

Analysis of LazLive Utilization in Mobile Applications Lazada at Sahoor Time

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ABSTRACT

Live streaming is becoming a global trend that is popularly used in many sectors, including e-commerce. Lazada, as one of the largest app-based e-commerce in Southeast Asia, also utilizes the use of live streaming by initiating LazLive (Lazada Live Streaming) as one of the featured features in their mobile application. Unlike most e-commerce such as Tokopedia and Shopee, Lazada as a brand also creates official live stream content from the company through a series of special programs, which are actual features as well as customized marketing messages. This study aims to examine Lazada's strategy of creating a new live streaming method in its mobile application (LazLive). Based on the view of the social construction theory of technology, this study analyzed 23 Lazada live streams held from March 23 to April 24, 2023, during sahoor time. Using a descriptive qualitative approach, this study used content analysis techniques. The results found that (1) Lazada personalized several of its live streaming features to match the feel of the program, and (2) Lazada continues to update its features according to customer needs and feedback. (3) LazLive received a positive response from Lazada app users and contributed to the number of reviews received by the Lazada mobile app in the Google Play Store. All the innovations that Lazada provides through LazLive are expected to increase application consumers and the welfare of sellers.

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INTRODUCTION

Society is now able to use the internet as a daily activity for advances and innovations in information and communication technology, especially for the ages of 16 to 24 (A. Singh, 2018). According to the Central Bureau of Statistics, nearly 68% of Indonesians aged five years and above will own a mobile phone by 2022. This is an increase of about two percentage points from 2021, and the highest percentage of mobile phone ownership in Indonesia in the past decade (Ahdiat, 2023a). Many factors are driving the increase in smartphone usage. In general, it shows that smartphones are used to simplify life and adapt to people and the surrounding environment, amid an increasingly advanced era (Nurningtyas & Ayriza, 2021). As the use of smartphones develops into one of the main mobile devices, so does the development and use of mobile applications. Mobile applications consist of software or a collection of programs on mobile devices that perform certain tasks for their users (Islam et al., 2010). These mobile applications are easy to use, can be downloaded for free or paid at an affordable price, and can be used on most smartphones - including smartphones that fall into the entry-level category (Islam et al., 2010). This makes mobile applications one of the fastest-growing segments in the information and communication technology industry.

The same is true in the e-commerce sector, which supports more than half of Indonesia's digital economy. Through trade transactions that do not bring together sellers and buyers directly (Rudiastari, 2017), the value of e-commerce transactions in Indonesia is estimated to reach Rp572 trillion by 2023 (Naurah, 2023a), with the majority of users - up

to 98% - accessing e-commerce sites through mobile applications downloaded on their smartphones or tablets (Suhartadi, 2022). The three most popular e-commerce sites in Indonesia, Shopee, Tokopedia, and Lazada (Ahdiat, 2023b; Naurah, 2023b), have long had their mobile apps. In Indonesia, Lazada was the first to launch a mobile application in 2013 (Haris, 2019) followed by Tokopedia in 2014 (Yusuf, 2014), and Shopee in 2015 (R, 2015). Based on Google Play Store, as of early June 2023, Tokopedia, Lazada, and Shopee mobile apps have been downloaded more than 100 million times. Tokopedia's mobile application received a rating of 4.7 out of six million reviews, Lazada received a rating of 4.6 out of 22 million reviews, and Shopee received a rating of 4.3 out of 11 million reviews. It is interesting to see how Lazada, which in Indonesia ranks as the third most visited e-commerce site in 2022 after Tokopedia and Shopee (Ahdiat, 2022, 2023b; Dihni, 2022; Suteja, 2023). Lazada is one of the largest app-based e-commerce in Southeast Asia, with average monthly visitors reaching more than 83 million (Ahdiat, 2023b). Unlike e-commerce in general which only has one type of live streaming, LazLive (Lazada Live Streaming) has two types. First, the general type which is the same as Tokopedia and Shopee, where LazLive can be used by Lazada shop owners (sellers) to market Second, a special type that differentiates Lazada from Tokopedia and Shopee where Lazada Indonesia, with the Livestreaming ID account, helps sellers to market their products through integrated marketing campaigns.

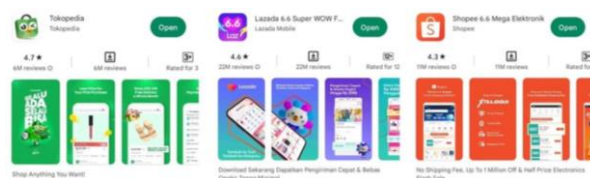


Figure 1: Comparison of the number of reviews and ratings of Tokopedia, Lazada, and Shopee Google Play Store [source]

Conceptually, live streaming-also known as live video streaming, video streaming, live video broadcasting, and social video streaming-is a type of media that records and broadcasts something to its audience in real-time (Qiu et al., 2021). This type of broadcasting based on internet technology involves the ability to broadcast a video to a dispersed audience at the same time as it is recorded (Juhlin et al., 2010). In recent years, live streaming has become a popular global trend in various sectors, including the entertainment and shopping sectors (Singh et al., 2021)). Through the real-time video content and text-based chat features of video broadcasts, live streaming can build closeness between broadcasters and their audiences through synchronous communication (Bründl et al., 2017; Zhang et al., 2020). Using a differentiated sales approach to attract and retain consumers, live shopping during live streaming can enrich the consumer experience, build engagement with consumers, and increase sales (Wongkitrungrueng et al., 2020). In addition, it can predict consumer motivation in accepting live shopping technology innovation and contextual cues can influence consumer behaviour in Indonesia (Xu & Ye, 2020; Zhou et al., 2021).

The development of live streaming trends, especially in mobile applications, can be studied using the Social Construction of Technology (SCOT) theory. SCOT is a theory that states that technology is developed to answer or fulfil human needs (Douglas, 2012). For example, when people need access to the internet from anywhere, which with their operating systems and software, allow users to surf the internet from the palm of their hands (Nurhadi & Irwansyah, 2018).

Four components form the basis for the development of SCOT (Douglas, 2012):

1. Interpretive flexibility. This means that technology development is an open process that can result in different innovations, based on the social construction process in society.
2. Related social groups. This means that technology development is a process that involves many groups. Each group has its interpretation of the technology needed and negotiates with other groups to produce a truly new technological innovation.
3. Closure and stabilization. This means that the new technology will be tested many times before it is finally stabilized. Testing is carried out to agree on the different views of various social groups in society.
4. Broader context. That is, how the social, cultural, and/or political environment in the region where the technological innovation is being designed influences the outcome of the technology. Compared to the other three components, this component tends to have less influence on the outcome of the technology.

Using the SCOT framework as a foundation, this study aims to examine Lazada's strategy of creating a new live streaming method in its mobile application (LazLive) and find out the impact of the strategy on the level of consumer behaviour engagement with audiences in accepting this technological innovation, especially in sahoor time. The results of the study are expected to (1) Provide practical recommendations regarding the optimization of live streaming technology in business mobile applications, and (2) Enrich academic studies on the concept of live streaming and SCOT theory.

METHODS

This research uses content analysis techniques with a qualitative descriptive approach. Content analysis is a research tool that focuses on the actual content and internal features of the media (Fraenkel et al., 2022). As part of the qualitative research method, the content analysis technique examines the natural side of the behaviour of the object of study, through a descriptive structural analysis style that can provide a flexible description of various social phenomena (Abdussamad, 2021). According to Abdussamad, the descriptive approach focuses on social situations and is therefore able to collect all possible data to be described as they are such as space, objects, actions, activities, events, and goals.

The object to be analyzed is the features and content of Lazada's second type of live streaming, which makes Lazada's live streaming different from Tokopedia and Shopee. The object to be analyzed is the features and content of Lazada's second type of live streaming, which makes Lazada's live streaming different from Tokopedia and Shopee. More specifically, the selected live stream is the LazLive Livestreaming ID account as a host on the Lazada mobile app. The research period was taken during dawn time from March 23 to April 14, 2023. This period was chosen because (1) it coincides with the 'Lazada Berkah Ramadan' event conducted by ID Livestreaming through LazLive, so that it can be sufficient sample data in the analysis process, and (2) it is a unique example of audience behaviour when watching live streaming content at sahoor time.

Furthermore, the features and content of live streaming are analyzed through a literature study, to strengthen the results of the analysis with a theoretical framework. This theoretical framework is believed to help answer the research objectives that have been set, regarding how Lazada's strategy in utilizing live streaming technology in its mobile application, and the impact of this strategy on Lazada's level of engagement with users, especially at sahoor time.

RESULTS AND DISCUSSION

About LazLive in Lazada Berkah Ramadan

Ramadan is a holy month for Muslims around the world. It lasts for approximately 30 days, during which Muslims endure hunger and thirst from imsak to iftar, without eating or drinking. Many Muslims' sleep cycles are disrupted due to the sahoor activity, which is the period of the final limit of eating and drinking, which every day takes place around three to four in the morning (Ozturk et al., 2021). As a form of Lazada's support for the holy month of Ramadan, Lazada also organized 'Lazada Berkah Ramadan' to accompany Muslims to eat their sahoor meal.

Lazada Berkah Ramadan is a live-streaming event on the Lazada mobile app, which is specifically broadcast at sahoor time. This strategy is in line with Jakpat's data in 2023, which states that the screen time behaviour of Indonesians during sahoor time is high (Jakpat, 2023). Lazada Berkah Ramadan itself is part of the 'Ramadan Mega Sale' campaign that Lazada Indonesia initiated during Ramadan 2023, with the main message 'Sharing Happiness at Lazada' and the slogan 'Buying to Give' (Putri, 2023; Ramadhani, 2023). During this campaign, Lazada persuades consumers to shop at Lazada more and more, with a motivational push in the form of donations. This is because, for every transaction that occurs, customers can simultaneously provide Eid packages to those in need through the WeCare.id social organization (Ramadhani, 2023). Thus, the more customers shop, the bigger the Eid packages that customers donate in the month of Ramadan.

Date	Total Viewers	Total Likes
23-Mar-23	78.032	266.630
24-Mar-23	122.700	226.146
25-Mar-23	91.971	232.541

Date	Total Viewers	Total Likes
03-Apr-23	160.437	298.080
04-Apr-23	101.070	167.529
05-Apr-23	107.408	324.898

Date	Total Viewers	Total Likes	Date	Total Viewers	Total Likes
26-Mar-23	114.252	372.623	06-Apr-23	103.852	463.329
27-Mar-23	116.542	322.766	07-Apr-23	94.611	266.763
28-Mar-23	114.771	290.252	08-Apr-23	93.061	313.014
29-Mar-23	119.256	312.940	09-Apr-23	107.163	243.726
30-Mar-23	109.876	370.176	10-Apr-23	80.884	271.786
31-Mar-23	99.282	329.014	11-Apr-23	83.244	328.134
01-Apr-23	113.207	301.822	12-Apr-23	97.931	306.533
02-Apr-23	133.746	439.926	13-Apr-23	80.804	247.700
			14-Apr-23	94.931	306.054

Table 1: Live Streaming Impressions by Livestreaming ID during the 'Lazada Berkah Ramadan' session
Lazada Mobile Applications [source]

Lazada Berkah Ramadan Live Streaming Content Analysis Results

Based on the analysis conducted on each live streaming content, there are two main segments in each show. The first is gerobak sahur. In this segment, the show always starts with the loud and cheerful voice of the presenter who wants to 'wake up' the audience, accompanied by energetic music. The presenter carries a sahoor cart containing selected seller products, with a massive flash sale offer for 60 seconds. Second, the comedy-drama. Here, the show features skits hosted by famous hosts such as Papham, Andre Panaga, and Ummi Quary. These skits, for example, discuss children's school situations (episode 1), holiday festivities (episode 12), and office dramas (episode 17). At the end of the drama, the hosts provide recommendations from selected product sellers that are relevant to the drama. For example, dusting products for episode 1, dishes for episode 12, and shoes for episode 17. The episode then closes with the fajr call to prayer, as a reminder that the day's fasting has begun.



Figure 2: Example of Lazada Berkah Ramadan Live Streaming
Lazada Mobile Applications [source]

In line with the big theme of Lazada's Ramadan 2023 campaign 'Buying to Give', each show contains a shoppertainment mechanism, which is a combination of entertainment and selling content wrapped in a social context. Here, viewers can directly (1) Buy their favourite products at the same time as they watch the skit. A portion of the value of each transaction will be donated to children who have long-term illnesses but lack medical expenses through WeCare.id. (2) Adding products to their shopping cart. The more products added, the higher the percentage of the impression's 'Blessing Meter'. When the 'Berkah Meter' reaches 100%, a number of shopping vouchers will be distributed, allowing viewers to transact while donating back. Not only that, there are products that have special discounts during the live streaming, making this 'Berkah Meter' a special content attraction for the audience. Especially for those who do not intend to buy a product before watching the Lazada Berkah Ramadan event.

In terms of production, the production process of all live-streaming shows is carried out in an indoor studio, with various supporting properties that are relevant to the content of each episode. For example, the background of the set with Ramadan nuances, some favourite products that become elements of the decoration of the entire set, the event logo displayed in the middle of the set, and the suitability of the host's wardrobe. Technically, the system used is Open Broadcaster Software (OBS). OBS is a software system used by various live streaming platforms to represent their live

content to the audience to make it more interactive and interesting (Maya, 2021). The type of OBS system commonly used by content presenters, including LazLive, is StreamLab OBS, where this system allows viewers to be able to enjoy the entire event with good image and audio quality.

Analysis Results of Lazada Berkah Ramadan Live Streaming Feature

In terms of features, LazLive's live streaming of the 'Lazada Berkah Ramadan' event had at least 19 features, as summarized in the table below:

No.	Feature	Details
1.		LazLive Identity Note that this broadcast is being done by Lazada Indonesia through the ID Livestreaming account.
2.		Views A description of the number of viewers who watched the episode.
3.		Bubble Pop A pop-up icon that directs users to enter a specific link when pressed. In this case, the link is the Ramadan campaign landing page on the main page of the Lazada website.
4.		Voucher Rain A pop-up icon that shows the rain of vouchers for the audience.
5.		Show Logo The logo identity of the 'Lazada Berkah Ramadan' event.
6.		Show Content The main content of the 'Lazada Berkah Ramadan' event, was conducted live from the studio.
7.		Berkah Meter It is a parameter for the audience to multiply Add2Cart (A2C) activities during the 'Lazada Berkah Ramadan' event.
8.		Animation Display Product A feature that provides additional information about the products being sold during live streaming.
9.		Imsak Reminder An imsak time reminder for viewers that updates daily, according to each day's imsak time.
10.		New Viewers Notification of the account names of viewers who have just entered the live streaming room.

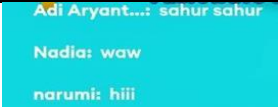





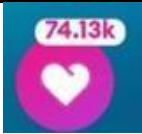
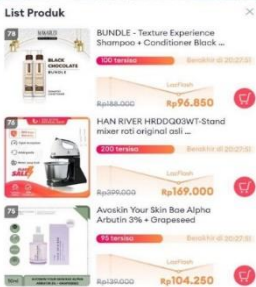

No.	Feature	Details
11.		Comment Columns that allow for two-way interaction between the audience and the live studio.
12.		Running Text Special information from the Livestreaming ID account, which is usually issued when Lazada Indonesia is trying to increase the number of views and likes through certain marketing gimmicks, such as giving away vouchers.
13.		See Now, Buy Now A larger view of the product banner in the pink basket.
14.		Pink Basket Details of products sold during the live stream.
15.		Share Your Idea A column that allows viewers to write their comments - be it support, questions, or anything else. These will appear in the comments pool (feature #11) at the bottom of the screen.
16.		Share A feature that allows viewers to share the show link with their friends so that they can watch the episode together.
17.		Likes A button that measures the level of favorability of viewers to each live-streaming content. When this button hits 100,000, ID Livestreaming gives viewers additional shopping vouchers.
18.		Product List The view that appears when the pink basket button is pressed; displays a more comprehensive list of all products promoted during the live-streaming event. In this view, there is a product photo, product name, product stock description, product price after discount, information on when the discount ends, and a basket button that encourages viewers to immediately put the product in the basket.
19.		Shubuh Adzan (Fajr call to prayer) <i>A full-page banner that notifies the audience of the Shubuh Adzan.</i>

Table 2: LazLive Live Streaming Features at the Lazada Berkah Ramadan event
Lazada Mobile Applications [source]

Research shows that smartphone users spend a lot of their time using the internet and social media features (Nugraha, 2018). When users feel satisfied and happy with these features, the intensity of smartphone use increases (Wibawa & Pradekso, 2018). According to the Internet Trends Report from Kleiner Perkins Caufield & Byers, the average

smartphone user checks their cell phone 150 times a day. If accumulated, the average person can use their smartphone more than 1,050 times in one week (Gifary & Nurhayati, 2015). This encourages developers to create new internet-based technological innovations that can increase user satisfaction and pleasure.

Data shows that Lazada Berkah Ramadan live streaming content produced by the ID Livestreaming account can attract a much larger number of viewers and likes compared to live streaming content by sellers. On average, the viewership of the Lazada Berkah Ramadan livestream was 105,175 people, with an average of 304,451 likes (Table 1). This is 25 times higher than the average viewership of seller live streams at 4,291 people, with an average of 266 likes (Table 3).

Date	Seller Account	Total Viewers	Total Likes
23-Mar-23	EmmaQueen Shop	100	3
24-Mar-23	Exclusivelarisstore	25.882	2.590
25-Mar-23	•CHIANOZ Muslim•	5.379	227
26-Mar-23	GROTIC STORE	7.080	53
27-Mar-23	Adera Cosmetic	4.224	10
28-Mar-23	Sabun Zone	4.727	187
29-Mar-23	HISTORYSTORE	603	1
30-Mar-23	Boy R Fashion kids	15.253	259
31-Mar-23	Baba ❤️	1.748	4
01-Apr-23	Surya Grosir Barnik	9.217	108
02-Apr-23	Saroja Fashion	4.136	325
03-Apr-23	store rosmi	1.065	821
04-Apr-23	Aureliazee	886	0
05-Apr-23	VARA Boutique	1.027	1
06-Apr-23	SKINDYSSA	1.379	2
07-Apr-23	Jual Ratu Arab Ori	2.807	0
08-Apr-23	Saroja Batik Oficial	6.699	73
09-Apr-23	Dhei storee	780	14
10-Apr-23	Swans.JKT	1.015	1.212
11-Apr-23	A&R 86	662	4
12-Apr-23	BITZEN STORE	1.648	56
13-Apr-23	Tuptop_Store	580	177
14-Apr-23	OEMAH KLAMBI BARRA	1.807	1

Table 3: Number of Viewers and Likes of Seller's Live Streaming from Mar 23 - Apr 14, 2023 at 3:30 a.m.
Lazada Mobile Applications [source]

This level of difference is not without reason. In the live streaming by the ID Livestreaming account, Lazada used an integrated marketing communication strategy. For example, by distributing the live streaming link to the hosts who are influencers, as well as by promoting the activity through some additional amplification media (paid media) that allows for additional viewers from outside Lazada app visitors. As for the seller live streams, the number of viewers depends solely on Lazada app visitors, who are looking for live streams by sellers. The existence of live streaming by the Livestreaming ID account-something that is not done or owned by other e-commerce-is also able to make sellers' products better known (Sari, 2022).



Figure 3: Comparison of Live Streaming Seller Display (left) with Livestreaming ID (right) Lazada Mobile Applications)

As seen from the comparison above, ID Livestreaming shows better quality production than Seller's Live Streaming. In the layout of the display and the quality of the images produced during the live streaming process, for example, it can be seen that the seller simply uses a mobile phone device for the streaming process, while ID Livestreaming uses a professional camera. In terms of features, ID Livestreaming specifically adds a number of clickable features to increase the interaction between the presenter and the audience. In addition, ID Livestreaming also adds graphics of the products being sold, to further convince buyers during the live-streaming process.

From here, we can see how the live streaming technology on Lazada's mobile app is the result of social construction in society, as emphasized by SCOT. From the beginning, live streaming was developed for music services (Danielsen & Kjus, 2019; Singh et al., 2021) and social media such as Facebook and Twitter (Xu & Ye, 2020), now live streaming has also entered business mobile applications. Examined through the four components of the SCOT development foundation, live streaming can illustrate the journey of the three main components of SCOT, namely interpretive flexibility, related social groups, and closure and stabilization.

- At the interpretive flexibility stage, the development of live streaming is closely related to three user engagement mechanisms (Wang & Wu, 2019) s. The first is product interactivity, where in the online shopping process, consumers want to be able to stay in the know and 'feel' the product clearly through the available features, before buying. This gave birth to live streaming videos, which allow sellers to demonstrate the advantages of the products they sell, utilize multiple channels to present product information and open up three-way interaction between sellers and viewers, as well as viewers and viewers in real-time through live comments. Thus, the person has a new opportunity to confirm doubts about the product. This is evidence of consumer motivation in technological innovation regarding product features before deciding to buy (Zhou et al., 2021). Second, immediacy of communication. Nowadays, consumers want to receive information quickly. Therefore, live streaming comes with features that allow consumers to interact verbally and non-verbally at once, again in real-time. Third, peer cues. It is not uncommon for consumers today to need affirmation from their environment about a product they want to buy. Such observations can result in some unexpected triggers, such as encouraging viewers to search and gather more relevant information, to understand the preferences of the desired consumer needs (Iisnawati et al., 2021).
- At the related social group stage, the existence of live shopping on live streaming is inseparable from the emergence of quality online shopping experience determinants; a factor that influences consumers' online intentions and transactions (Kwek et al., 2010). According to Kwek, Lau, & Tan, three components influence these determinants, namely (1) having already shopped online, (2) feeling competent when shopping online, and (3) feeling free to shop. Through ID Livestreaming's live streaming content and features, all of these components are addressed. First, transactions made on ID Livestreaming account impressions are limited to buyer accounts that have made previous transactions on the Lazada app. ID Livestreaming content also presents favourite products at low prices, thus making ID Livestreaming viewers loyal viewers. Second, with the host explaining details about the specifications and how to check out a product, viewers will feel more competent when shopping online. Not only that, viewers can also see the buying trend of a product based on the number of products left and comments from other viewers, thus giving them support to decide on a purchase. These live streaming features in live shopping by ID Livestreaming are different

from other live streaming features in the gaming industry, education, sports, religion, and so on (Qiu & Zhang, 2021). This is because everything adapts back to the needs and preferences of each social group.

- In the closing and stabilization stage, the live shopping feature in live streaming has also undergone a lot of development. For example, how the pink basket feature used to be limited to a pink basket button containing products, now it becomes see now, buy now when clicked. Not only that, specifically when reviewing ID Livestreaming's live streaming features and content during Lazada Berkah Ramadan, several additional features are not present in other live streaming shows, such as bubble pops to certain landing pages, product animation displays, and running text. These features can be generalized into a standard by other platforms to achieve the same results (Xiao et al., 2022). This shows that live-streaming features can be personalized as needed, at different moments. That contextual cues can be one of the factors that influence consumers in buying behaviour, in the form of features in LazLive.

CONCLUSION

From the results and discussion that have been presented, it can be concluded that live streaming on the Lazada mobile application is a form of technological innovation that arises because of the social construction in society in the form of experiences when interacting online, in the form of interpretative flexibility which LazLive embodies through its live streaming features, related social groups which are realized through a database of live streaming viewers restricted according to their purchasing behaviour history, cover and stability which is realized through the suitability of the theme of marketing messages that are being carried out.

LazLive through Lazada encourages the emergence of these technological innovations to be able to achieve the company's goals, which are to increase engagement with consumers and drive transaction numbers. The various features and marketing message themes that LazLive released at sahoor time succeeded in building more closeness and engagement with its consumers. This proved to create an emotional attachment with consumers that other e-commerce companies or other live streaming platforms do not have.

Hopefully, this research can encourage more utilization of live streaming based on mobile e-commerce, so that it can help improve the welfare of sellers in e-commerce. This utilization can be optimized by continuing to prioritize the point of view of consumer needs through providing discounts and vouchers regularly in each show, as well as by adding new live streaming features in special shows/programs. This is not only useful in increasing sales transactions but also in increasing direct interaction between live-streaming organizers and consumers. Meanwhile, from an academic perspective, this research only uses the content analysis method. In order to deepen or enrich the view on the relevance of the live shopping feature in live streaming, interviews with active live streaming viewers can be conducted. Not only that, there could be other technological innovations that users perceive and have not been discussed in this study, which are interesting to discuss in future research.

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