

LIST OF FIGURES

Figure 1.1 TikTok Logo.....	2
Figure 1.2 GMV of social commerce Indonesia 2023-2028.....	4
Figure 1.3 Commonly used social media platforms for social commerce Indonesia 2023.....	5
Figure 1.4 Intention to shop on social media Indonesia 2022, by platform & gender.....	6
Figure 1.5 Main reasons for using social networks Indonesia Q3 2022.....	7
Figure 1.6 Leading social media platforms to watch live shopping Indonesia 2022... ..	8
Figure 1.7 Live Selling GMV in Indonesia.....	10
Figure 1.8 Gen Z Reason to Purchase on Live Streaming.....	12
Figure 1.9 TikTok Live Shopping Users.....	13
Figure 3.1 Stages of Research.....	54
Figure 3.2 Continuum Line.....	62
Figure 4. 1 Respondent's Characteristic Based on Gender.....	69
Figure 4.2 Continuum Line of Visibility Affordance.....	72
Figure 4.3 Continuum Line of Metavoicing Affordance.....	74
Figure 4.4 Continuum Line of Guidance Shopping Affordance.....	76
Figure 4.5 Continuum Line of Purchase intention.....	78
Figure 4.6 Histogram.....	84
Figure 4.7 Normal P-Plot.....	85
Figure 4.8 Homoscedasticity Test.....	87