



Explaining purchase intention in live streaming commerce: A technology acceptance model perspective

Dina Septiani^{1*}, Elsanty Putri¹, Mohammad Fawaid Pradika¹

¹Communication Department, Faculty of Social and Political Science, Universitas Airlangga, Jalan Dharmawangsa Dalam, Surabaya, East Java, Indonesia

*Email: dina.septiani@fisip.unair.ac.id

Received: July 20,2025; Revision: February 23, 2026; Acceptance: March 11, 2026

ABSTRACT

Technological advancement has transformed the business landscape, with e-commerce platforms such as Shopee integrating live streaming features to enhance consumer engagement and facilitate online purchasing. Shopee Live enables real-time interaction between sellers and consumers through product demonstrations, instant feedback, and interactive communication, positioning live streaming as a technology-enabled shopping tool. This study examines the effect of live streaming on consumer purchase intention toward Djava Optik eyewear products on the Shopee platform, employing the Technology Acceptance Model (TAM) as the theoretical framework. Using a quantitative explanatory research design, data were collected through questionnaires distributed to 100 respondents selected using purposive sampling criteria. The results of the simple linear regression analysis indicate that live streaming has a significant and positive influence on purchase intention, with the t-test showing a calculated value of 4.395 exceeding the critical t-table value. Key dimensions of the live streaming experience (streamer credibility, information richness, and interactivity) were found to play an important role in enhancing consumers' acceptance of live streaming technology, thereby strengthening consumer purchase intention. From a TAM perspective, these features increase perceived usefulness and perceived ease of use by reducing information asymmetry, minimizing cognitive effort, and supporting informed decision-making. Theoretically, this study contributes to the live commerce literature by extending the application of the Technology Acceptance Model to a live streaming context involving an Indonesian local brand in an emerging market. Practically, the findings highlight the strategic importance of optimizing live streaming features for e-commerce platforms and local brands to enhance consumer purchase intention, particularly in product categories such as eyewear that traditionally rely on physical inspection.

Keywords: *Live Streaming, Purchase Intention, Marketing Communication, E-Commerce, Technology Acceptance Model*

INTRODUCTION

The rapid advancement of digital technology has reshaped numerous aspects of modern life, including the way consumers interact with businesses. Based on APJII Data, the penetration of internet usage in Indonesia placed fourth globally, behind only China, India, and the United States, with more than 221 million users as of January 2024 (Haryanto, 2024). This digital transformation has led to the emergence of new marketing paradigms, most notably the rise of E-commerce platforms, such as Shopee, which have revolutionized the purchasing behavior of consumers specially in Indonesia by offering convenient, technology-driven shopping experiences (Ekasari et al., 2023).

Live streaming in e-commerce, such as Shopee Live, represents a technology-enabled innovation that transforms conventional online shopping into a real-time

interactive experience (Wang et al., 2022). Shopee Live, Shopee's dedicated live commerce feature, allows sellers to demonstrate products, respond instantly to consumer inquiries, and facilitate seamless purchasing within a single interface. Although live streaming as a digital format is not entirely new, its integration into e-commerce platforms as a transactional shopping tool is relatively recent and requires consumer acceptance before it can effectively influence purchasing behavior (Cai et al., 2018). Shopee Live provides interactive technological features such as real-time demonstrations, instant communication, and integrated purchasing systems, which demand users to evaluate its usefulness and ease of use. As live streaming increasingly becomes integrated into the e-commerce ecosystem, this technology-driven interaction creates an immersive shopping experience that enhances functional value, reduces uncertainty, and supports efficient decision-making (Song & Liu, 2021). Therefore, this study positions Shopee Live not merely as a promotional channel, but as an emerging digital shopping technology that needs to be adopted by consumers, making the Technology Acceptance Model (TAM) an appropriate theoretical lens for explaining consumer purchase intention in live streaming commerce.

To explain consumer behavior in live streaming commerce, this study adopts the Technology Acceptance Model (TAM) by Davis (1989), which posits that users' behavioral intention toward a technology is primarily determined by perceived usefulness and perceived ease of use (Moslehpour et al., 2018). In the context of live commerce, live streaming functions not merely as a promotional medium but as a technological system that facilitates product evaluation, social interaction, and transaction efficiency. When consumers perceive live streaming technology as useful and easy to use, they are more likely to accept it as a shopping tool and develop stronger purchase intentions (Qing & Jin, 2022).

The Technology Acceptance Model (TAM) was originally developed to explain how people accept and adopt new technologies, focusing on two key factors: perceived usefulness and perceived ease of use (Davis, 1989). TAM has been widely applied not only to workplace information systems but also to the adoption of consumer technologies, including e-commerce and digital platforms (Manida, 2025). In this regard, TAM is relevant lens to explaining the adoption of Shopee Live as a technology-enabled shopping feature, as live streaming is not simply a marketing channel but a technological system that requires users to experience value, convenience, and usefulness before they are willing to engage further. Furthermore, TAM is closely related to behavioral intentions, which are conceptually consistent with purchase intentions (Nguyen et al., 2023). Many digital commerce studies define behavioral intentions as the willingness to purchase, revisit, or recommend a product through a platform. Empirical research confirms that when consumers perceive online shopping technology as useful and easy to use, they are more likely to form stronger purchase intentions. For example, Moslehpour et al. (2018) found that perceived usefulness and perceived ease of use significantly influence consumers' online purchase intentions, suggesting that TAM model variables can explain purchase intentions in e-commerce environments.

In the context of live-streaming-enabled online commerce, several studies have also shown that technology-related perceptions significantly influence purchase intentions. Zhang et al. (2020) found that live-streaming features increase consumers' online purchase intentions by increasing trust and engagement. Similarly, Qing & Jin

(2022) confirmed that interactivity, informativeness, and trust mechanisms in live-streaming-enabled online commerce enhance consumer purchase intentions. These findings suggest that consumer purchase intentions in live-streaming-enabled online commerce can be understood as a behavioral outcome of technology acceptance, where users evaluate whether the live-streaming feature provides functional benefits and eases decision-making. Therefore, the application of the TAM model in this study is theoretically relevant, as Shopee Live is a digital innovation that must be adopted by consumers before it can effectively influence purchasing behavior. The concepts of perceived usefulness and perceived ease of use provide a powerful framework for explaining how live broadcast features (such as broadcaster credibility, informativeness, and interactivity) increase technology adoption, ultimately leading to stronger consumer purchase intentions.

The rise of live streaming as a sales strategy has been particularly notable in industries traditionally reliant on offline experiences, such as the eyewear industry. Previously dominated by in-store purchases due to the need for personal fitting and visual inspection, eyewear is now transitioning into online sales channels (Dewi & Dellyana, 2024). Among the local eyewear brands adopting this strategy is Djava Optik, a Surabaya-based company known for its fashionable and affordable eyewear solutions. Djava Optik has actively utilized Shopee Live since 2020, leveraging the platform's interactive features to demonstrate product quality, offer real-time consultations, and enhance buyer trust. As of 2024, Djava Optik has amassed over 340,000 Shopee followers and maintains a high product rating (Shopee, n.d.).

Despite the increasing use of live streaming in digital marketing, empirical research examining its influence on consumer purchase intention through a technology acceptance perspective remains limited, particularly within the Indonesian context and among local brands. Prior studies have examined the influence of live streaming on purchase behavior (Wongkitrungrueng & Assarut, 2020; Zhou et al., 2019), however, these studies often focus on general retail categories or multinational brands, with limited attention to how live streaming features contribute to consumers' acceptance of the technology itself.

Building on TAM, this study conceptualizes streamer credibility, information richness, and interactivity as external variables that shape consumers' perceptions of usefulness and ease of use in Shopee Live (Candra, 2025). Credible streamers and rich product information enhance perceived usefulness by reducing information asymmetry, while interactive communication lowers cognitive effort and enhances perceived ease of use. These perceptions subsequently influence consumers' purchase intention, consistent with extended applications of TAM in digital commerce contexts (Xu et al., 2022). Existing studies on Indonesian consumers indicate that real-time interaction and visual cues in live commerce can enhance trust and stimulate purchasing behavior (Sanjaya et al., 2025). However, these findings have rarely been examined within the framework of technology acceptance or applied to localized brand contexts such as Djava Optik. Addressing this gap is essential to generate context-specific insights that reflect the dynamics of Southeast Asia's rapidly evolving digital economy.

Recent studies have increasingly examined live streaming commerce as a new form of interactive e-commerce that combines real-time product presentation, entertainment, and direct seller-consumer communication. Prior research

consistently highlights that live streaming enhances consumer engagement and trust, which subsequently increases purchase intention (Wongkitrungrueng & Assarut, 2020; Zhang et al., 2020). In addition, interactivity and information richness have been identified as major drivers in reducing consumer uncertainty and perceived risk during online shopping (Qing & Jin, 2022; Song & Liu, 2021). Other studies also emphasize that streamer-related attributes, such as credibility and persuasive communication style, significantly influence consumer decision-making in live commerce environments (Xu et al., 2022).

However, the majority of existing research tends to focus on large-scale social commerce platforms (such as TikTok Live or Taobao Live) and general consumer product categories, with limited attention given to emerging Southeast Asian e-commerce contexts and local brands. Moreover, while many studies examine psychological factors such as trust and immersion, fewer studies explicitly position live streaming as a technological system that requires user acceptance, even though live commerce adoption is strongly shaped by perceived usefulness and ease of use as suggested by the Technology Acceptance Model (TAM). Therefore, there remains a theoretical and contextual gap in explaining purchase intention in Shopee Live through a technology acceptance perspective, particularly for high-involvement products such as eyewear. Based on the conceptual framework proposed in this study (Figure 1), the following hypothesis is formulated: Watching Shopee Live streaming has a significant positive influence on consumer purchase intention toward Djava Optik products on the Shopee E-commerce platform.

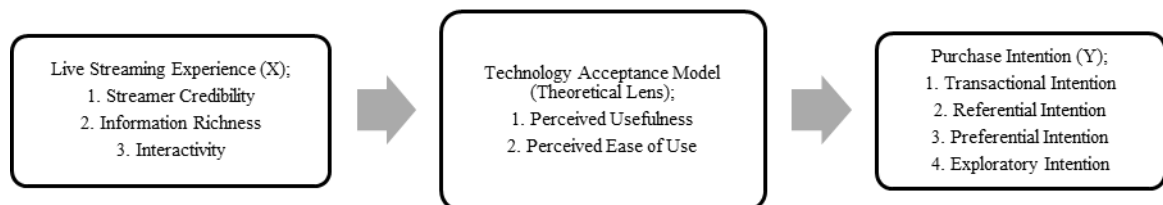


Figure 1. Conceptual Frame Work

This study employs an explanatory quantitative design to examine the strength and significance of the relationship between live streaming technology and consumer purchase intention. By integrating the Technology Acceptance Model (TAM) into the analysis of live commerce, this research contributes both theoretically and practically to the growing literature at the intersection of communication studies and digital marketing. The findings are expected to provide actionable insights for digital marketers, E-commerce platforms, and local brands in optimizing live streaming features to enhance consumer engagement, trust, and long-term loyalty.

METHOD

This study employed a quantitative explanatory research design to investigate the effect of watching Shopee Live broadcasts on consumer purchase intention toward Djava Optik products, with a specific focus on consumer acceptance of live streaming as a shopping technology. The explanatory approach was selected to examine the causal relationship between the independent variable, live streaming experience, and

the dependent variable, purchase intention (Sari et al., 2022). Consistent with the Technology Acceptance Model (TAM), this design enables the analysis of how technological features influence consumers' behavioral intentions through their perceived functional value and usability. Quantitative methods allowed the researcher to collect numerical data, assess the strength of relationships between variables, and generalize findings across the target population (Borgstede & Scholz, 2021).

The population of this study consisted of Shopee users in Indonesia who had watched Djava Optik's Shopee Live broadcasts and completed purchases through the Shopee platform. Given the large and indeterminate size of Shopee's user base, a non-probability purposive sampling technique was employed to ensure that respondents possessed relevant experience with live streaming commerce. The selection criteria required respondents to: (1) have watched Djava Optik's Shopee Live broadcasts, and (2) have purchased Djava Optik products via Shopee Live. A total of 100 valid responses were collected, which aligns with (Sugiyono, 2015) guidelines for determining sample size when the population is unknown. The sample size was deemed sufficient for performing statistical analyses, including hypothesis testing and regression analysis.

In this study, the Technology Acceptance Model (TAM) is used as the main theoretical foundation to explain how consumers accept Shopee Live as a technology-enabled shopping feature and how this acceptance leads to purchase intention. TAM proposes that behavioral intention toward using a technology is primarily influenced by two core beliefs: perceived usefulness (PU), defined as the extent to which users believe the technology improves their performance or decision-making, and perceived ease of use (PEOU), defined as the extent to which the technology is perceived as effortless to use (Davis, 1989). Accordingly, live streaming experience is positioned as an external variable in TAM, operationalized through streamer credibility, information richness, and interactivity (Song & Liu, 2021), which represent key technological and communicative features of Shopee Live. These features are expected to shape consumers' perceived usefulness by providing reliable and rich product information that supports better purchase decisions, and to enhance perceived ease of use by enabling smooth interaction and reducing cognitive effort through real-time communication. As a result, when Shopee Live is perceived as useful and easy to use, consumers are more likely to accept the technology and develop behavioral intention, which in this research is represented by purchase intention. Purchase intention is operationalized through transactional, referential, preferential, and exploratory intention (Ferdinand, 2006), capturing consumers' willingness to purchase, recommend, prioritize, and further explore products after engaging with Shopee Live, thereby reflecting the behavioral outcome of technology acceptance in TAM. This study involved two core variables:

1. Independent Variable (X): Live Streaming Experience

Live streaming was operationalized as a technology-enabled shopping experience, measured through three dimensions adapted from (Song & Liu, 2021). These dimensions were treated as external variables in TAM, influencing consumers' perceptions of usefulness and ease of use:

a) Streamer Credibility (perceived expertise, trustworthiness, and attractiveness of the streamer).

b) Information Richness (perceived clarity of product information, use of multimedia).

c) Interactivity (easiness real-time question-and-answer features, and viewer engagement tools).

Streamer credibility and information richness mainly contribute to perceived usefulness, as they enhance the quality and reliability of product-related information, enabling consumers to make better purchase decisions. Meanwhile, interactivity primarily strengthens perceived ease of use, as real-time communication and engagement features reduce cognitive effort and simplify the information-seeking process during live shopping.

2. Dependent Variable (Y): Purchase Intention

The dependent variable, purchase intention, was conceptualized as the behavioural intention outcome of technology acceptance, in line with TAM. Purchase intention was measured using four dimensions proposed by (Ferdinand, 2006):

a) Transactional Intention (the intention to make a purchase)

b) Referential Intention (the willingness to recommend the product or brand)

c) Preferential Intention (the tendency to prioritize Djava Optik over competing brands)

d) Exploratory Intention (the intention to seek further information about the product)

These dimensions capture both immediate and extended behavioural intentions resulting from consumers' acceptance of live streaming commerce.

This study employed a 4-point Likert scale ranging from 1 (Strongly Disagree), 2 (Disagree), 3 (Agree), and 4 (Strongly Agree), where "Agree" and "Strongly Agree" represent different levels of intensity of respondents' attitudes, with "Agree" indicating moderate acceptance and "Strongly Agree" indicating a stronger conviction; similarly, "Disagree" reflects moderate rejection while "Strongly Disagree" reflects strong rejection. Each response option was treated as a distinct category and was not merged or reclassified (e.g., "Agree" was not categorized as "Strongly Agree"). The 4-point scale was intentionally chosen to eliminate the neutral midpoint and reduce central tendency bias, encouraging respondents to express a directional tendency toward each statement (Nadler et al., 2015). therefore, respondents who perceived the item as neutral were expected to select the closest position based on their inclination, either slightly agree or slightly disagree.

This research employed a survey method, therefore a validity test was conducted in advance to assess the accuracy and appropriateness of each questionnaire item before distributing it to the full sample. The validity test was performed using data from 30 respondents who were part of the study population. The choice of 30 participants aligns with the recommendation of (Sugiyono, 2015), who states that a sample of 30 is sufficient for preliminary testing as the results tend to approximate the normal curve. The analysis used Pearson's product-moment correlation to test the validity of each item, with a critical r value of 0.361. The results showed that all

questionnaire items had an r count greater than r table, indicating that all statements used in the questionnaire were declared valid and suitable for measuring the intended research variables.

RESULTS AND DISCUSSION

The respondents were predominantly young adults, with 70% aged 17–26 and 28% aged 27–36, representing a digitally active consumer segment with high acceptance of live streaming technology. The gender distribution was relatively balanced (53% women and 47% men), indicating broad appeal of Djava Optik's eyewear products. Most respondents were students (44%) and private-sector employees (48%), reflecting moderate purchasing power and frequent engagement with e-commerce platforms. A high level of exposure to Shopee Live was observed, with 96% of respondents watching live streams more than five times in the past month, suggesting sufficient interaction with the platform to form informed purchase intentions. In terms of income, the majority earned between IDR 1,000,000 and IDR 2,000,000 per month (55%), aligning with Djava Optik's positioning as an affordable yet stylish eyewear brand. Overall, this respondent profile closely matches the brand's target market and supports the validity and practical relevance of the study's findings within the context of live streaming commerce.

The reliability of the measurement instrument was assessed using Cronbach's alpha to ensure internal consistency among the questionnaire items, with all constructs exceeding the acceptable threshold, indicating that the instrument was reliable for further analysis. The results of the reliability test for the research variables indicate that each variable has a Cronbach's Alpha value exceeding 0.70. Specifically, the Live Streaming variable obtained a Cronbach's Alpha score of $\alpha = 0.840$ across 6 items, and the Purchase Intention variable achieved $\alpha = 0.903$ across 11 items. According to reliability criteria proposed by Taber (2018), a Cronbach's Alpha value above 0.70 signifies that the instrument is considered reliable. Therefore, it can be concluded that all items used in the questionnaire are consistent and dependable in measuring the intended research variables. Based on the Figure 2, the Kolmogorov-Smirnov normality test using the Monte Carlo method at a 95% confidence level, the significance value (Asymp. Sig. 2-tailed) was found to be 0.106. Since this value is greater than 0.05, it can be concluded that the residual data from the regression model are normally distributed. This result confirms that the data meet one of the key assumptions required for conducting parametric statistical tests, including regression analysis.

In addition to testing normality, this study also identified key demographic characteristics of the 100 respondents who participated in the survey. These respondents had previously viewed Djava Optik's Shopee Live broadcasts and had purchased products through the Shopee platform. The majority of participants were in the 20–35 age range, aligning with Shopee's dominant user segment in Indonesia. This age group represents digitally active consumers who are highly responsive to interactive content formats like live streaming. Furthermore, a greater proportion of respondents were female, a demographic often more engaged in fashion and lifestyle product purchases online, including eyewear.

Table.1. T Test Result

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.714	3.183		6.193	.000
	Live Streaming	.724	.165	.406	4.395	.000

a. Dependent Variable: Minat Beli

Source: Processed by Researchers (2025)

Based on the results of the t-test in Figure 2, the Live Streaming variable shows a t-value of 4.395, which is greater than the t-table value of 1.984 (with N = 100, $\alpha = 0.05$, two-tailed). The significance value (Sig.) is 0.000, which is less than 0.05. These results indicate that the Live Streaming variable has a significant positive effect on Purchase Intention. Therefore, Hypothesis 1 (H_1) is accepted, confirming that live streaming on Shopee significantly influences consumers' purchase intention Djava Optik products.

Table.3. R. Test Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 ^a	.165	.156	5.28998

a. Predictors: (Constant), Live Streaming

b. Dependent Variable: Minat Beli

Source: Processed by Researchers (2025)

Based on the results shown in the Figure 3, the Adjusted R Square value is 0.156, which indicates that the live streaming variable contributes to explaining 15.6% of the variance in purchase intention. This means that live streaming has a measurable influence on consumers' intention to purchase Djava Optik products via Shopee. The remaining 84.4% of the variation is influenced by other factors not examined in this study. The R value of 0.406 also suggests a moderate correlation between live streaming and purchase intention, while the standard error of the estimate is 5.289, reflecting the average deviation of predicted values from actual responses.

Finally, from analyses conducted in this study, it can be concluded that the simple linear regression analysis revealed that live streaming has a positive and significant influence on consumer purchase intention for Djava Optik products on the Shopee platform, with a significance value of 0.000 and a standardized beta coefficient of 0.406. The adjusted R^2 value of 0.156 indicates that 15.6% of the variation in purchase intention can be explained by the live streaming variable, while the remaining percentage may be influenced by other external factors. These findings confirm that live streaming serves as an effective marketing communication tool in shaping consumer behavior in the digital commerce space. Therefore, the hypothesis proposed in this study is supported. This conclusion is further illustrated in the following path

analysis diagram, which visually maps the relationship between the independent and dependent variables based on the statistical output.

To test the proposed hypothesis, this study conducted a simple linear regression analysis, which showed that live streaming has a significant effect on consumers' purchase intention. The results of the t-test indicate that the t-count value (4.395) exceeds the t-table value (1.984) at a significance level of 0.000 (< 0.05). This confirms that live streaming has a statistically significant and positive influence on the intention of consumers to purchase Djava Optik products through Shopee. Furthermore, the standardized beta coefficient of 0.406 and the adjusted R^2 value of 0.156 suggest that 15.6% of the variance in purchase intention can be explained by the live streaming experience. In line with the Technology Acceptance Model, this finding suggests that consumers' acceptance of live streaming as a shopping technology plays a meaningful role in shaping their behavioral intention to purchase.

Descriptive analysis further reveals that among the dimensions of the live streaming experience, interactivity obtained the highest mean score ($M = 3.32$), followed by streamer credibility ($M = 3.28$). From a TAM perspective, high interactivity enhances perceived ease of use by allowing consumers to obtain immediate responses and clarification, thereby reducing cognitive effort during the decision-making process. Meanwhile, streamer credibility and information richness contribute to perceived usefulness by providing reliable and detailed product information that supports informed purchasing decisions. In the context of Djava Optik's Shopee Live sessions, features such as real-time question-and-answer interactions regarding frame size, style recommendations, and prescription details enable consumers to evaluate products more efficiently, increasing their acceptance of the platform as a functional shopping tool.

Furthermore, the relatively high mean score for purchase intention ($M = 3.21$) indicates that consumers exhibit a strong behavioral intention to purchase after engaging with Shopee Live. Consistent with TAM, this finding suggests that when live streaming is perceived as both useful and easy to use, consumers are more inclined to translate platform interaction into purchasing behavior. The results highlight the strategic value of live streaming technology for marketing eyewear products, a category traditionally dependent on physical inspection. By integrating visual demonstrations, interactive communication, and real-time feedback, Shopee Live enhances consumers' technology acceptance and reduces perceived risk, thereby strengthening purchase intention in an online environment.

The findings of this study confirm that Shopee Live streaming has a significant and positive influence on consumer purchase intention toward Djava Optik products. Although this research does not empirically test the full mechanism of the Technology Acceptance Model (TAM), the results can be interpreted using TAM as a theoretical lens. The significant relationship suggests that Shopee Live may be perceived by consumers as a beneficial and convenient shopping feature, where interactivity, information richness, and streamer credibility help reduce uncertainty and support decision-making. Therefore, this study provides empirical support that live streaming commerce functions as an effective technology-enabled shopping tool that can strengthen consumers' behavioral intention, reflected in their purchase intention.



The Effect of Live Streaming on Consumer Purchase Intention

The findings of this study confirm that live streaming, as implemented through Shopee Live, has a significant and positive influence on consumer purchase intention toward Djava Optik's eyewear products. From the perspective of the Technology Acceptance Model (TAM), this result indicates that consumers' acceptance of live streaming as a shopping technology plays a crucial role in shaping their behavioral intention to purchase. When live streaming is perceived as useful in supporting product evaluation and easy to use in facilitating interaction and decision-making, consumers are more inclined to engage in purchasing behavior.

Three key elements (streamer credibility, information richness, and interactivity) emerged as critical drivers of purchase intention by enhancing consumers' technology acceptance. Streamer credibility contributes to perceived usefulness by increasing the reliability and trustworthiness of the information provided. When Shopee Live hosts demonstrate expertise, transparency, and consistency, consumers perceive the platform as a dependable source of product-related information, thereby reducing perceived risk and uncertainty in online eyewear purchases (Maharani & Setyaning, 2025).

Information richness further strengthens perceived usefulness by enabling consumers to access detailed and comprehensive product information in real time. In the context of Djava Optik, live streaming allows consumers to observe frame design, lens features, and usage demonstrations while simultaneously receiving explanations and recommendations tailored to their needs. This richness transforms the live streaming feature into an efficient decision-support technology (Liao, 2025), particularly important for eyewear products that traditionally require physical inspection.

Interactivity was identified as the most influential dimension, reflecting its role in enhancing perceived ease of use. Real-time question-and-answer interactions reduce cognitive effort by allowing consumers to obtain immediate clarification regarding product specifications, sizing, and prescription-related concerns. This interactive process simplifies the purchasing journey and fosters a sense of control and convenience, which are central determinants of technology acceptance in TAM (Liao, 2025). As consumers perceive the platform to be easy to navigate and responsive to their needs, their intention to purchase correspondingly increases.

These findings are consistent with prior studies that highlight the importance of trust, real-time interaction, and product demonstration in live commerce environments (Wongkitrungrueng & Assarut, 2020; Zhou et al., 2019). However, this study extends existing literature by applying a technology acceptance perspective to a local Indonesian brand and a niche product category (eyewear) that has been underrepresented in previous research. The results demonstrate that even for high-involvement products, live streaming can effectively function as an accepted shopping technology that bridges the gap between offline inspection and online purchase.

Overall, the findings suggest that Shopee Live operates not merely as a promotional communication channel but as an integrated technology-enabled shopping system. By enhancing perceived usefulness through credible and information-rich content and improving perceived ease of use through high interactivity, live streaming strengthens consumers' behavioral intention to purchase.

This study therefore reinforces the relevance of the Technology Acceptance Model in explaining consumer behavior within contemporary live commerce environments and underscores the strategic value of live streaming for digital marketing in emerging e-commerce markets.

Understanding Purchase Intention in Shopee Live through Technology Acceptance Model (TAM)

The findings of this study can be more appropriately interpreted through the Technology Acceptance Model (TAM), which explained by Musa et al. (2024) that businesses can harness TAM to create effective strategies that resonate with consumers. In the context of live streaming commerce, Shopee Live functions not merely as a communication channel but as an interactive technological system that facilitates real-time product evaluation, social interaction, and transactional efficiency (Gusty et al., 2025). The significant effect of live streaming on purchase intention ($\beta = 0.406$; $p < 0.001$) indicates that consumers are more likely to develop buying intentions when the platform is perceived as enabling convenient, informative, and effective shopping experiences.

Within Djava Optik's Shopee Live broadcasts, the Technology Acceptance Model (TAM) is not treated as a directly tested construct but rather as a theoretical lens to interpret how live streaming features may shape consumer responses. Platform characteristics such as seamless purchasing interfaces, real-time demonstrations, instant host interactions, and time-limited promotions can be conceptually associated with TAM dimensions. These features may be understood as enhancing perceived usefulness by reducing information asymmetry and strengthening consumers' confidence in product evaluation, while also reflecting perceived ease of use through the reduction of cognitive and transactional effort (Jirakasemwat & Suttharattanagul, 2025).

From this perspective, the significant relationship between live streaming exposure and purchase intention ($M = 3.21$) can be interpreted as consistent with TAM logic, even though perceived usefulness and perceived ease of use were not empirically tested as mediating variables in this study. Thus, TAM serves as an explanatory framework that helps contextualize the findings within technology acceptance theory rather than functioning as an operational model directly examined in the statistical analysis.

Moreover, the structured and host-led nature of Shopee Live strengthens user's purchase intention by guiding users through the decision-making process in a clear and intuitive manner. The immediacy of interactions and the integration of persuasive cues (such as testimonials, exclusive discounts, and real-time social proof) further reinforce users' positive attitudes toward the platform (Joo & Yang, 2023). According to TAM, such favorable attitudes serve as a critical mediator between technological perceptions and behavioral intention, thereby clarifying why exposure to live streaming significantly increases consumers' purchase intentions (Zhang et al., 2020).

Streamer credibility and information richness can be conceptually positioned as key determinants of perceived usefulness in Shopee Live streaming commerce (Aunaka et al., 2024). Streamer credibility, reflected through expertise, trustworthiness, and attractiveness, strengthens consumers' confidence in the

accuracy and reliability of product explanations delivered during live sessions. When consumers believe that the streamer provides honest and competent recommendations, Shopee Live becomes more valuable as a decision-support tool, particularly for products such as eyewear that require careful evaluation. Likewise, information richness contributes to perceived usefulness by providing clear, detailed, and multimedia-based product information that cannot be obtained easily through static product listings (J.-T. Luo et al., 2020). The availability of demonstrations, close-up visuals, and comprehensive explanations reduces information asymmetry and helps consumers evaluate product quality more effectively, leading them to perceive Shopee Live as a useful shopping technology.

Meanwhile, interactivity primarily contributes to perceived ease of use (Marzuki et al., 2016), because it reduces cognitive effort and simplifies the consumer decision-making process during live shopping. The presence of real-time question-and-answer features, immediate feedback, and viewer engagement tools allows consumers to obtain clarification instantly without the need to search for information independently. This interactive environment makes the shopping process feel more effortless, efficient, and convenient, as consumers can directly communicate with the seller or host to resolve doubts regarding product specifications, size, or suitability. As a result, high interactivity enhances the perception that Shopee Live is easy to use as a shopping platform, which aligns with TAM's proposition that greater ease of use strengthens users' willingness to adopt a technology and engage in purchasing behavior.

This study provides several theoretical implications for the development of live streaming commerce and technology adoption literature. First, the findings strengthen the applicability of the Technology Acceptance Model (TAM) in explaining consumer behavior within live streaming commerce environments. While, Hsu & Chiang (2017) found that TAM has traditionally been applied to information systems and general e-commerce adoption, this study extends its relevance to Shopee Live as an interactive shopping technology, demonstrating that live streaming features can influence consumers' behavioral intention in the form of purchase intention. Second, this research supports the extended TAM perspective by confirming that live streaming characteristics (streamer credibility, information richness, and interactivity) function as external variables that shape consumers' technology acceptance perceptions. In particular, interactivity contributes to perceived ease of use by reducing cognitive effort through real-time communication, while streamer credibility and information richness enhance perceived usefulness by improving trust and reducing information asymmetry. This contributes to the conceptual understanding that TAM can be effectively operationalized in live commerce settings through platform-specific features. This study theoretically reinforces TAM as a robust framework for understanding consumer purchase intention in technology-mediated commerce, and it expands live streaming commerce research by integrating technology acceptance model into the analysis of interactive marketing communication.

In this sense, this research expanding previous research by H. Luo et al. (2021) that stated live streaming affect purchase intention as persuasive messaging. This research found that the successful acceptance of live streaming technology as an efficient and reliable shopping tool. The findings suggest that when live commerce

platforms are perceived as useful, easy to navigate, and capable of delivering immediate value, consumers are more inclined to engage in affective and rapid decision-making. Consequently, TAM provides a robust explanatory framework for understanding consumer behavior in live streaming e-commerce environments, aligning technological affordances with observed purchasing outcomes.

CONCLUSION

This study examines the influence of Shopee Live streaming on consumer purchase intention for Djava Optik products within the Shopee e-commerce platform. The findings confirm that live streaming exerts a significant and positive effect on consumers' intention to purchase. More specifically, elements such as streamer credibility, information richness, and interactivity were found to play a critical role in shaping consumer behavior by enhancing users' acceptance of live streaming as a shopping technology. These features contribute to consumers' perceptions of usefulness and ease of use, which, according to the Technology Acceptance Model (TAM), are key determinants of behavioral intention.

The results indicate that real-time interactions, clear product demonstrations, and trustworthy streamers reduce information asymmetry and cognitive effort, thereby strengthening consumers' confidence in making purchase decisions. From a TAM perspective, these characteristics foster favorable attitudes toward Shopee Live by positioning it as an efficient, reliable, and user-friendly commerce tool. As consumers perceive greater functional value and reduced complexity in the live streaming environment, their intention to purchase is correspondingly heightened.

The implications of this research are twofold. First, for digital marketers and e-commerce platforms, particularly Shopee, the findings underscore the strategic importance of optimizing live streaming features that enhance perceived usefulness and ease of use, such as seamless interface design, interactive communication, and credible content delivery. Second, for local brands such as Djava Optik, the study demonstrates that effective utilization of Shopee Live can strengthen brand visibility, build consumer trust, and increase purchase intention by encouraging positive technology acceptance in a highly competitive online marketplace. From a theoretical standpoint, this study contributes to the expanding literature on live commerce by extending the application of the Technology Acceptance Model to a live streaming context in Southeast Asia, where live commerce adoption is rapidly accelerating. By focusing on a specific product category (in this case: eyewear) and a local Indonesian brand, this research addresses an empirical gap in prior studies that have predominantly examined global brands or generalized product categories.

Future research may further develop this line of inquiry by examining the long-term effects of live streaming technology acceptance on consumer loyalty and continued usage behavior, integrating emotional or entertainment-related variables into the TAM framework, or comparing technology acceptance mechanisms across different product categories. Additionally, qualitative approaches could provide deeper insights into consumers' subjective perceptions, motivations, and decision-making processes during live shopping experiences.



REFERENCES

- Aunaka, A., Fajrianti, F. P., Labiba, M. N., Wazdy, S. M., Wardani, V. A., & Fitriani, W. R. (2024). Predicting The Impact of TikTok Live Streaming Quality on Purchase Intention through Self-Determination Theori. In P. Kommers, I. A. Sánchez, & P. Isaías (Eds.), *International Conferences e-Society and Mobile Learning 2024* (pp. 77–84). IADIS Press.
- Borgstede, M., & Scholz, M. (2021). Quantitative and Qualitative Approaches to Generalization and Replication—A Representationalist View. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.605191>
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and Hedonic Motivations for Live Streaming Shopping. *TVX 2018 - Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video*, 81–88. <https://doi.org/10.1145/3210825.3210837>
- Candra, U. P. (2025). The Effect of Perceived Interactivity, Information Usefulness, and Enjoyment on Impulsive Buying through Hedonic Browsing. *Journal of Business Innovation & Strategy (JBIS)*, 1(1), 21–30. <https://jurnal.erapublikasi.id/index.php/JBIS/index>
- Dewi, S., & Dellyana, D. (2024). Understanding the Importance of Shopping Experiences for Generation Z in Eyewear Products. *Eduvest-Journal of Universal Studies*, 4(12), 11676–11684. <https://greenpublisher.id/>
- Ekasari, S., Yusi Faizathul Octavia, Y. R. Satato, Ratnawita, & Putri Ekaresty Haes. (2023). The Impact Analysis of E-Commerce Usage on Behavior Changes of Shopee Customers in Indonesia. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(5), 1781–1786. <https://doi.org/10.35870/jemsi.v9i5.1476>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.
- Gusty, R., Wulandari, P., Siregar, I. N. D., Rizqiana, D. S., & Hasibuan, D. K. S. (2025). Interactive Marketing Communication through Live Commerce: A Pathway to Consumer Loyalty. *International Journal of Economics and Management Research*, 4(1), 604–615. <https://doi.org/10.55606/ijemr.v4i1.454>
- Haryanto, A. T. (2024, January 31). APJII: Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Asosiasi Penyelenggara Jasa Internet Indonesia. <https://inet.detik.com/cyberlife/d-7169749/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Hsu, C.-L., & Chiang, C.-H. (2017). Electronic Commerce Research Profiles: Comparing E-Commerce and Information Systems Journals. In *Pacific Asia Journal of the Association for Information Systems* (Vol. 9, Number 3).
- Jirakasemwat, S., & Suttharattanagul, S. (2025). Exploring the Serial Mediation of Perceived Usefulness, Ease of Use, and Playfulness in Shaping Purchase Behavior in Live Streaming Commerce among Thai consumers. *Asean of Management & Innovation*, 12(1), 93–108. <https://doi.org/10.14456/ajmi.2025.7>
- Joo, E., & Yang, J. (2023). How Perceived Interactivity Affects Consumers' Shopping Intentions in Live Stream Commerce: Roles of Immersion, User Gratification and Product Involvement. *Journal of Research in Interactive Marketing*, 17(5), 754–772. <https://doi.org/10.1108/JRIM-02-2022-0037>
- Liao, H. (2025). E-commerce Live-Streaming Platform and Decision Support System Based on Fuzzy Association Rule Mining. *International Journal of Computational Intelligence Systems*, 18(1). <https://doi.org/10.1007/s44196-025-00744-4>
- Luo, H., Cheng, S., Zhou, W., Yu, S., & Lin, X. (2021). A Study on the Impact of Linguistic Persuasive Styles on the Sales Volume of Live Streaming Products in Social E-Commerce Environment. *Mathematics*, 9(13), 1576. <https://doi.org/10.3390/math9131576>
- Luo, J.-T., Lin, Y.-L., & Chien, S.-Y. (2020). Exploring the Role of Media Richness to Information Disclosure. 2020 IEEE International Conference on Human-Machine Systems (ICHMS), 1–6. <https://doi.org/10.1109/ICHMS49158.2020.9209559>
- Maharani, A. N., & Setyaning, A. N. A. (2025). The Effect of Trust and Uncertainty on the Intention to Online Purchase Skincare Products: A Study on Shopee Live Streaming Consumers. *Formosa Journal of Multidisciplinary Research*, 4(2), 539–556. <https://doi.org/10.55927/fjmr.v4i2.55>



- Manida, M. (2025). The Role of Technology Acceptance Model (TAM) in E-Commerce Adoption. *Integrated Marketing Communications and Digital Marketing*, 6(1), 15–25.
- Marzuki, M. I. I., Rosly, A. N., Roslan, N. S., Abdullah, D., Kamal, S. B. M., & Azmi, A. (2016). The Role of Perceived Interactivity, Perceived Ease of Use, Perceived Usefulness, and Perceived Enjoyment toward Intention to Use Online Mapping Service Applications. *International Academic Research Journal of Business and Technology*, 2(2), 135–139.
- Moslehpour, M., Pham, V., Wong, W.-K., & Bilgiçli, İ. (2018). E-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use. *Sustainability*, 10(1), 234. <https://doi.org/10.3390/su10010234>
- Musa, H. G., Fatmawati, I., Nuryakin, N., & Suyanto, M. (2024). Marketing Research Trends using Technology Acceptance Model (TAM): A Comprehensive Review of Researches (2002–2022). *Cogent Business and Management*, 11(1), 1. <https://doi.org/10.1080/23311975.2024.2329375>
- Nadler, J. T., Weston, R., & Voyles, E. C. (2015). Stuck in the Middle: The Use and Interpretation of Mid-Points in Items on Questionnaires. *The Journal of General Psychology*, 142(2), 71–89. <https://doi.org/10.1080/00221309.2014.994590>
- Nguyen, T. T., Thi Thu Truong, H., & Le-Anh, T. (2023). Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model. *SAGE Open*, 13(4). <https://doi.org/10.1177/21582440231218814>
- Qing, C., & Jin, S. (2022). What Drives Consumer Purchasing Intention in Live Streaming E-Commerce? *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.938726>
- Sanjaya, M., Frediansyah, W. R., & Dirgantara, I. M. B. (2025). Economic and Business Horizon Real-Time Interaction to Increase Consumer Trust and Drive Impulse Purchases in E-Commerce. *Economic and Business Horizon*, 04(02), 331–340.
- Sari, M., Rachman, H., Astuti, N. J., Afgani, M. W., & Siroj, R. A. (2022). Explanatory Survey dalam Metode Penelitian Deskriptif Kuantitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(01), 10–16. <https://doi.org/10.47709/jpsk.v3i01.1953>
- Shopee. (n.d.). Profil Beranda Marketplace Djava Optik. https://Shopee.Co.Id/Djavaoptik#product_list.
- Song, C., & Liu, Y.-L. (2021). The Effect of Live-Streaming Shopping on The Consumer's Perceived Risk and Purchase Intention in China. 23rd Biennial Conference of the International Telecommunications Society (ITS): "Digital Societies and Industrial Transformations: Policies, Markets, and Technologies in a Post-Covid World," 1–18. <https://hdl.handle.net/10419/238054>
- Sugiyono. (2015). *Statistics For Research (15th Edition)*. Alfabeta.
- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Wang, Y., Lu, Z., Cao, P., Chu, J., Wang, H., & Wattenhofer, R. (2022). How Live Streaming Changes Shopping Decisions in E-commerce: A Study of Live Streaming Commerce. *Computer Supported Cooperative Work: CSCW: An International Journal*, 31(4), 701–729. <https://doi.org/10.1007/s10606-022-09439-2>
- Wongkitrungrueng, A., & Assarut, N. (2020). The Role of Live Streaming in Building Consumer Trust and Engagement with Social Commerce Sellers. *Journal of Business Research*, 117, 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Xu, P., Cui, B. J., & Lyu, B. (2022). Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. *Frontiers in Psychology*, 12, 1–13. <https://doi.org/10.3389/fpsyg.2021.748172>
- Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020). The Impact of Live Video Streaming on Online Purchase Intention. *The Service Industries Journal*, 40(9–10), 656–681. <https://doi.org/10.1080/02642069.2019.1576642>
- Zhou, J., Zhou, J., Ding, Y., & Wang, H. (2019). The Magic of Danmaku: A Social Interaction Perspective of Gift Sending on Live Streaming Platforms. *Electronic Commerce Research and Applications*, 34, 1–25. <https://www.smartinsights.com/digital-marketing-platforms/video-marketing/monetize->