

How Does the Use of Shopee Live Affect Consumer Information Needs?

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ABSTRAK

Indonesia adalah salah satu negara dengan pertumbuhan tercepat di kawasan dalam hal jumlah pengguna e-commerce. Jumlah ini terus bertambah, apalagi ketika pemerintah mengeluarkan peraturan tentang Work From Home (WFH) di masa pandemi Covid-19. Salah satu e-commerce paling populer di Indonesia adalah Shopee, dengan jumlah pengguna terbanyak berada di Jakarta. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh Shopee Live, sebuah fitur di aplikasi Shopee, terhadap kebutuhan informasi di kalangan ibu rumah tangga di Jakarta berdasarkan teori pencarian informasi. Metode kuantitatif dengan analisis regresi digunakan dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa secara simultan, intensitas menonton, isi konten, dan prioritas pencarian di Shopee Live berpengaruh signifikan terhadap kebutuhan informasi ibu rumah tangga di Jakarta. Secara parsial, intensitas menonton di Shopee Live berpengaruh signifikan terhadap kebutuhan informasi. Demikian juga isi konten, yang berpengaruh signifikan terhadap kebutuhan informasi. Berbeda dari keduanya, prioritas pencarian di Shopee Live tidak berpengaruh signifikan terhadap kebutuhan informasi di kalangan ibu rumah tangga di Jakarta.

Kata kunci : komunikasi, e-commerce, pencarian informasi, kebutuhan informasi, shopee

ABSTRACT

Indonesia is one of the fastest growing countries in region in terms of number of e-commerce users. This number keep on increasing, especially when the government issued regulation regarding Work From Home (WFH) during Covid-19 pandemic. One of the most popular e-commerce in Indonesia is Shopee, with the highest number of users in Jakarta. The aim of this study is to examine how much influence Shopee Live, a feature in Shopee application, has on information needs among housewives in Jakarta based on information seeking theory. Quantitative method with regression analysis are used in this study. The results of this study indicate that simultaneously, viewing intensity, information content, and search priority on Shopee Live has a significant effect on information needs among housewives in Jakarta. Partially, viewing intensity on Shopee Live has a significant effect on information needs. Likewise, information content also has a significant effect on information needs. However, search priority on Shopee Live does not have a significant effect on information needs among housewives in Jakarta.

Keyword : communication, e-commerce, information seeking, information needs, shopee

1. INTRODUCTION

The number of e-commerce users in the world continues to grow periodically from year to year. In Indonesia, average increase in the number of users is one of the fastest in the region. Governor of Bank Indonesia (BI) Perry Warjiyo estimates that e-commerce transactions in 2021 will be able to reach hundreds of trillion rupiah. In an annual meeting on December 3rd, 2020, Warjiyo said that the digital economy and finance will increase rapidly, and by 2021, value of e-commerce transactions will reach IDR337 trillion (Miftahudin, 2020). Since the emergence of Covid-19 pandemic, e-commerce usage trend continues to increase (Jamaludin, 2020). This is mainly because people are encouraged to carry out their daily activities at home to minimize the risk of being exposed to Covid-19. Stay-at-home order by the government, followed by Large-Scale Social Restriction (PSBB) regulation, encourages people to use e-commerce to buy various needs. One application whose usage trend is increasingly popular amid Covid-19 pandemic is Shopee. The number of sellers in Shopee continues to increase by 60 percent from year to year (Bratadarma, 2020). Shopee is an e-commerce company that was founded in early 2015 in Singapore, and expanded to Malaysia, Thailand, Vietnam, Philippines and Taiwan in the same year (Reza, 2015). Shopee's reach continues to expand to Indonesia and Brazil. In Indonesia, the highest number of Shopee users are in Jakarta (Devita, Fenalosa, & Hilao, 2019)

During Covid-19 pandemic, the government issued a number of policies to accelerate the digitization of Micro, Small and Medium Enterprises (UMKM). The goal of this acceleration is so that buyers and sellers can continue to interact safely in the midst of a

pandemic. Shopee, as one of the popular e-commerce in Indonesia, aggressively promoting their brand in various mass media. From promotions 8.8, 9.9, 10.10, 11.11, 12.12, until its peak in the first day of 2021, Shopee continues to boost its promotions. Generally, Shopee is similar to other e-commerce, but quickly become one of the top through its main feature, Shopee Live. In this feature, sellers can show their products and explain its details directly to consumers via live-streaming broadcasts. Potential buyers can easily "swipe" the screen to the right or left to find "shops" that are broadcasting live-streaming via Shopee Live.

Shopee Live allows sellers and consumers to interact directly, which includes question and answer about products, certainty of purchase, or just chatting. In this feature, sellers use verbal communication, while consumers respond in writing in comment section. If consumers are interested in the product offered, they can decide to buy it directly by selecting orange cart icon next to comment section. This intense, two-way interaction between sellers and consumers, is one of Shoppee's main selling point among internet users.

Shoppee application accommodates purchase decision making process in consumers. In the process of identifying problems, Shoppee Live in Shoppee application is an external stimulus that encourages consumer needs. Consumers may just realize that they need or want something when they see sellers offering various goods via Shoppee Live. Consumers who are getting interested, will start information seeking process by watching one or more live-streaming broadcasts on Shopee Live. Alternatives evaluation can occur in the middle of purchase decision making process, in this case, choosing certain brands. In this phase, consumers may form preferences for certain brands.

After information seeking and alternatives evaluation has been passed, the next phase is purchase decision making process. Consumer purchasing decisions may be influenced by several factors, mainly the price or availability of the desired goods. After the purchase, consumers may be satisfied, or conversely, show dissatisfaction. Satisfaction may be shown by consumers when the goods they buy match their expectations. While dissatisfaction may be shown if expectations are not met, for example, goods do not match the description or there are certain defects. Shopee Live are able to minimize this dissatisfaction because sellers shows and describes their products directly to consumers.

Shopee Live is not just used for selling dan buying, but also as a means of entertainment. A number of sellers at Shopee sometimes doing live-streaming through Shoppee Live just to find friends to chat or offering giveaway prizes. Meanwhile, from the consumer side, there are some who watch Shopee Live just to gain knowledge about certain products, such as how many types are there, how to use them, what is the market price, and so on.

There are five information needs associated with Shopee Live in this study. First, cognitive needs related to strengthening or adding individual information about products. Second, affective needs related to consumer satisfaction regarding product information. Third, personal integration needs related to consumer trust and dependence on product information through Shopee Live. Fourth, social integration needs regarding the willingness of consumers to share information with others and the willingness to follow seller accounts on Shopee. Finally, escapist needs associated with the need for entertainment and releasing stress. From explanation above, this study aims to

determine "How Does the Use of Shopee Live Affect Consumer Information Needs?"

2. LITERATURE REVIEW

Information Seeking Theory

According to Donohew and Tipton (1973) in Senjadja, 1994: 18, information seeking theory, as the name implies, provides an explanation of three things, namely information seeking, information avoidance, and information processing. Information seeking is said to be rooted in social psychology about attitudinal conformity. One of the main assumptions is, people tend to avoid information that is not in accordance with their image of reality because it feels dangerous (Sendjadja, 1994).

The three main concepts of Information Seeking Theory are image or "image of reality", namely:

- a. First, the concept of image which refers to experiences that have occurred during a person's life. This first image concept consists of various goals, beliefs and knowledge that have been obtained by housewives as subjects in the study.
- b. The second image concept is the self-concept of housewives in DKI Jakarta, including their evaluation of their ability to handle various situations.
- c. The third image concept is Image of Reality. This third concept consists of a set of information use that regulates behavior of housewives in seeking and processing information (Sendjadja, 1994).

Still from Donohew and Tipton, information seeking process can be broken down into several stages, namely:

1. The first process begins when the housewives receives a number of stimuli. They may pay attention to these stimuli, or they may not pay attention at all. The choice to pay

attention or not to pay attention, in this study regarding live-streaming broadcasts on Shopee Live, partly determined by the characteristics of that feature.

2. In second stage, housewives will make comparisons between various stimuli (information) on the "image of reality" of the individual. It is at this stage that the level of relevance and consistency between images and stimuli is tested. Material or information that is considered too dangerous or unnecessary will be filtered out, as well as stimuli that are considered monotonous because of the high level of consistency. If the stimuli are ignored, this process will automatically stop.
3. The problem in the third stage is whether Shopee Live feature, which is a stimulus, requires further action from housewives. If the answer is "no," then perhaps the stimulant effect forms an additional part of the image. Whereas if the answer is "yes," then the tools of "image of reality" such as experiences, self-concept, and information processing styles, influence what actions those housewives should take next.

If housewives give more priority to one stimuli over others when assessing information in Shopee Live, then they can choose to end their information seeking or to look even further. If they decide to look for further information, housewives should determine their need for information and assess potential sources to answer their needs.

If there is more than one potential source of information, housewives should choose an information strategy, whether it is broad or narrow, deep or shallow, cursory or comprehensive. Whatever the strategy, they will reach a point where they feel well-informed. Usually when someone has reached that point, they will move on to the action. In choosing strategy,

housewives is likely to go through a number of information-seeking loops before they feel they have enough (Sendjadja, 1994).

Information Needs

Essentially, every individual has certain needs in accordance with the situation and conditions, so does the subjects in this study. Their needs arises because they are influenced by three factors, namely physiological conditions, situations, and cognition. The results of the housewives' thoughts encourage the emergence of certain wishes or needs according to what is on their mind. For example, if housewives are thinking about ways to increase their knowledge about something, they will start thinking about finding related information. They will search for this information in various media, both conventional and digital, as needed.

If it is associated with an environment that stimulates the need for the subject, specifically related to the subject faced with various information-providing media or information-communication media, there will be many needs that can be stated. These needs according to Katz, Gurevitch, and Haas (Yusuf, 2009), include:

1. Cognitive Needs

In this study, cognitive needs are closely related to the needs of housewives to strengthen or increase the information, knowledge and understanding they have of their environment. Cognitive needs are based on the subject's desire to fully understand their environment. From the point of view of cognitive psychology, a person has a tendency to understand and have a complete understanding of their environment. In addition, this need can also give satisfaction to one's curiosity. This cognitive need is measured by indicators of knowledge and understanding.

2. **Affective Needs**
Affective needs related to aesthetic reinforcement, something that feels good, and emotional experiences. In this study, affective needs is related to the pleasure and satisfaction of housewives regarding product information reviewed by sellers.
3. **Personal Integrative Needs**
This need is related to strengthening credibility, trust, stability, and individual status. In this study, Personal Integrative Needs is related to the trust and dependence of housewives on product information through Shopee Live feature.
4. **Social Integrative Needs**
This need is related to strengthening relationships with family, friends, colleagues and general public. This need is based on someone's urge to join or make groups with other people. In this study, Social Integrative Needs is related to the willingness of housewives to share their information with others, and willingness to follow seller accounts on Shopee in order to keep up with latest information updates on various products.
5. **Escapist Needs**
This last need is associated with the subject's need to escape reality, let go of boredom or fatigue, and the desire to seek entertainment or just distraction. In this study, Escapist Needs is related to housewives who want to make a good use of their spare time, get rid of boredom, want to be entertained, or find inspiration by watching lives-streaming broadcasts on Shopee Live.

5A Marketing Concept

In marketing science, there is a 4A customer path concept consisting of Aware, Attitude, Act, and Act Again (Kotler, Kartajaya, & Setiawan, 2017). However, in April 2014, MarkPlus, Inc. initiated a new customer path, namely the 5A Concept. This concept reveals that in modern and digital era, 4A concept is becoming less relevant. The 4A concept is too individual. This statement arises not without reason. Conditions in the field indicate that almost all purchases made by consumers today are more influenced by a number of external factors. What is lacking from the 4A concept is the reality that before buying, someone usually asks other people first, it could be friends, family or experts in certain fields, either face-to-face or virtually in cyberspace through social media or online forums.

Recent advances in information and communication technology, coupled with changes in consumer behavior, have made customer path pattern changes from 4A to 5A. The 5A concept consists of Aware, Appeal, Ask, Act, and Advocate. Attitude, which used to be defined as like it or not, is now divided into Appeal and Ask. This is because after consumers get to know (Aware) a certain product brand, there is no guarantee they will be interested (Appeal). Meanwhile, if consumers show interest, curiosity will arise to find out more about the brand (Ask).

The 4A concept cannot be used as a reference for all industries. For example, the property and automotive industries. Those two industries has products that is difficult to implement a repeat buying pattern (Act Again). Although in those two industries, it is possible for consumers to make repeat purchases, but most of them occur in a long time lag or only for certain consumers. Different things, of course, apply to retail consumers.

The 5A concept can easily be found in the consumption behavior of housewives. As humans, housewives have a social instinct, which is to always want to communicate with other people, so they won't miss customer path of "Ask." This part actually plays an important role as a determinant of consumer purchases. In fact, "Ask" can exceed consumer's own desires. For example, Mrs. A has a good opinion about brand X. But when she "Ask" her husband, she gets the answer that brand X is not good. There is a possibility that Mrs. A will not buy brand X because of her husband's answer.

3. METHOD

Quantitative survey method with questionnaire was used as a data collection instrument in this study. The aim is to obtain information about housewives as respondents who are considered to represent a predetermined population. The questionnaire was used as the main data source in this study. Data were analyzed using regression analysis, to predict the variable use of Shopee Live (X) on the Information Needs of Housewives in Jakarta. The questionnaire will be distributed to housewives who were selected as samples, and the results will be used as the main data in this study. Interviews and literature review are also used as supporting data.

There are five gradations for each statement submitted to the respondents. If the statement is positive, then the gradation value strongly agree (SS) is five, agree (S) is four, neutral (N) is three, disagree (TS) is two, and strongly disagree (STS) is one. The gradation values for positive statements from strongly agree to strongly disagree are 5,4,3,2 and 1. However, if the statements are negative, then the gradation values are in the opposite direction, strongly agree to strongly

disagree would be 1, 2, 3, 4 and 5 (Riduwan & Sunarto, 2007). The variables used in this study can be seen in the following table:

Table 1. Operational Variables of Shopee Live Feature Usage and Information Needs

(X) Shopee Live Usage	(X ₁) Usage Intensity	<ul style="list-style-type: none"> • Frequency of using Shopee Live Feature, • Duration of using Shopee Live Feature
	(X ₂) Information Content	<ul style="list-style-type: none"> • Information diversity on Shopee Live Feature • Clarity of information on Shopee Live Feature • Actuality of information on Shopee Live Feature
	(X ₃) Information Seeking Priority	<ul style="list-style-type: none"> • Looking for main information on Shopee Live
(Y) Fulfillment of Housewives' Information Needs	Information Needs	<ul style="list-style-type: none"> • Cognitive Needs • Affective Needs • Personal Integrative Needs • Social Integrative Needs • Escapist Needs Kognitif needs

Housewives in DKI Jakarta were selected as the study population. Researchers chose housewives in DKI Jakarta because they are the people affected by the PSBB who are forced to do more online buying and selling activities. In addition, these housewives are relatively tech-savvy and familiar with e-commerce features.

Probability Sampling technique is used so that each population has the same opportunity to be taken as a sample (Sugiyono, 2009). Cluster sampling is also used in this study considering the large area where those population lives.

Multi-Stage Cluster Random Sampling, which is part of Cluster Sampling, is used to take study samples because Jakarta is divided into six regions. From the six regions, only one will be selected based on the calculation in the Multi-Stage Cluster Random Sampling. The magnitude of the

coefficient of trust denoted (t) for each trust opportunity is different, as has been described by Cochran (Prijana, 2005: 6) as follows:

- coefficient of trust 2.58 out of 99 percent trust
- coefficient of trust 1.96 out of 95 percent trust
- coefficient of trust 1.64 out of 90 percent trust
- coefficient of trust 1,28 out of 80 percent trust
- coefficient of trust 0,67 out of 50 percent trust

Due to the limited time of the study, researchers only took 5 random samples from 14 RT in Jagakarsa, so that the total number of respondents was 70. The samples which taken randomly were housewives who used Shopee Live on Shopee application.

Regression analysis is used to analyze the data, while data processing was carried out with the use of SPSS 16.0 software. Regression estimates the effect between data in preparing for a variety of possible symptoms.

a. T test

T test is a test of regression coefficients partially or individually, which is to test the hypothesis:

1. Ha: Intensity of watching Shopee Live has a significant effect on the information needs of housewives in Jakarta.
Ho: Intensity of watching Shopee Live does not have a significant effect on the information needs of housewives in Jakarta.
2. Ha: Information content on Shopee Live has a significant effect on the information needs of housewives in Jakarta.
Ho: Information content on Shopee Live does not have a significant effect on the information needs of housewives in Jakarta.
3. Ha: Search priority on Shopee Live has a significant effect on the

information needs of housewives in Jakarta.

Ho: Search priority on Shopee Live does not have a significant effect on the information needs of housewives in Jakarta.

b. F test

F test is a test of regression coefficient simultaneously or together, which is to the the hypothesis:

Ha: There is significant effect from intensity of watching, information content, and search priority on Shopee Live on the information needs of housewives in Jakarta.

Ho: There is no significant effect from intensity of watching, information content, and search priority on Shopee Live on the information needs of housewives in Jakarta.

Multi-Stage Cluster Random Sampling is calculated for the areas of South Jakarta, West Jakarta, North Jakarta, Central Jakarta, East Jakarta and Thousand Islands (Kepulauan Seribu). The six regions of DKI Jakarta are then calculated to get how many areas will be sampled.

From the results of the first calculation, South Jakarta was selected as the sample. In this area there are 10 districts, namely Tebet, Setiabudi, Pesanggrahan, Kebayoran Lama, Pancoran, Mampang Prapatan, Cilandak, Kebayoran Baru, Jagakarsa and Pasar Minggu. Of the total districts, later it will be counted and narrowed down again. South Jakarta area is often in the spotlight because it is considered to have a more advanced lifestyle than other areas in the capital. One of the reasons for this is the large number of expatriates who live there, and the population is also not as dense as other areas in Jakarta because the land use is mostly for business activities.

Jagakarsa was selected as sample from the results of second calculation of

10 districts in South Jakarta. Jagakarsa is one of the area of South Jakarta which is currently developing. In contrast to other areas that have become business centers, Jagakarsa is the opposite. Housing in South Jakarta is concentrated in Jagakarsa. Private developers are also competing in Jagakarsa to build modern housing clusters. There are six sub-districts in Jagakarsa, namely Srengseng Sawah, Ciganjur, Jagakarsa, Lenteng Agung, Cipadak and Tanjung Barat. Of the six sub-districts in Jagakarsa, a recount was carried out to narrow the sample.

Based on the results of third calculation from six sub-districts in Jagakarsa District, Srengseng Sawah sub-district was selected as the sample. There are nine RWs in this sub-district. Of the nine RWs, the sample was determined randomly one time. From that random selection, RW 09 which has 14 RTs was sampled.

4. RESULTS

This study will take respondent's personal data to be used as supporting data from variables of age and education.

Respondent Age

Based on the results from questionnaires that has been distributed to 70 respondents, namely housewives who used Shopee Live feature, the following results were obtained regarding age variable:

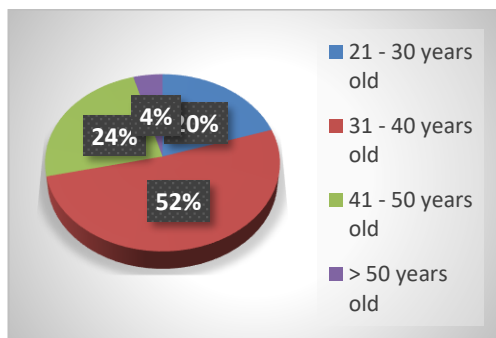


Figure 1. Age of Respondents

From a total of 70 housewives, the majority were between 31 and 40 years old (52 percent). They are housewives who are still productive, and able to overcome various problems and challenges in their life. These young mothers also tend to be emotionally stable, logical and realistic in making decisions. They also have a fairly good financial capacity, can make purchasing decisions, sometimes even become decision makers in the household. Not only that, these housewives can also keep up with the latest development of information and communication technology.

Education

Based on the results from questionnaires that has been distributed to 70 respondents, namely housewives who used Shopee Live feature, the following results were obtained regarding education variable:

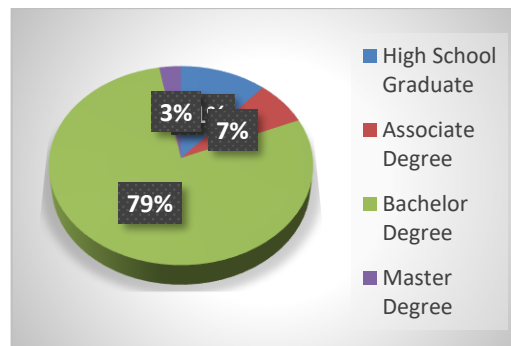


Figure 2. Respondents Education

Figure 3 shows that the majority of respondents (75 percent) have Bachelor's degree (S1). Basically, educational background associated as one of the factors that influence decision making and problem solving process. Respondents with good educational backgrounds also tend to be more responsible for all the decisions they make.

Regression Test

Table 2, Partial Test

Shopee Live Usage for Information Needs	B	Beta	t	Sig.
(Constant)	16.661		2.796	.007
Intensity of watching	1.074	.301	2.879	.005
Information content	.667	.433	3.777	.000
Search priority	.386	.099	.982	.330

a. Dependent Variable: Information needs

The results from table 2 illustrate the regression equation as follows:

$$Y = 16,661 + 1,074X_1 + 0,667X_2 + 0,386X_3$$

From these results, it shows that the constant value is 16.661. For regression coefficient of the effect of intensity of watching Shopee Live on positive information needs, the value is 1.074. Meanwhile, regression coefficient of the effect of Shoppe Live's information content on positive information needs is 0.667. For regression coefficient of the effect of Shopee Live's search priority on positive information needs, the value is 0.386. From these three results, it can be seen that the use of Shopee Live feature can affect information needs among housewives in Jakarta.

The results from table 2, regarding intensity of watching on information needs, it can be seen that t-value is 2.879 with a sig. 0.005. It can be concluded that individually, the intensity of watching Shopee Live feature has a significant effect on housewives' information needs.

Regarding information content toward information needs, it is shown that t-value is 3.777 and the value of sig. 0.00, which means significant because <0.05. It can be concluded that individually, information content in Shopee Live feature has a significant effect on the information needs of housewives in Jakarta.

For search priority on information needs, the t-value is 0.982

and a sig value 0.330, which means it is not significant because > 0.05. It can be concluded that partially, search priority on Shopee Live feature does not have a significant effect on the information needs of housewives in Jakarta.

Based on the results from table 2, it can be seen that beta value of the intensity of watching is 0.301, 0.433 for information content, and 0.099 for search priority. Because beta value of the information content is the biggest among others, it can be concluded that information content on Shopee Live feature has dominant influence on the information needs of housewives in Jakarta.

Table 3. Coefficient of Determination

Variable	R	(R Square)
Shopee Live Usage for Information Needs	.699 ^a	.489

Table 3, shows the results of R value of 0.699 and RSquare value of 0.489, where RSquare value is squared result of the correlation coefficient, (coefficient of determination 0.699 x 0.699 = 0.489). This shows that housewives' information needs are influenced 48.9% by watching intensity, information content and search priority in Shopee Live feature. The remaining 51.1% can be influenced by several other factors that need to be examined more deeply. The higher the intensity of using Shopee Live, the more information needs will be fulfilled among housewives.

Table 4. Simultaneous Test

Variabel	F	Sig.
Intensity of watching, information content, and search priority on Shopee Live on the information needs	21.034	.000 ^a

Table 4, shows the F-value of 21.034 with a value (sig) of 0.000, which means it is significant because <0.05. Simultaneously, intensity of watching,

information content, and search priority on Shopee Live feature have a significant effect on the information needs of housewives in Jakarta.

Discussion

The results of this study indicate that the intensity of use and information content on the Shopee Live feature has a significant effect on information needs of housewives in Jakarta. However, information seeking priority does not significantly affect their information needs.

The intensity of watching Shopee Live can significantly fulfill housewives' information needs regarding products that they are looking for. From the results of interviews with a number of respondents, housewives tend to choose afternoon time or evening to watch Shopee Live. It is mainly because in the afternoon or evening, housewives usually have completed their daily tasks such as cooking, washing clothes, cleaning the house, taking care of children's needs, and so on.

Information content also has a significant effect on housewives' information needs. Apart from questionnaires, data regarding significant effect of information content was also strengthened by results from respondents' interviews. In Shopee Live, merchants showcase their product line and explain its details in real time. Not only about product descriptions, sellers also explaining details about how to buy and pay for products. To keep viewers from leaving live-streaming broadcasts, sellers usually offer incentives in the form of giveaway prizes in the middle or end phase. Interested consumers will continue to watch the broadcast, and whether they realize it or not, they already got comprehensive information about products that are being sold.

Information seeking priority does not have a significant effect on information needs among housewives.

From questionnaires and interviews results, it turns out that housewives does not shop, look for products or entertainment every day on Shopee Live. They only watch Shopee Live to see certain products that they're looking for, and purposely miss out on information they don't need. For example, when Mrs. A wanted to buy shoes at Shop X, she would do other things when the seller was explaining different types of products. Mrs. A may also opt out of Shop X and check out other stores. Sometimes, housewives just watch Shopee Live to get free shopping coins, or just checking in on products that are being offered at the time. If those housewives are not interested with any products, they will stop watching the broadcasts. From this explanation, it can be seen that information seeking priority has little effect on housewives' information needs.

Housewives don't always look for products when watching Shopee Live. Some of them access Shopee Live just to relax and spend their free time. But sometimes, these relaxing activities can actually lead to product purchases. The presence of latest products can trigger the housewives' interest. Discounted vouchers that are only valid during live-streaming can also strengthen those interest. Ease of payment methods can further encourage housewives to make purchasing decisions. Sellers usually provide giveaways so that housewives are willing to watch the broadcasts until the end. Sometimes, these housewives just realized their need for certain products when they watch Shopee Live.

Buying behavior pattern of housewives when using Shopee Live is in line with 5A marketing concept. The behavior process of purchasing decisions by housewives when using Shopee Live through 5A is as follows:

1. The awareness phase, which is an introduction to a brand or product.

2. The appeal phase which is the interest toward products. Housewives' interest to certain brands is influenced by the delivery of messages by sellers on Shopee Live who carry out two-way interactive communication.
3. The ask phase, which is a search for information related to products offered by the brand. Shopee account followers conduct searches for information on certain brands or products online by reading comments that can lead to a recommendation.
4. The act phase which represents the purchase of products being offered.
5. An advocate phase which is about loyalty and recommends brands to others. For example, Shopee Live viewers recommending Adidas brand to each other, either spontaneously or not. They have gone through three levels of consumer loyalty, namely retention, repurchase, and advocacy.

5. CONCLUSION

The conclusion that can be drawn from the data analysis is that the intensity of watching Shopee Live has a significant effect on the information needs of housewives in Jakarta. Likewise, information content also has a significant effect on housewives' information needs. In contrast to intensity of watching and information content, information seeking priority does not really affect information needs among housewives. Regarding information seeking priority, housewives only watch Shopee Live to find specific information they need, and avoiding something that they don't need. However, if intensity of watching, information content and information seeking priority are combined simultaneously, those three have a significant effect on the

information needs of housewives in Jakarta.

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