

Impact of TAM on Generation Z User Intention towards TikTok Live Shopping

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Abstract

Purpose: The development of digital technology has transformed the marketing landscape into social commerce, exemplified by TikTok Shop's Live Shopping feature. However, the acceptance level of this technology among Gen Z as digital natives requires in-depth analysis. Therefore, this study aims to analyze the influence of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on Behavioral Intention (BI) with Attitude Toward Using (Yufi, Fadli, & Khalida) as a mediating variable based on the Technology Acceptance Model.

Research Methodology: The study employed an associative quantitative method. Data were collected via online questionnaires from 100 respondents selected using probability sampling. Path analysis was performed using IBM SPSS version 25 software.

Results: The findings indicate that Perceived Ease of Use significantly affects ATU, whereas PU does not directly influence Attitude. Furthermore, ATU significantly influences Behavioral Intention.

Conclusions: It is concluded that Attitude acts as a full mediator. This implies that for Generation Z, forming a positive attitude is a mandatory prerequisite that bridges the gap between technology perception and the actual intention to use.

Limitations: This research focused on a single creator (@williesalim) and Generation Z; therefore, generalizations to other demographics should be made with caution.

Contributions: This research provides a theoretical contribution by explicitly demonstrating the full mediating role of user attitude between technical platform perceptions and behavioral intention in a live shopping ecosystem, thereby extending TAM literature in the context of digital natives.

Keywords: Attitude Toward Using, Behavioral Intention, Generation Z, Technology Acceptance Model, TikTok Shop

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1. Introduction

The integration of information technology into business strategies has become a fundamental necessity in the digital economy era (Suparman, 2023). This transformation shifts the paradigm of conventional marketing communication toward the social commerce era, a hybrid phenomenon combining social interaction and electronic purchasing activities (e-purchasing) within a single

unified platform ecosystem, such as TikTok Shop (Sa, Rosma, & Aulia, 2022). These characteristics are highly relevant and resonate with the preferences of Generation Z, a demographic group known as digital natives and dominating the landscape of internet and social media usage in Indonesia today (Kemp, 2024). Generation Z, defined as individuals born between 1997–2012, represents the consumer cohort most responsive to the adoption of short video content formats (Iswarani & Gautama, 2022). This phenomenon is clearly reflected in the success of creator accounts like @williesalim. This creator actively utilizes the "yellow basket" feature and live streaming sessions to create high engagement with the youth market. This strategy creates the concept of shoppertainment, where shopping is no longer just a transaction, but part of entertainment (Al & Haris, 2024).

However, although Live Shopping offers various incentives such as exclusive discounts and entertainment value, the level of acceptance of this technology by Generation Z still leaves room for debate requiring further empirical analysis. There is a research gap from previous studies showing inconsistent results. Research by (Wulandari, Japarianto, & Tandijaya, 2022) found that perceived usefulness of technology positively influences intention to use. Conversely, findings by (Sinaga, Marpaung, Dewi, & Sudirman, 2021) show contradictory results, where the benefit factor does not always drive behavioral intention. This inconsistency indicates the presence of other variables bridging cognitive perception with behavioral intention. Therefore, this study proposes the variable Attitude Toward Using as a potential mediator (Wulandari & Septiani, 2024). The main objective of this study is to comprehensively analyze the influence of digital marketing technology on Generation Z consumer behavior using the Technology Acceptance Model (Iswarani & Gautama, 2022) approach developed by (Davis, 1989). Specifically, this study examines the crucial role of attitude in bridging technological perceptions (usefulness and ease) with purchase intention on live shopping platforms (Hartati et al., 2024).

2. Literature Review and Hypotheses Development

2.1 Technology Acceptance Model

The Technology Acceptance Model (Iswarani & Gautama, 2022) postulates that an individual's acceptance of an information system is determined by two fundamental beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) (Davis, 1989). This model has proven its validity in various contexts, ranging from management information systems to digital banking services. In the context of e-purchasing and social commerce, technology that is considered useful (informative, efficient) and easy to use (simple navigation, fast checkout process) is predicted to be the main driver of consumer adoption (Syafiq, Haris, & Taryono, 2025).

2.2 Perceived Usefulness (PU)

In the context of the Live Shopping ecosystem, the Perceived Usefulness (PU) variable represents Generation Z's subjective belief that using these features will enhance their shopping activity performance compared to conventional methods (Suwarsih, Gunawan, & Istiharini, 2021). The functional benefits offered include real-time access to exclusive discounts, more detailed and transparent product visualization, and the ability to interact directly with sellers to obtain instant product information (Lacap, Discartin, Salac, & Del, 2025).

2.3 Perceived Ease of Use (PEOU)

This variable refers to the user's perception that interacting with the live shopping platform is free from significant physical or mental effort (Tran & Khoa, 2026). Critical indicators of ease of use for Generation Z include intuitive interface navigation, responsive chat features, and a concise and smooth transaction completion (checkout) flow (Li & Wang, 2025).

2.4 Attitude Toward Using

(Yufi, Fadli, & Khalida, 2025) states that Attitude Toward Using is defined as a person's affective evaluation, whether positive feelings (like, enjoyment) or negative (dislike), toward the target behavior. In this study, ATU reflects the feelings of pleasure, comfort, and enjoyment experienced by Generation Z when interacting with TikTok Shop features. This positive attitude is positioned as a

crucial mediator bridging technological perception with actual usage intention ([Mai, Le, & Phung, 2026](#)).

2.5 Behavioral Intention (BI)

According to TAM theory, Behavioral Intention (BI) is the strongest and most direct predictor of actual usage behavior ([Zhao & Wagner, 2023](#)). The higher Generation Z's intention to use Live Shopping features, the greater the probability that they will engage in actual purchasing actions sustainably in the future ([Cao & Nguyen, 2025](#)).

2.6 Hypotheses Development

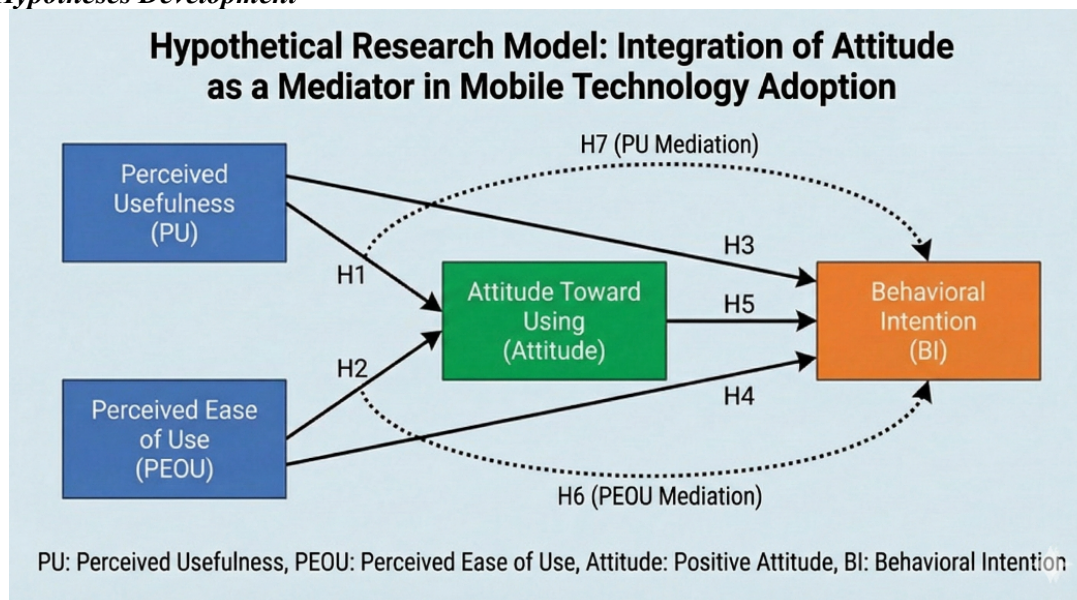


Figure 1. Research model of technology acceptance model

The Technology Acceptance Model research framework is presented in Figure 1. Based on the literature review and conceptual framework above, the research hypotheses are formulated as follows: This study adopts and develops the Technology Acceptance Model ([Iswarani & Gautama, 2022](#)) framework to map the dynamics of relationships between variables influencing technology adoption through seven main hypotheses. Initially, the first (H_1) and second (H_2) hypotheses position Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) as cognitive antecedent factors predicted to have a positive and significant influence in shaping Attitude Toward Using ([Yufi, Fadli, & Khalida, 2025](#)). Theoretically, this assumes that the higher the user's perception of the functional usefulness and operational ease of a platform, the stronger the affective evaluation or positive attitude formed within the user ([Dinni & Daniel, 2025](#)).

Furthermore, this model expands the scope of analysis by examining the direct influence on Behavioral Intention (BI) through the third (H_3), fourth (H_4), and fifth (H_5) hypotheses. In this context, user behavioral intention is viewed as the result of complex interactions between perceived benefits (PU), ease of access (PEOU), and attitudinal tendencies ([Yufi et al., 2025](#)). The significance of these relationships will determine whether technical-rational factors or emotional-attitudinal factors are the primary drivers of technology adoption intention ([Rose & Sugiarti, 2024](#)).

The culmination of this framework lies in testing the mediation effects outlined in the sixth (H_6) and seventh (H_7) hypotheses, where ATU is positioned as an intervening variable bridging the influence of PEOU and PU on BI ([Ongkowiyo & Hongdiyanto, 2026](#)). This mediation proposition provides deep insight that feature sophistication and system ease will not immediately transform into actual usage intention without going through an evaluative internalization process in the form of attitude. In other words, user positive attitude acts as a crucial filter determining whether the technical quality of a technology can be converted into sustainable behavioral commitment in the future ([Gunawan, Fatimah, Fatkhul, & Muhammad, 2022](#)).

3. Research Methodology

This study adopts a quantitative approach with a causal survey method to examine the structural relationships between TAM variables (PEOU, PU, ATU, and BI) in the context of TikTok Shop live shopping feature utilization by Generation Z. This approach was chosen for its ability to measure respondent perceptions objectively and allow for mediation model testing through inferential statistical analysis.

3.1 Population and Sample

The target population of the study is all followers of the TikTok account @williesalim, an Indonesian content creator with an audience base dominated by Generation Z and actively conducting live shopping activities. The selection of this population is based on high relevance to the research phenomenon. The sampling technique uses probability sampling with a simple random sampling approach, providing an equal opportunity for every population member to be selected. Determination of the minimum sample size was conducted using the Taro Yamane formula with a 10% precision level ([Yamane, 1967](#)), resulting in a sample size of 100 respondents. This number is considered adequate and representative for the needs of regression analysis and path analysis.

3.2 Data Collection and Measurement

Primary data were collected through closed questionnaires distributed online. The measurement instrument used a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Variable indicators were adapted from a standard instrument [Davis, 1989](#) and adjusted to the TikTok Shop context, covering statement items regarding benefits, ease, enjoyment of use, and future intentions.

3.3 Instrument Testing and Data Analysis

Prior to the main analysis, the instrument underwent validity and reliability testing. The validity test using Pearson correlation showed all items were valid with calculated r -values $>$ critical r -value (0.1654). The reliability test using Cronbach Alpha showed all variables had a value of $\alpha > 0.70$, meeting the recommended reliability criteria [Hair, Black, Babin, & Anderson, 2010](#), thus the instrument was declared consistent. Data analysis techniques included descriptive statistical tests and hypothesis testing using Path Analysis with the assistance of IBM SPSS version 25 software to examine direct influences and mediation roles.

4. Results and Discussions

4.1 Results

Hypothesis testing was conducted through two substructures of path analysis to observe the influence between variables.

4.1.1 Attitude Formation

[\(Yufi, Fadli, & Khalida, 2025\)](#): The analysis results show an interesting phenomenon. In testing H_1 , it was found that Perceived Usefulness (PU) has no influence on ATU ($\beta = 0.163$; Sig. = 0.083). Conversely, testing H_2 proves that Perceived Ease of Use (PEOU) has a positive and significant influence on ATU ($\beta = 0.592$; Sig. = 0.000).

4.1.2 Intention Formation (BI)

In testing the determinants of usage intention, it was found that ATU has a very dominant influence. H_3 test results show ATU has a significant influence on BI ($\beta = 0.809$; Sig. = 0.000).

4.1.3 Mediation Effect

Important findings are visible when the mediation variable [\(Yufi, Fadli, & Khalida, 2025\)](#) is included in the model. The direct influence of PU on BI (H_3) becomes non-significant (Sig. = 0.117), and the direct influence of PEOU on BI (H_4) also becomes non-significant (Sig. = 0.278). The loss of significance in these direct paths confirms that ATU acts as a full mediator in this research model. The summary of hypothesis testing results can be seen in Table 1.

Table 1. Summary of hypotheses test results

Hypotheses	Path Relationship	Result
H_1	PU $\rightarrow$ ATU	Not Significant
H_2	PEOU $\rightarrow$ ATU	Significant
H_3	PU $\rightarrow$ BI	Not Significant
H_4	PEOU $\rightarrow$ BI	Not Significant
H_5	ATU $\rightarrow$ BI	Significant
H_6	PEOU $\rightarrow$ ATU $\rightarrow$ BI	Significant (Full Mediation)
H_7	PU $\rightarrow$ ATU $\rightarrow$ BI	Significant (Full Mediation)

4.2 Discussion

4.2.1 The Influence of Perceived Usefulness on Attitude Toward Using

The results of the first hypothesis testing (H_1) in this study reveal the empirical fact that Perceived Usefulness (PU) statistically does not have a significant influence on ATU (Yufi, Fadli, & Khalida, 2025), among Generation Z users. This finding fundamentally challenges and disrupts the initial proposition in the classic Technology Acceptance Model (Iswarani & Gautama, 2022) (Davis, 1989), which traditionally assumed that perceptions of functional usefulness are the primary determinants that automatically trigger the formation of a user's positive attitude toward a technology.

In the perspective of modern consumer behavior, this phenomenon reflects an evolution of highly dynamic expectation standards, especially among digital natives. For Generation Z, who grew up alongside technological sophistication, functional features such as clarity of product information, time efficiency, and service accuracy are no longer viewed as competitive advantages or added values, but have shifted to become minimum standards (baseline) or "mandatory" attributes that should inherently exist in every digital platform (Tseng, Jia, Nisar, Hajli, & Shabbir, 2024).

This reinforces the argument presented in previous research (Wibasuri, Rahayu, Adi, & Yuda, 2022), which states that in a saturated digital ecosystem, pure functional benefits are now neutral and no longer possess sufficient driving force to move user affective responses. In other words, a deep positive attitude will not be formed solely through technical usefulness if the platform fails to integrate emotional added value, such as entertaining experiences, personal engagement, or visual aesthetics capable of touching the user's psychological side.

4.2.2 The Influence of Perceived Ease of Use on Attitude Toward Using

In contrast to the previous test results, the testing of the second hypothesis (H_2) provides strong empirical confirmation that Perceived Ease of Use (PEOU) has a positive and significant influence on ATU (Yufi et al., 2025). This finding offers a fundamental affirmation that for Generation Z, the level of ease in operating a platform is a major determinant that actively constructs their psychological comfort in interacting with technology.

The TikTok Shop interface, designed to be intuitive and frictionless, minimizing obstacles in navigation and transaction processes, succeeds in creating a digital environment where users feel high self-efficacy and competence. When a technology is capable of minimizing cognitive load through the simplification of usage steps, it directly induces a positive attitude and a sense of satisfaction for its users. In this context, smooth navigation and easily understood features are no longer merely technical matters, but a form of service that respects the user's time and comfort.

This finding aligns with and strengthens the results of research on the Traveloka application (Ardila, Wibasuri, & Lestari, 2025), which underscores that the User Experience (UX) aspect prioritizing simplicity and clarity of flow is the fundamental key in triggering user emotional comfort. Thus, the results of this study reaffirm that to win the hearts of Generation Z, platform developers must prioritize human-centered design capable of providing a flawless and psychologically pleasing usage experience (Trigina, Aqsa, & Nadirah, 2025).

4.2.3 The Role of Attitude Toward Using on Behavioral Intention

The results of the fifth hypothesis testing (H_5) show the most crucial finding in this study, where Attitude Toward Using ([Yufi, Fadli, & Khalida, 2025](#)) is identified as the variable with the most dominant influence in the proposed model. The significance of the relationship between ATU and Behavioral Intention (BI) provides strong empirical evidence that an individual's behavioral intention to adopt a technology does not emerge spontaneously but relies heavily on the quality of the positive attitude previously formed in their mind.

More deeply, this phenomenon indicates that in a social commerce ecosystem like TikTok Shop, affective factors play a key role; if users feel a sensation of perceived enjoyment and subjectively like the interactive shopping experience offered, then the probability and intensity of their intention to continue using or transacting through the feature will increase drastically. Attitude is no longer viewed merely as a simple evaluative response, but as the primary driving engine transforming user experience into future behavioral commitment.

This finding is highly parallel and consistent with the argumentation presented in previous research ([Nia & Anggalia, 2021](#)), which emphasized that repurchase intention and consumer digital loyalty are determined by the strength of their positive attitude toward the platform. Therefore, this result confirms that to create usage sustainability among Generation Z, service providers must be able to transcend technical aspects and focus on building emotional engagement capable of generating "liking" and deep psychological satisfaction in their users.

4.2.4 The Role of Full Mediation

The mediation findings revealed through the testing of the sixth (H_6) and seventh (H_7) hypotheses contribute theoretical as well as crucial managerial insights in understanding the complexity of current digital user behavior. Empirical facts showing that the direct influence paths from Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) to Behavioral Intention (BI) become statistically insignificant confirm the occurrence of a full mediation mechanism by the attitude variable.

This phenomenon holds deep philosophical and practical meaning: Generation Z, as research subjects, does not immediately build an intention to use live shopping features simply because the platform is assessed as having feature sophistication or operational ease. In their perception, aspects of ease and functional benefits are merely viewed as an "entry point" or basic prerequisite; however, these technical aspects must undergo an internalization and psychological evaluation process first to be converted into affective attitudes, such as liking, joy, or emotional attraction.

This conversion process is the main determinant; without strong emotional engagement reflected in the ATU ([Yufi, Fadli, & Khalida, 2025](#)) variable, the technical superiority of a technology will remain cold and fail to drive sustainable behavioral adoption. This finding provides strong validation for previous arguments ([Wibasuri, Rahayu, Adi, & Yuda, 2022](#)), emphasizing that in a highly saturated digital commerce ecosystem, efficiency and functionality alone are no longer capable of being drivers of usage intention if the platform fails to create positive emotional resonance in the minds of its users.

5. Conclusions

5.1 Conclusion

Overall, this study provides significant theoretical and practical contributions by producing deep empirical findings regarding the complex dynamics in social commerce technology adoption among Generation Z. One of the most prominent findings in this study is the shift in fundamental values, where Perceived Usefulness (PU) is proven to no longer have a direct driving force on the formation of positive attitude (Attitude Toward Using). For the digital native group accustomed to the digital ecosystem, functional benefits such as transaction efficiency or information clarity are now only viewed as a mandatory baseline operational standard, thus no longer functioning as a trigger for emotional satisfaction or a special differentiating factor.

On the other hand, this study further reinforces the importance of the User Experience (UX) aspect through the finding that Perceived Ease of Use (PEOU) has a positive and significant influence on ATU. This provides a strong signal to platform developers that navigation ease, intuitive interfaces, and friction-minimized experiences are the main keys in building user psychological comfort. Furthermore, the results of this study reveal the central role of attitude by finding that neither usefulness nor ease factors have a direct influence on usage intention (Behavioral Intention). This fact effectively shifts the technology development paradigm from merely highlighting technical features toward strengthening the psychological and affective aspects of users.

Ultimately, this study confirms the role of ATU as a full mediator, affirming that Generation Z's intention to adopt or reuse a technology relies heavily on the platform's success in creating a resonance of joy and positive attitude during the usage process. Without this emotional bridge, the technical superiority of a social commerce feature will fail to be converted into actual behavioral intention. Thus, future technology adoption success will be determined by the extent to which service providers are able to transform functionality into an enjoyable and personally meaningful experience for their users.

5.2 Research Limitations

Every empirical study possesses inherent boundaries that constrain the absolute applicability of its findings, thereby creating valuable pathways for future academic investigation. In exploring the impact of the Technology Acceptance Model (TAM) on Generation Z's behavioral intention towards TikTok Live Shopping, several interrelated limitations regarding theoretical frameworks, sample characteristics, platform dynamics, and methodologies must be acknowledged.

Theoretical Constraints of the Classic TAM Framework : The primary limitation of this study lies in its reliance on the classic Technology Acceptance Model (TAM) as the foundational framework. While core constructs such as Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are highly effective at explaining the functional and utilitarian aspects of technology adoption, they often fall short when applied to social commerce environments. TikTok Live Shopping is inherently a hedonic platform characterized by entertainment, real-time engagement, and social community loops. By focusing predominantly on cognitive-utilitarian metrics, this research may underemphasize powerful psychological drivers that are crucial to Gen Z, such as the fear of missing out (FOMO), immediate gratification, impulse buying tendencies, and parasocial interactions between the user and the live-stream hosts. Consequently, the model may not capture the full spectrum of emotional triggers that convert casual viewers into active shoppers.

Geographical and Demographic Homogeneity of the Sample: Although this study explicitly sets out to analyze Generation Z, the actual sample population was restricted to a specific geographical region or centralized urban area due to unavoidable constraints in time, budget, and accessibility. Generation Z is frequently generalized in academic literature as a unified, monolithic "digital-native" cohort. However, this assumption overlooks substantial intra-generational differences. Regional disparities such as internet infrastructure quality, average purchasing power, regional consumer subcultures, and varying levels of digital financial literacy profoundly shape how young individuals interact with social commerce. Therefore, the findings generated from this specific localized sample may lack generalized validity across the broader national or global Gen Z demographic, particularly when contrasting urban youth with rural populations who face different socio-economic realities.

Confounding Variables within Platform Dynamics and Product Typologies: This research treats "TikTok Live Shopping" as a singular, generalized ecosystem without strictly controlling for the types of products being marketed or the specific profiles of the content creators. In live-stream commerce, consumer intention is heavily moderated by external factors. For instance, low-involvement and visually driven product categories like fast fashion, cosmetics, or viral snacks align perfectly with the immediate, frictionless purchase funnels modeled by TAM. Conversely, high-involvement goods like electronics or high-ticket items demand higher levels of institutional trust and perceived security, which the baseline TAM variables do not fully account for. Additionally, the charisma, popularity, and

perceived credibility of individual live streamers act as powerful confounding variables that can drastically skew a user's Perceived Usefulness of the shopping session, independent of the platform's actual technological merits.

Methodological Vulnerabilities of Cross-Sectional and Self-Reported Data: From a methodological standpoint, the study's reliance on a cross-sectional survey design presents a temporal limitation. Cross-sectional data capture a respondent's perceptions and psychological states at a single, isolated point in time. Because social media trends and algorithm updates on platforms like TikTok evolve at an incredibly rapid pace, this snapshot approach cannot capture longitudinal shifts, such as platform fatigue, shifting algorithm preferences, or the long-term stabilization of user trust. Furthermore, the use of self-reported questionnaires introduces potential social desirability and cognitive consistency biases, where respondents might overstate their rational intentions or downplay their impulsive behaviors. Finally, a well-documented gap exists between *Behavioral Intention* and *Actual Behavior*; expressing an intention to shop during an engaging live stream does not guarantee that a Gen Z user will ultimately execute the financial transaction at checkout.

5.3 Suggestions and Managerial Implications

Based on the findings regarding the full mediation mechanism by the ATU (Yufi, Fadli, & Khalida, 2025) variable, practitioners in the social commerce industry are advised to adopt strategies focused holistically on building user emotional resonance. The first strategy is to transform values from a purely functional approach toward an affective narrative; creators and sellers should no longer be fixated solely on technical feature advantages but must utilize storytelling techniques and emotional testimonials to change product perception from merely "useful goods" to "loved products." This approach is crucial to trigger the positive attitude that is an absolute prerequisite for the emergence of purchase intention in Generation Z.

Furthermore, user experience optimization becomes a non-negotiable technical aspect; platform developers must maintain a clean interface and minimalist navigation. Transactional processes, especially at the checkout stage, must be designed to be frictionless to maintain the user's positive mood, as even the slightest technical inconvenience can damage the attitudinal evaluation being built during the shopping process. Finally, marketing must be based on atmosphere creation (atmosphere-based marketing), where business actors build purchase urgency through live shopping sessions that are entertaining and interactive.

By integrating joy into the shopping process, companies can ensure that the viewer's sense of pleasure transforms into the strongest driver converting digital experience into tangible and sustainable behavioral intention. These three elements, emotion, technical ease, and atmosphere, must integrate to strengthen the attitude variable as the main mediator toward technology adoption success.

Author Contributions

AW contributed to the conceptualization, methodology, supervision, and critical revision of the manuscript. DAN, NKDA, and MA contributed equally to the study design, data collection, data analysis, and manuscript drafting. All authors have read and agreed to the published version of the manuscript.

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