayadi (2024) say that when watching live streaming, consumers are often trapped in deep experiences and disengaged by intense interaction between sellers and buyers, forgetting about time.

According to Puspawati & Febrianta (2023), immersion indicators include customer feelings of absorption, involvement, and enthusiasm. The instruments in this study use these indicators.

RESEARCH METHOD

This type of research is quantitative with design correlation path analysis. A total of 114 respondents were millennials aged 17–20. In this study, key data was obtained by spreading a questionnaire containing several questions to obtain information related to variables in research such as visibility, metavoicing, guidance shopping, immersion, and purchase intention. The supporting data for this study was obtained from journals or other trusted sources as additional information. In this study, data path analysis was performed using AMOS software.

RESULTS AND DISCUSSION

Respondent Description

Respondent data of a total of 114 respondents were collected from 23 October to 30 November 2023. Then presented in the following table:

Table 1
Respondent's Descriptive

Descriptive		Number of Respondents	Persentase
Age (Years)	17	53	46,5%
	18	12	10,5%
	19	11	9,6%
	20	38	33,3%
Status	Student	60	52,6%
	College Student	17	14,9%
	Worker	37	32,5%
Gender	Male	29	25,4%
	Female	85	74,6%

Source: Collections of Respondents, 2023

Based on the above table, the respondents were predominantly 17 years of age with 46.5%, still students with 52.6%, and females with 74.6%.

Based on the respondent data obtained, the calculations were carried out using AMOS software. The data was modelled using path analysis.

Path Analysis

The next step is to perform a test analysis of the path analysis.

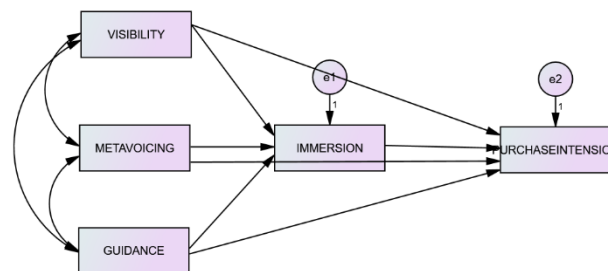


Figure 1.
Path Analysis

In the figure above, there are 5 variables, with the endogenous variable 2 and the

exogenic variable 3.

Goodness of Fit

Goodness of fit should be done before testing the hypothesis to find out the criteria for a good model. The following is goodness of fit calculation table:

Table 2.
Goodness of Fit

Goodness of Fit Index	Results	Cut Off Value	Criteria
RMSEA	0,524	$\leq 0,08$	Not Fit
RMR	0,000	$\leq 0,05$	Fit
GFI	1,000	$\geq 0,95$	Fit
AGFI	0,086	$\geq 0,90$	Not Fit
CFI	1,000	$\geq 0,97$	Fit

Source: processed data, 2023

From the results of the goodness of fit above, it is known that the model has RMSEA and AGFI values that do not meet the model conformity. Therefore, in this study, we modified the model as follows:

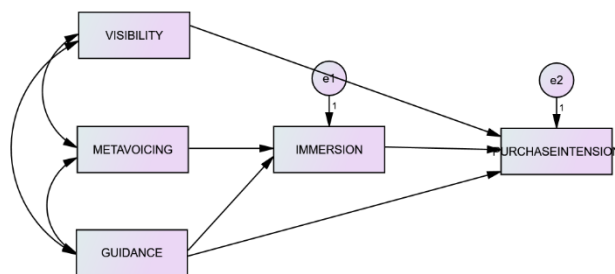


Figure 2.
Revised Model

In Figure 2, this is a modification of the model in this study to then test the hypothesis.

Results of the Hypothesis Test

The next test is a hypothetical test with the CR and P values in mind. On this result, if the P value shows *** or less than ≤ 0.05 and the CR value ≥ 1.96 then it is known that there

is a significant influence between the variables. The following is a table of the test results of the hypothesis:

Table 3
Regression Weights: (Group number 1 - Default Model)

		Estimate	S.E.	C.R.	P	Label
Immersion <---	Metavoicing	,172	,056	3,052	,002	Par_1
Immersion <---	Guidance Shopping	,353	,091	3,868	***	Par_2
Immersion <---	Visibility	,182	,095	1,922	,055	Par_9
Purchase Intension <---	Immersion	,483	,091	5,305	***	Par_3
Purchase Intension <---	Visibility	,251	,093	2,698	,007	Par_4
Purchase Intension <---	Guidance Shopping	,303	,094	3,222	,001	Par_5
Purchase Intension <---	Metavoicing	,020	,057	,359	,720	Par_10

Source: processed data, 2023

From the table above is the result of calculations using AMOS software as output regression weight. In this analysis, the criteria used to justify the impact between variables and the evaluation standards used in the conformity assessment of the model being applied will be discussed.

Thus, the conclusions obtained from the results of the test of the hypothesis above show that the metavoicing variables and the guidance shopping variables have a significant influence on the immersion mediator variable, while the visibility variable has a non-significant influence over the immersion mediator. The immersion mediator variable, the visibility variable, and the guidance shopping variable showed significant influence on the purchase intention variable. However, on the metavoicing variable, the influence was not significant on the buy intention. The immersion variable proved to be the mediator variable between the metavoicing variable and the guidance shopping variable against the purchase

intention.

Based on the results of the model matching test and the hypothesis test, we can see how great the value of the influence of each variable can be seen through the result of the standardised regression weights in the following table:

Table 4
Standardized Regression Weights: (Group number 1 - Default Model)

			Estimate
Immersion	<---	Metavoicing	,257
Immersion	<---	Guidance Shopping	,367
Immersion	<---	Visibility	,192
Purchase Intension	<---	Immersion	,412
Purchase Intension	<---	Visibility	,226
Purchase Intension	<---	Guidance Shopping	,269
Purchase Intension	<---	Metavoicing	,026

Source: processed data, 2023

The estimate value (standardized regression weights) shows the effect of metavoicing on positive immersion at 0.257. That is, the higher the metavoicing, the more immersion will increase by 0.257.

The estimate value (standardized regression weights) shows the influence of guidance shopping on the positive immersion value of 0.367. That is, the higher the guidance shopping, the more immersion will increase by 0.367.

The estimate value (standardized regression weights) shows the influence of visibility on the immersion of positive values of 0.192. That is, the higher the visibility, the more immersion will increase by 0.192.

The estimate value (standardized regression weights) shows the influence of immersion on purchase intention with a positive value of 0.412. That is, the higher the immersion, the more the purchase intention will increase by 0.412.

The estimate value (standardized regression weights) shows the effect of visibility on

the purchase intention with a positive value of 0.226. That is, the higher the visibility, the more the purchase intention will increase by 0.226.

The estimate value (standardized regression weights) shows the influence of guidance shopping on purchase intention with a positive value of 0.269. This means that the higher the guidance shopping, the higher the purchase intention by 0.269.

The estimate value (standardised regression weights) shows the effect of metavoicing on purchase intention with a positive value of 0.026. That is, the higher the metavoicing, the more the purchase intention will increase by 0.026.

Total Effect, Direct Effect, and Indirect Effect

Total Effect

In this study, the total influence was seen in the influence of visibility on purchase intention through immersion. Results on the standardised total effect showed that visibility had a total effect on immersion; the value of total visibility influence on purchase intention was 0.236; the value of overall guidance shopping influence upon immersion was 0.470; the point of influence guidance shopping upon purchase intention was 0.472; the metavoicing influence value upon immersion was 0.315; the metavoicing effect on purchase intent was 0.133; and the immersion influence rate upon purchase intent was 0.423. Here is a table of calculations using AMOS:

Table 5
Standardized Total Effects (Group number 1 - Default Model)

	Visibility	Guidance Shopping	Metavoicing	Immersion
Immersion	,000	,470	,315	,000
Purchase Intension	,236	,472	,133	,423

Source: processed data, 2023

Direct Effect

The direct influence can be known when one variable affects another variable without any mediation influence from the other variable. In this study, the direct visibility value of

the purchase intention was 0.236; the guidance shopping value for the immersion was 0.470; and the smallest value of guidance shopping for the purchase intention is 0.273; the metavoicing value for immersion is 0.315; and the immersion value for purchase intentions is 0.423. Here's the calculation table:

Table 6
Standardized Direct Effects (Group number 1 - Default Model)

	Visibility	Guidance Shopping	Metavoicing	Immersion
Immersion	,000	,470	,315	,000
Purchase Intension	,236	,273	,000	,423

Source: processed data, 2023

Indirect Effect

Indirect influence occurs when there is a variable that mediates between two variables. In this study, the indirect guidance shopping influence value on purchase intention is 0.199, and the indirect metavoicing influence on purchase intention is 0.133. Here's the calculation table:

Table 7
Standardized Indirect Effects (Group number 1 - Default Model)

	Visibility	Guidance Shopping	Metavoicing	Immersion
Immersion	,000	,000	,000	,000
Purchase Intension	,000	,199	,133	,000

Source: processed data, 2023

Based on the calculations of the three influences above, it can be seen that the guidance shopping variable is more dominant in influencing the immersion mediation variable and the purchase intention variable.

Discussion

The findings in this study show that there is a direct relationship between visibility and a positive and significant purchase intention. According to Shah et al. (2022), the importance of providing customised products and providing advice based on consumer preferences and needs can trigger their purchasing intentions. According to Cai & Wohn (2019), live streaming shopping can present more detailed and authentic product details to help customers make more informed purchasing decisions. The results of this study are in line with Azhari & Hasanah (2023), which state that the visibility variable affects the purchase intention variable.

The test results also showed that there was an indirect relationship between metavoicing and purchase intention through immersion as a positive and significant mediator variable. Without a mediator immersion, metavoicing had no significant influence on purchase intentions. According to Ridanti & Sutarso (2022), the user will feel comfortable doing transactions because of the ease of interaction, which creates an optimal and effective experience for the user.

This means that during live streaming shopping, there is a good interaction between consumers and streamers. Consumers can communicate opinions and get quick and satisfactory feedback from streamers, thus showing that metavoicing, in addition to improving the in-depth shopping experience for consumers, also participates in strengthening the relationship between the consumer and streamer (Jannah & Takarini, 2023).

The results of this study support the research Sun et al. (2019), that immersion mediates the influence between metavoicing and purchase intention. Furthermore, this study is in line with Maharani & Dirgantara (2023), which suggests that immersion has mediated the relationship between metavoicing and purchase intention.

The results also show that there is an indirect relationship between guidance shopping and purchase intention through immersion as a positive and significant mediator variable. The findings in this study are in line with a study conducted by Sun et al. (2019), which states that immersion has mediated between the affordability of guidance shopping technology and

purchase intention. Maharani & Dirgantara (2023) also state that immersion mediates the relationship between guidance shopping and purchase intention.

The results also show that there is a direct and indirect relationship between guidance shopping and purchase intention, which is positive and significant. Since direct influence shows greater results than indirect influence, it can be said that the role of mediator immersion does not so much affect guidance buying and buy intention.

This means that while live streaming shopping is going on, the streamer demonstrates the product to the consumer as well as provides guidance that causes consumers to have the intention to buy (Sun et al., 2019). According to Lu et al. (2023), direct shopping guidance is given by the streamer to consumers in live streaming shopping, which includes product introductions and discount offerings with the aim of improving the quality of purchasing as well as the shopping experience. According to Tuncer (2021), using guidance shopping, the seller can give directions to the consumer when making a purchase.

The results also show that there is a direct relationship between immersion and purchase intention that is positive and significant. Puspawati & Febrianta (2023) submitted that the feelings and experiences of potential buyers when participating in live shopping can help them recognize the benefits of the product and interact actively during the live sessions. According to Maghfiroh & Palupi (2023), immersion is a factor that affects consumer purchasing interest.

This study supports the findings in Saffanah et al. (2023), which stated that immersion has a positive influence on purchase intention in live shopping. Moreover, Maharani & Dirgantara (2023) also concluded that the immersion variable had a positive and significant effect on the purchase intention variable.

CONCLUSION

In this study, the results show that the visibility variable and the guidance shopping variable have a significant influence on the purchase intention variable. It is also known that the metavoicing variables and the guidance shopping variables have a significant influence on the immersion variables. Therefore, the immersion variable is not the mediator variable

between visibility and purchase intention. Based on that, purchase intention will increase significantly if there is an increase in metavoicing and guidance shopping. Metavoicing and guidance shopping increased the purchase intention with increased immersion. However, the purchase intention will increase significantly without the increase in immersion, and the purchase intention only increased significantly when the metavoicing variable was mediated by immersion.

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