# DOES IT-AFFORDANCE HAS AN IMPACT ON BUILDING CONSUMERS ATTITUDE TOWARD FASHION LIVE STREAMING

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## ABSTRACT

In recent years, fashion live streaming has become popular, but there is still not much academic research on fashion live streaming. The main purpose of this research is to examine the influence of IT affordance on consumers attitudes toward fashion live streaming based on affordance theory and theory reasoned action. in total, 375 usable questionnaires were used through online survey. Structured equation modelling partial least square was used for data analyses in this research. The result shows that meta voicing and guidance shopping have significant effects on consumers attitude toward fashion live streaming, except for visibility. The findings also suggest that consumers attitude toward fashion live streaming had a significant impact on their intention to purchase. There are several research limitations such as the approach used and the context of the research location. This research has several implications for the information systems literature, especially the IT-affordance literature, theory of reasoned action. This research also has managerial implications for live streaming application developers.

Keywords: *Affordance, Customers, Live Streaming, Attitude*

## 1.   INTRODUCTION

Currently, the use of live streaming is popular and becoming a trend. Live streaming is a technological media that allows someone to broadcast video content online in real time, while the party broadcasting is called a steamer. Live streaming is one of the media used to sell various goods, one of which is fashion products. Live streaming is a potential medium, where the market value of global live streaming will reach 1,219.19 million USD in 2022 and is predicted to reach more than 6,000 million USD in 2030. Global live streaming has a compound annual growth rate predicted to reach 23.4% between 2022 until 2028. Indonesia is one of the countries with potential for the development of live streaming. Revenue from the live streaming market in Indonesia is predicted to reach 302.6 million USD in 2023. Live streaming in Indonesia is growing with a compound annual growth rate predicted to reach 12.14% from 2022 - 2027. From the user side, live streaming user

penetration in Indonesia has only reached 6.2% in 2022, and is predicted to reach 6.9% in 2023. This shows that live streaming is a popular online sales media and has the potential to develop in Indonesia. Regarding online commerce in Indonesia, fashion is a product that is popular and much-loved in online shopping in Indonesia. Regarding online commerce in Indonesia, fashion is a product that is popular and much-loved in online shopping in Indonesia. Total spending on fashion products in Indonesian e-commerce reached 8.74 billion USD in January 2023, making it one of the 8 consumer goods with the highest total spending value in 2022 [1]. For fashion sellers, live streaming media can be a promising online sales medium to increase sales of their fashion products. Fashion sellers need to study and analyze the factors that influence live streaming consumer behavior, to increase their sales on live streaming.

The popularity of live streaming has encouraged academic research into consumer behavior on live streaming. Academic research studies consumer

behavior regarding live streaming in various contexts, such as research that examines the motivation of consumers to shop on live streaming [2], there is also research that studies customer engagement with live streaming [3], consumers shopping intention in live streaming [4] and there are also those who research loyalty to live streaming [5]. Taking into account that fashion sellers aim to increase sales by using live streaming media, and the effectiveness of advertising on digital media is shown by the purchasing intentions of consumers, this research examines how to increase the purchasing intentions of live streaming fashion consumers [6]. Several academic studies have begun to study the influence of various factors that influence consumer intention towards live streaming. There are several studies that highlight the influence of consumers' perceived value on purchasing intentions [3], [7], [8]. Several studies have raised consumer social psychological factors as antecedents of consumer behavior in live streaming [9]–[11]. Theory of Reasoned Action or TRA is a theory that is widely used in research for various online context [12]–[14]. TRA stated that consumers attitude is an important predictor toward their intention. This research proposes consumers' attitudes towards fashion live streaming as one of the antecedents of their intention to purchase.

When consumers interact with the features of live streaming, affordability for live streaming will be formed, so one theory that can explain consumers' intentions to revisit live streaming is affordance theory. [15], [16]. Affordance theory is a popular theory that has been widely used in previous research to explain human interactions in the context of online media [11], [17], [18]. Affordance theory emphasizes the importance of the influence of environmental factors on the formation of individual behavior. Affordance theory is a complement to the theory of planned behavior and the theory of reasoned action, where affordance theory emphasizes the importance of environmental cues in shaping consumer perceptions of their actions, such as consumer attitudes and intentions. [19]. Thus, it can be assumed that affordance theory can have a significant influence in forming consumers' attitudes and their purchasing intentions. The novelty of this research is the analysis of the influence of IT affordability on consumer attitudes towards fashion live streaming. This novelty is the main research question of this research. This novelty will fill the gap in research, especially on affordance theory.

Research that uses affordance theory on live streaming context is still in its new stage [20]–[22]. Especially, studies that examine fashion live streaming from an affordance theory perspective, so this gap is a contribution of this research to the live streaming and affordance theory literature. For the context of live streaming, research from [21] develops IT affordances that suitable for the application of affordance theory on live streaming context, thus this research adopts IT affordances which consists of visibility affordance, meta voicing affordances and guidance shopping. By examining the variables of IT affordance (visibility affordance, meta voicing affordances and guidance shopping) in relation to attitude and intention when looking back at live streaming fashion in Indonesia, this research can provide valuable insights and implications.

The main research question in this study is to analyze the influence of IT affordance on consumers' attitudes toward fashion live streaming and their intention to purchase. In order to answer the main question, this study raises several research questions. The first research question is regarding the influence of IT affordances (visibility affordance, meta voicing affordances and guidance shopping) on consumer attitudes towards fashion live streaming. The second question concerns the influence of consumer attitudes toward fashion live streaming on their intentions to purchase.

## 2. LITERATURE REVIEW

### 2.1. Theory of Reasoned Action

Theory of reasoned action or TRA is a theory of individual behavior which establishes that individuals will make rational choices when deciding to do or not do something. TRA was developed by Fishbein and Ajzen in 1975 [23]. TRA explains that an individual's intention to do something is a product of the individual's attitude towards the subject. An individual's attitude in TRA is the individual's level of evaluation of a behavior which is manifested in positive or negative levels, likes or dislikes [24]. Individual attitudes are influenced by the individual's beliefs regarding the attributes of that behavior [25].

### 2.2. IT Affordance

IT affordance is based on affordance theory. Affordance theory states that affordance is the potential for behavior that arises as a result of interactions between objects and actors. IT affordance is based on affordance theory. Affordance theory states that affordance is the

potential for behavior that arises as a result of interactions between objects and actors [30]. The concept of affordance lies in the relationship between the environment and actors, not just the actors [31]. Affordance theory is widely used in various research fields in various contexts. Each different context has a different form of affordance. In the context of information systems, affordance is defined as the possibility of an object in an information system inducing its users to carry out certain behavior [32].

The characteristics of affordance relationships can vary depending on different industries. So academics raised this issue and developed affordance theory for different industries. Several academics have developed affordance theory which is used in the digital world. Treem and Leonardi developed affordance theory in social media, by dividing affordance theory into 4 categories: visibility, persistence, editability and association [33]. Then, Argyris and Monu developed affordance for social media into 8 categories: presentability, monitorability, reach, self-expression, engagement, connectivity, recordability, and availability [34]. Dong and Wang developed affordance for online shopping in social commerce into 6 categories: visibility, metavoicing, triggered attending, shopping guidance, social contacting, and trading [15]. Research from Sun et al (2019), developed affordance theory for live streaming by taking the basis of affordance theory on social commerce from Dong and Wang (2018). Sun et al (2019) developed affordance for live streaming where when customers use live streaming, the affordance that is formed is a combination of live streaming features and customer perceptions. Sun et al divide affordance in live streaming into: visibility affordance, metavoicing, and guidance shopping [21].

### 2.3. Visibility affordance

Live streaming has various attractive advantages for its users. One of the advantages of live streaming is the ability to send, broadcast images, video, audio to users instantly [35]. The advantage of live streaming is that it helps customers make decisions when interacting with live streaming. Detailed images of the product along with sound and video, apart from being attractive to customers, also act as information about the product. Apart from that, live streaming also shows customers how to use the product, making customers immersive and interested when watching live streaming [36]. According to Dong and Wang (2018), visibility affordance is the possibility of showing products visibly to customers [15].

The visibility affordance of live streaming is related to the ability of live streaming to deliver information about product through video, audio and images to its users. Not much previous research has discussed visibility affordance [21], [33], in fact only a few have analyzed the influence of visibility affordance on consumer attitudes . However, visibility affordance is related to the delivery of information from products to consumers who view live streaming, which is closely related to the information quality of the products displayed in live streaming [21].

### 2.4. Meta voicing affordance

One of the advantages of live streaming media is the live interaction between users and streamers. When live streaming, customers can watch and interact with the streamer when he sells products or services live. Interested customers can ask the streamer directly about the products they are selling, and the streamer can respond and follow up directly via live streaming [2], [40]. meta voicing affordance relates to the possibility of consumers responding to products sold by streamers as a result of the interactivity that occurs between consumers and the streamer as seller [21]. Meta voicing in live streaming allows customers and streamers to have direct communication, thereby bringing the distance between them closer, and increasing the interactivity of the sellers with customers.

### 2.5. Guidance shopping

Consumers will be interested in personalized content so that it is relevant to their needs [43]. One of the other advantages of live streaming is its personalization capabilities. The personalization of live streaming allows users to search for products or services that suit their interests and needs. Personalization of live streaming helps users in making decisions, because personalization increases their perceived utility by helping their search problems [15]. Apart from that, personalization also increases consumer interest in live streaming by displaying content according to their needs and interests [44].

## 3. HYPOTHESES DEVELOPMENT

TRA is a popular theory that is often used in empirical research in various fields, including in the context of online commerce. One of them is research from Min (2020) which uses TRA to understand consumer behavior in esports [26]. Research from Lee et al (2020) applies TRA in

researching consumer purchasing intentions for online fashion [27]. Research from Jogezai et al (2021) examines attitudes towards online learning on social media with TRA [28]. Research from Raman (2019) examined female consumers' intentions to shop online with TRA [29]. Looking at the TRA explanation and previous research, this research proposes the following hypothesis.

H1. Consumer attitudes towards live streaming fashion have a significant influence on consumer intentions to continue using live streaming.

The visibility affordance is related to the delivery of information from products to consumers who view live streaming, which is closely related to the information quality of the products displayed in live streaming [21]. Several previous studies provide empirical evidence of the influence of information quality on consumer attitudes in the context of digital media [37]–[39]. Based on the arguments and results of previous research, this research proposes the following hypothesis.

H2. Visibility affordance positively influence consumers attitude toward live streaming.

Meta voicing affordance in IT affordance in live streaming is related to the interactivity between consumers and streamers through live streaming [21]. Several previous studies provide empirical evidence of the impact of interactivity on consumer attitudes in the online media [15], [41], [42]. From the arguments and results of previous research, this research proposes the following hypothesis.

H3. Meta voicing affordance has a positive and significant impact in building consumer attitudes towards live streaming.

Guidance shopping regarding the possibility of live streaming helps consumers make decisions with personalized services from live streaming. Previous studies provide empirical evidence of the influence of personalized content on consumer attitudes [45]–[47]. Departing from the arguments and results of previous research, this research proposes the following hypothesis.

H4. Guidance shopping positively influence consumers attitude toward live streaming.
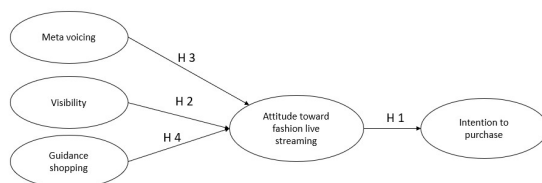


*Figure 1: Research Model*

## 4. METHODOLOGY

### 3.1. Data collection

The population of this research is consumers who use live streaming who have the intention or have ever shopped for fashion products via live streaming in Indonesia. The sampling time approach used followed a cross sectional design approach, where this research took data from October 2023 to 2024. Respondent data was taken using a questionnaire approach. The questionnaire for this research was made in Indonesian because Indonesian is the respondent's native language. The translation into Indonesian was carried out by two researchers who mastered the language and topic of the research. Before collecting data, this research conducted a pilot study with 30 respondents to test whether the questionnaire created could be understood by the respondents. Data collection uses an online survey with Google Forms. Data collection carried out obtained as much as the data returned. Then from... data, it turns out there is as much... data that can be used, after checking for missing values, outliers.

The descriptive analysis of the obtained respondent data can be observed in the following table.

*TABLE 1: DESCRIPTIVE ANALYSIS*

|  |  | *numbers* |
|---|---|---|
| Gender | Male | 149 |
|  | Female | 223 |
| Jobs | College student | 300 |
|  | Employee | 53 |
|  | Professional | 4 |
|  | Students | 11 |
|  | Government employee | 4 |
| Age | 17 – 20 | 165 |
|  | 21 – 24 | 184 |
|  | 25 – 28 | 18 |
|  | More than 29 | 5 |

The collected respondent data in the table 1 above indicates that the highest demographic percentage is represented by women with 59%, followed by men at 41%. Demographic data in table 1 above shows that the majority of respondents are aged between 17 and 24 years.

### 3.2. Measurements

All latent variables utilized in this study have been validated by previous research, subsequently adapted through minor modifications to ensure their relevance within the context of this study.

Measurements for the variables intention to continue watching and attitude toward live streaming were adapted from research from . The latent variables visibility affordance, metavoicing affordance and guidance shopping from IT affordance were adapted from research from . This research uses measurements with 5 Likert scales from Strongly Agree to Strongly Disagree, this scale was used in several previous studies.

## 5.  ANALYSIS AND RESULTS
### 4.1.  Confirmatory Factor Analysis

This research uses Partial Least Square or PLS with SmartPLS v3.2.7 software to analyze research models and data. According to Hair et al (2017) analysis and reporting using PLS-SEM consists of two main parts, namely confirmatory factor analysis or CFA and structural model analysis [48]. The first stage in analysis using PLS-SEM is the CFA test. The CFA test includes various statistical analyzes such as factor loading analysis of indicators, internal consistency reliability, discriminant validity, and convergent validity. The initial part form CFA is factor loading analysis. The factor loading value shows the correlation between the indicator and the construct [48]. Indicators whose factor loading values are low indicate that the indicators are not valid for assessing latent variables in the measurement model [48]. The recommended value of the Loading Factor indicator is 0.7, below the recommended value indicate that the indicators lack of validity. The second step in CFA is measuring convergent validity. Convergent validity refers to the degree to which each latent variable effectively converges to explain the validity of the observed variation in its constituent components. Convergent validity was assessed using the average variance (AVE) metric, with a generally accepted threshold of 0.5. Next, the internal consistency reliability assessment is carried out using composite reliability analysis which is usually called CR. Based on applicable standards, CR values exceeding 0.7 are generally considered acceptable. The results of the statistical test analysis of loading factors, EVA and CR on the data and model of this research can be seen in the following table 2 and figure 2.

*Table 2: Confirmatory Factor Analysis*

|  | Items | Loading factor | AVE | CR |
|---|---|---|---|---|
| attitude toward fashion live streaming | at1 | 0,813 | 0.657 | 0.906 |
|  | at2 | 0,845 |  |  |
|  | at3 | 0,770 |  |  |
|  | at4 | 0,806 |  |  |
|  | at5 | 0,818 |  |  |
| guidance shopping | gs1 | 0,768 | 0.640 | 0.877 |
|  | gs2 | 0,846 |  |  |
|  | gs3 | 0,794 |  |  |
|  | gs4 | 0,791 |  |  |
| intention to continue watch | iw1 | 0,899 | 0.768 | 0.908 |
|  | iw2 | 0,896 |  |  |
|  | iw3 | 0,832 |  |  |
| metavoicing | mv1 | 0,809 | 0.631 | 0.895 |
|  | mv2 | 0,813 |  |  |
|  | mv3 | 0,763 |  |  |
|  | mv4 | 0,811 |  |  |
|  | mv5 | 0,776 |  |  |
| visibility | vs1 | 0,807 | 0.632 | 0.895 |
|  | vs2 | 0,777 |  |  |
|  | vs3 | 0,819 |  |  |
|  | vs4 | 0,790 |  |  |
|  | vs5 | 0,779 |  |  |
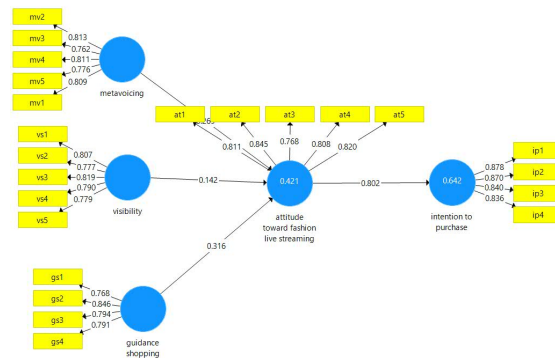


*Figure 2: Loading Factors*

The results of the loading factor calculation from the table above show that all indicators have a loading factor of more than 0.7, which shows that all indicators are valid in measuring the latent variable being measured. Then the EVA value of the research model also shows a value of more than 0.5, which means that all latent variables have good convergent validity. The table above also shows that all CR values from the research model are also

above 0.7, so it can be said that all latent variables have good internal reliability.

The final stage of CFA is discriminant validity. Discriminant validity measures whether each latent variable from the research model is different from one another empirically. In the calculation, discriminant validity can be said to be good if the root of the AVE in the construct is higher than the correlation of the construct with other latent variables. The results of the discriminant validity calculation can be seen in the following table.

*Table 3: Discriminant Validity*

|  | attitude toward fashion live streaming | guidance shopping | intention to continue watch | metavoicing | visibility |
|---|---|---|---|---|---|
| attitude toward fashion live streaming | 0,811 |  |  |  |  |
| guidance shopping | 0,594 | 0,800 |  |  |  |
| intention to continue watch | 0,741 | 0,530 | 0,876 |  |  |
| metavoicing | 0,578 | 0,666 | 0,481 | 0,795 |  |
| visibility | 0,548 | 0,694 | 0,383 | 0,696 | 0,795 |

The results of the discriminant validity calculations in the table show that overall, the discriminant validity value of each latent variable is good, indicating that empirically each latent variable from the research model is different from one another.

### 4.2. Structural Model Analysis

The subsequent step in assessing the research model using PLS-SEM involves the evaluation of the inner model. This stage is designed to test the hypotheses that were formulated based on the research model.

To evaluate the inner model, the initial step involves determining the coefficient of determination, often known as R square. The coefficient of determination, often known as R Square, quantifies the extent to which an endogenous construct can be accounted for by an exogenous construct. The coefficient of determination (R Square) is anticipated to range

from 0 to 1 [49]. The R square calculations results are presented in Table below.

*Table 4: R Square Calculations*

| Variables | R² |
|---|---|
| attitude toward fashion live streaming | 0,421 |
| intention to continue watch | 0,550 |

The table above displays the findings of the r square calculation for the research. The coefficient of determination (R-squared) for the trust variable attitude toward fashion live streaming is 0.421 indicating that 42.1 % of the variability in the attitude toward fashion live streaming construct is explained by the variables that indluenced it. The coefficient of determination (R-square) for the intention to continue watch is 0,55 indicating that 55% of the variability in the intention to continue watch is explained by the latent factors that influenced it.

The subsequent stage involves doing the structural model test. The process of this hypothesis test commences by generating 5,000 resamples by bootstrapping. The outcomes of the hypothesis test are displayed in the table 5 and figure 3.

*Table 5: Hypothesis Testing*

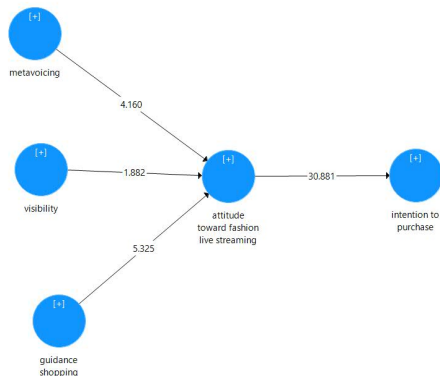| Hypothesized | Path coefficient (β) | T values | P Values |
|---|---|---|---|
| attitude toward fashion live streaming -> intention to continue watch | 0,741 | 23,647 | 0,000 |
| guidance shopping -> attitude toward fashion live streaming | 0,317 | 5,164 | 0,000 |
| metavoicing -> attitude toward fashion live streaming | 0,269 | 4,247 | 0,000 |
| visibility -> attitude toward fashion live streaming | 0,140 | 1,838 | 0,066 |

*Figure 3: Hypotheses testing*

The test of significance for the hypothesis relationship is determined by the t-value and P-values calculations. The recommended t-value for determining statistical significance of the hypothesis is 1.96. Therefore, to establish a significant and positive link, the t-value of the hypothesis must above 1.96. According to Hair et al (2014), the p-value must be less than 0.05 in order to support the hypothesis with a significance level of 0.95, even though the general rule of thumb for the p-value is 0.05.

The figures and tables display the results of the structural model test, indicating that the influence of guidance shopping (t-value = 5.164, p value = 0.00), and metavoicing (t-value = 4.247; p value = 0.00), toward attitude toward fashion live streaming all have a positive and significant result. However, visibility doesn't have any significant influence on consumers attitude toward fashion live streaming (t-value = 1.838, p value = 0.066). The structural model test also revealed that attitude toward fashion live streaming have a positive and significant impact on intention to continue watching fashion live streaming (t-value = 23.647, p value = 0.00).

## 6. DISCUSSIONS

The main question of this research is to analyze the influence of IT affordability on consumer attitudes towards fashion live streaming. To answer the main research question, this research proposes several hypotheses which are then tested.

The results of the SEM PLS test show several findings to answer the main research question. The first finding shows that the second hypothesis is rejected, where visibility affordance does not have a significant influence on consumer attitudes towards fashion live streaming. These results contradict

previous research which proves that information quality has a significant positive effect on consumer attitudes [21], [33]. This result could be due to visibility affordance regarding the ability of live streaming to display information about the products being sold, where each type of product has different information needed by consumers. It could be that the information needed by consumers to be able to know and visualize fashion products is not so much. Visibility affordance does not play a big role in fashion products, perhaps visibility affordance has more of a role in products other than fashion, such as smartphones, televisions, laptops, and others. Then the results of the structural test stated that the third hypothesis was accepted, where meta voising affordance had a significant positive effect on consumer attitudes towards fashion live streaming. Meta voicing in live streaming is a live streaming facility that supports interaction between viewers and streamers during live streaming, so meta voicing is related to the interactiveness of live streaming. The results of the hypothesis test show that consumers are happy with the convenience of live streaming which supports interaction between consumers as viewers and streamers when live streaming fashion products. These results are in accordance with the results of previous studies which prove the influence of interactivity on consumer attitudes in the context of digital media [15], [41], [42]. Next, the results of the hypothesis test also show that the fourth hypothesis is accepted, where guidance shopping has a positive and significant effect in shaping consumer attitudes towards fashion live streaming. These results indicate that fashion consumers are happy when the products are offered, customization is offered when they enjoy fashion live streaming according to their needs. The results of this research are in line with previous research which states that personalization has a positive and significant impact on the formation of consumer attitudes towards digital media [45]–[47]. In connection with the main objective of this research regarding the analysis of the influence of visibility, meta voicing and guidance shopping on consumer attitudes towards fashion live streaming. The results of this research state that there is a significant positive influence from metavocing and guidance shopping on consumer attitudes towards fashion live streaming, but visibility does not have a significant influence on consumer attitudes towards fashion live streaming.

The second research question of the study is about the influence of consumers' attitudes towards

fashion live streaming on their purchase intentions. The results of this research hypothesis test show that the first hypothesis is accepted, namely that consumers' attitudes towards fashion live streaming have a significant and positive impact in shaping their purchasing intentions. These results are in accordance with TRA which states that an individual's attitude towards an object is the main predictor of their intentions. These results are in line with several previous studies that used TRA to prove that there is a significant influence of consumer attitudes on their intentions in the context of online media [27]–[29], [50].

## 7. CONSLUSIONS AND IMPLICATIONS
### 7.1. Conclusions

Even though live streaming is popular, research on live streaming is still relatively new and only a few, and there is still little that discusses fashion live streaming. Research using IT affordance as a basis, this research proposes meta voicing, visibility, and guidance shopping, then studies their influence on consumer attitudes towards fashion live streaming and purchase intentions. The results of this research show that metavoicing, guidance shopping and visibility have a significant positive influence on consumer attitudes towards fashion live streaming. furthermore, this research also concludes that consumer attitudes towards fashion live streaming actually have a significant positive influence on purchase intentions.

### 7.2. Theoretical Implications

This research contributes to the literature by providing several insights into the literature in the fields of affordance theory and theory of reasoned action. Affordance theory is widely used to explain consumer behavior in the context of online media, but only a few studies have used affordance theory in the context of live streaming, especially combining it with TRA. This research fills the gap in the literature by using IT affordance theory and combining it with TRA. The second contribution, currently research in the context of live streaming is still relatively new, and research is starting to develop that examines the context of live streaming, but only a few have addressed the specific context for fashion live streaming. This research fills the gap by examining the context of fashion live streaming.

### 7.3. Practical Implications

Apart from implications for theory, this research also has several managerial contributions. The first contribution of this research has implications for sellers, brands, marketers of fashion products who want to or are currently using live streaming to sell their products. The results of this research show that to increase sales potential, you must be smart in choosing live streamers who are liked by many of their followers, especially when they are live streaming selling fashion products. The second contribution has implications for sellers, brands, marketers of fashion products to choose live streaming media. The results of this research show that when choosing live streaming media you must pay attention to the guidance shopping factor, where you must choose a live streaming media that is able to provide a good personalization algorithm.

## 8. LIMITATIONS AND SUGGESTIONS

Although this research has practical and theoretical contributions, it is not free from limitations that could become opportunities for future research. The first limitation of this research is in data collection, where this research takes cross-sectional data for a certain time only, future research could use a longitudinal approach to see changes that occur in consumers at certain time intervals. The second limitation of this research is in terms of the location of the respondents, where the respondents of this research are live streaming fashion consumers in Indonesia because the context of this research is live streaming fashion in Indonesia. Future research could use other country locations or take data from two countries and then compare the results.

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