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Exploring the Impact of Optimism and Innovativeness on Consumer Purchase Intentions: The Mediating Role of Perceived Usefulness and Ease of Use in Live Commerce

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ABSTRACT: This study aims to investigate the impact of Optimism and Innovativeness on Purchase Intention through the mediating roles of Perceived Usefulness and Perceived Ease of Use in the context of live commerce. The research type is explanatory method using survey for identifying the existence of relationships and effects among variables. The population of the study consists of 667,489 residents of Banjarmasin City, and the sampling is conducted using purposive sampling with a minimum sample size of 138 respondents who have made online purchases through live commerce platforms. Data was collected using questionnaires and analyzed using Partial Least Squares (PLS-SEM) techniques. The results indicate that Optimism has a significant impact on Perceived Usefulness, Perceived Ease of Use, and Intention to Purchase. Additionally, Innovativeness also significantly affects Perceived Usefulness and Perceived Ease of Use but does not directly affect Purchase Intention. Furthermore, Perceived Usefulness and Perceived Ease of Use have been porven to mediate the relationship between Optimism and Intention to Purchase, as well as between Innovativeness and purchase intention significantly. This research contributes to the digital marketing field literature, specifically in understanding the factors that influence consumer purchase intention through live commerce platforms. The findings also provide practical implications for e-commerce companies to enhance platform design to be more user-friendly and optimize technology usefulness perceptions to boost consumer purchase intentions.

Keywords: Innovativeness, Intentions to Purchase, Optimism, Perceived Ease of Use, Perceived Usefulness

INTRODUCTION

The development of digital technology has brought significant changes to consumer behavior, especially in the e-commerce area. Among the numerous forms of e-commerce that have been

developed, live commerce has become one of the most prominent. Live commerce, which combines live streaming elements with e-commerce features, allows a real-time interaction between sellers and buyers (Kim et al., 2023). This is not only affects how consumers spend but also how they form their intention to purchase products online.

In recent years, studies have identified several important factors influencing technology adoption and consumer purchase intention in the digital context. Optimism about technology and the tendency for innovativeness have been recognized as significant predictors of consumer acceptance of new technologies (Parasuraman, 2000; Parasuraman & Colby, 2015; Rafdinal & Senalasari, 2021). Studies also explain that perceived usefulness and perceived ease of use are two of key factors in the Technology Acceptance Model (TAM) that directly impact consumer purchase intention (Agarwal & Prasad, 1999; Gefen et al., 2003; Lin & Chang, 2011; Venkatesh & Davis, 2000). Consumer purchase intention is the tendency or intention of consumers to buy a product or service (Putri & Tiarawati, 2021). Purchase intention is often used as an important indicator in measuring the marketing strategies effectiveness, especially in online contexts (Lee et al., 2023; Ye et al., 2022).

Optimism about technology refers to the acceptance that technology will bring advantages to life and make daily activity easier. Parasuraman & Colby (2015) in their study on the Technology Readiness Index (TRI) identified optimism as one of the main elements affecting an individual's readiness to adopt new technology. Recent research also found that consumers who are optimistic about technology are more likely to try and use new technologies, including in the context of e-commerce (Chang & Chen, 2021).

Optimism about technology may lead perceived usefulness as optimistic individuals are more likely to view the positive advantages of technology. Studies by Venkatesh et al. (2016) found that optimistic users tend to have higher expectations of technology advantages, which basically enhance perceived usefulness. Optimism can also impact perceived ease of use. Individuals with high optimism about technology are likely to accept that new technology is easier to use and more intuitive. The Unified Theory of Acceptance and Use of Technology (UTAUT) model shows that optimism about technology can enhance positive perceptions of the technology ease of use (Venkatesh et al., 2003). Optimistic users generally feel more comfortable and confident when facing new technology, and make it seem easier to use. Optimism about technology devotes more positive perception of ease of use, especially in the context of using new technology in e-commerce (Venkatesh et al., 2016). This is because optimistic users are more free to exploring and learning new technology, which is improving their perception of ease of use.

Innovativeness indicates to the tendency of individuals to be among the first to try new technologies. Innovative individuals are often more accepting to new experiences and willing to take risks to try something new. In the context of e-commerce, Sagnier et al. (2020); Park et al. (2022) found that innovativeness contributes to consumer acceptance of new technology significantly, which is also affecting purchase intention. Innovativeness can also impact perceived ease of use as innovative individuals are more likely to adapt to new technology without being hindered by difficulties they may encounter. Research by Agarwal & Prasad (1998) shows that

innovative users tend to accept new technology and find it easier to use, which enlarge their ease of use perception.

Individuals with high levels of innovativeness likely to seek advantages and values from new technology, making them more likely to find usefulness in it. Innovative consumers are more likely to meet new technology as a tool to enhance efficiency and productivity (Wibisono et al., 2023). This innovativeness makes consumers more proactive in exploring new features of technology, which in turn increasing their perceived usefulness. Studies by Sagnier et al. (2020) found that innovativeness is significantly related to perceived usefulness because innovative individuals quickly comprehend and accept the advantages offered by new technology.

Perceived usefulness is the acceptance of the particular technology usage could increase performance and productivity. This idea was introduced by Davis (1989) in the Technology Acceptance Model (TAM) and has been widely adopted in various studies on technology adoption. In the context of e-commerce, perceived usefulness has been proven having important role in shaping positive behaviours towards technology and increasing consumer purchase intention (Gefen et al., 2003; Pavlou, 2003). Perceived usefulness directly impacts purchase intention as consumers, who believe that a particular technology will improve their performance, are tend to purchase products through that technology. J. Kim et al. (2023) found that perceived usefulness is a strong predictor of purchase intention in the e-commerce area, which is also relevant in the context of live commerce.

Perceived ease of use refers to the extent to which a person believes that using a particular technology will be free of effort and difficulty. Like perceived usefulness, perceived ease of use is also a main factor in TAM that affects behaviours and intentions to use technology (Davis, 1989). In the context of live commerce, J. Kim et al. (2023) showed that perceived ease of use significantly affects consumer purchase intention, especially when implementing new technology. Perceived ease of use also directly impacts purchase intention as consumers are more likely to buy through technology they find easy to use. According to research by Venkatesh & Davis (2000), perceived ease of use not only affects attitudes towards technology but also the intention to use it, including in making purchase decisions.

The interaction between optimism, innovativeness, perceived usefulness, and perceived ease of use indicates that these variables do not operate independently but related to each other. Research by Rafdinal & Senalasari (2021); Wibisono et al. (2023) found that perceived usefulness and ease of use being as mediators connecting optimism and innovativeness with purchase intention.

However, there is an inconsistency in the understanding of how these factors work together to influence purchase intention in the context of live commerce. Several studies only focused on e-commerce in general, without contemplating the unique characteristics of live commerce that offer real-time interaction and a more immersive shopping experience. Therefore, it remains uncertain how optimism about technology and innovativeness may affect perceived usefulness and ease of use in the context of live commerce, and also influence consumer purchase intention.

To clarify the uncertainty, this study aims to investigate the effects of optimism and innovativeness on consumer purchase intention by examining perceived usefulness and ease of use as the mediators in the context of live commerce. By understanding the interaction between the variables, this study is expected to provide new insights into how companies can more effectively use live commerce to gain purchases. Based on the literature, the proposed hypothesis is that optimism and innovativeness positively impact consumer purchase intention, mediated by perceived usefulness and ease of use.

This study aims to fill the gap in the existing literature by exploring the impact of optimism and innovativeness on consumer purchase intention through perceived usefulness and ease of use as the mediators in the context of live commerce. Thus, this research is expected to provide more comprehensive understanding of the factors influencing consumer behavior in the current digital era.

METHOD

The research method used in this study is explanatory method using survey to investigate or prove the relationships between variables, as well as causal relationships between two or more variables (Sugiyono, 2015). The population for this study is the residents of Banjarmasin City, totaling 667,489 people according to BPS Banjarmasin data of 2022. The sampling was conducted using purposive sampling, with the sample size determined using the Slovin formula as follows (Arikunto, 2010).

$$n = \frac{N.Z^2 1-\propto/2.p.(1-p)}{(N-1)d^2 + Z^2 1-\propto/2.p.(1-p)}$$

With an estimated proportion of the population making purchases online through live commerce platforms at 10% and an acceptable absolute error rate of 5%, the minimum sample size used in this study is 138 respondents, with the criterion that they have made online purchases through live commerce platforms.

Data was collected using a questionnaire. The measurement scale used is a Likert scale with 5 levels, consisting of 1 (strongly disagree), 2 (disagree), 3 (somewhat agree), 4 (agree), and 5 (strongly agree). The data was analyzed using Partial Least Squares (PLS-SEM). PLS-SEM is used to examine predictive relationships between constructs by assessing whether there are relationships or influences between constructs (Ghozali, 2021). Hair et al. (2019) recommend that if the research goal is to predict the main target or identify constructs, PLS-SEM can be used as the analytical tool. Figure 1 presents the proposed research model in this study.

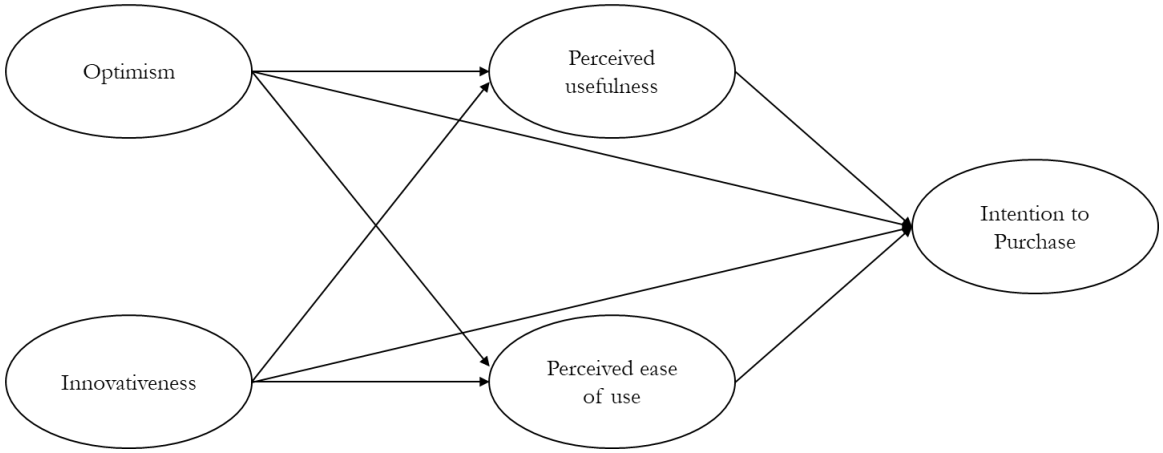

Figure 1. Research Model

The evaluation model in PLS-SEM can be conducted by assessing the measurement model (outer model) and the structural model (inner model). This study examines the usefulness of the model and analyzes the direct and indirect effects between variables. The research model then indicates which form impact purchase intention. The hypotheses developed based on the research model are as follows:

H1: Optimism has a positive impact on perceived usefulness in using live commerce platforms.
H2: Optimism has a positive impact on perceived ease of use in live commerce platforms.
H3: Optimism has a positive impact on consumers' purchase intention through live commerce platforms.
H4: Perceived usefulness mediates the impact of optimism on consumers' purchase intention through live commerce platforms.
H5: Perceived ease of use mediates the impact of optimism on consumers' purchase intention through live commerce platforms.
H6: Innovativeness has a positive impact on perceived usefulness in using live commerce platforms.
H7: Innovativeness has a positive impact on perceived ease of use in live commerce platforms.
H8: Innovativeness has a positive impact on consumers' purchase intention through live commerce platforms.
H9: Perceived usefulness mediates the impact of innovativeness on consumers' purchase intention through live commerce platforms.
H10: Perceived ease of use mediates the impact of innovativeness on consumers' purchase intention through live commerce platforms.
H11: Perceived usefulness has a positive impact on consumers' purchase intention through live commerce platforms.
H12: Perceived ease of use has a positive impact on consumers' purchase intention through live commerce platforms.

RESULT AND DISCUSSION

The respondents in this study are those who have made online purchases through live commerce platforms. The respondents' characteristics based on demographic aspects are necessary to understand their background and can be used as input for explaining the research results. The characteristics of the respondents are presented in Table 1.

Table 1 indicates that the majority of respondents in this study are female (65.22%), aged between 20 to 30 years old (73.19%), with an undergraduate education level (52.90%), and dominated by millenial women within the online shopping through live commerce platforms.

In PLS-SEM modeling, the evaluation of the measurement model (outer model) is conducted through confirmatory factor analysis by testing validity, which consists of Convergent Validity and Discriminant Validity. Meanwhile, the reliability of latent constructs is assessed through Composite Reliability and Cronbach's Alpha. The assessment of Convergent Validity is based on two parameters: Outer Loadings and Average Variance Extracted (AVE).

Table 1. Respondents Characteristics

Item	Category	F	%
Gender	Male	48	34,78
	Female	90	65,22
	Total	**138**	**100**
Age	Under 20 years old	11	7,97
	20 – 30 years old	101	73,19
	31 – 40 years old	15	10,87
	41 – 50 years old	8	5,80
	Above 50 years old	**3**	2,17
	Total	**138**	**100**
Occupation	Civil Servant	2	1,45
	Non-Civil Servant	23	16,67
	Professional Workers	3	2,17
	Entrepreneur	14	10,14
	Not Occupied (University Students)	77	55,80
	Others	19	13,77
	Total	**138**	**100**
Education	Elementary / Junior / Senior High School	43	31,16
	Diploma	0	0
	Bachelor Degree	73	52,90
	Master Degree	16	11,59
	Doctoral Degree	6	4,35
	Total	**138**	**100**

Outer loadings values are used to test Convergent Validity. An indicator is considered to meet Convergent Validity in the good category if the outer loadings value is greater than 0.7. Convergent Validity also can be assessed through the Average Variance Extracted (AVE) method, where each indicator must have a criterion > 0.5 to be considered valid. The outer loadings values for each indicator of the research variables and the Average Variance Extracted (AVE) values for each variable are presented in table 2.

Based on the data presented in Table 2, it is indicated that each research indicator has an outer loading value above 0.7, indicating that all indicators are valid and suitable for further analysis. This process involves filtering the questions that meet the outer loading values for each indicator. This is done to explain the ability of the indicators to represent the variables in the research model. Then, the Average Variance Extracted (AVE) values for each variable are above 0.5, indicating that each variable has good Convergent Validity.

The assessment of Discriminant Validity involves examining the Fornell-Larcker Criterion and Cross Loadings. A variable is considered to meet the Fornell-Larcker Criterion in the assessment of Discriminant Validity if the correlation of the variable with itself is greater than other variables. The Fornell-Larcker Criterion values for each variable are presented in table 3.

Tabel 2. Convergent Validity and Reliability

Variable	Indicator	Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Optimism	OPT1	0.887	0.819	0.825	0.892	0.734
	OPT2	0.826				
	OPT3	0.855				
Innovativeness	INV1	0.791	0.726	0.764	0.845	0.647
	INV2	0.894				
	INV3	0.719				
Perceived Usefulness	PU1	0.862	0.806	0.813	0.885	0.719
	PU2	0.858				
	PU3	0.824				
Perceived Ease of Use	PEU1	0.919	0.890	0.892	0.932	0.821
	PEU2	0.938				
	PEU3	0.860				
Intentions to Purchase	ITP1	0.919	0.891	0.892	0.932	0.822
	ITP2	0.919				
	ITP3	0.880				

Tabel 3. Fornell Larcker Criterion

Variable	INV	ITP	OPT	PEU	PU
INV	**0.805**				
ITP	0.517	**0.906**			
OPT	0.497	0.615	**0.857**		
PEU	0.483	0.678	0.535	**0.906**	
PU	0.518	0.646	0.560	0.624	**0.848**

Based on table 3 it can be observed that the correlation values of each variable with itself are greater than with other variables. An indicator is considered to meet the Cross Loading criterion for Discriminant Validity if the correlation value of the indicator with its own variable is greater than its correlation with other variables. The Cross Loading values are presented in table 4.

Based on table 4, it can be seen that the correlation values of the indicators with their respective variables are greater than their correlations with other variables. The next step is to perform a reliability test of the latent constructs, including composite reliability and Cronbach's Alpha. Composite reliability is used to test the reliability of the indicators for each variable. A variable is considered to meet composite reliability if the composite reliability value for each variable is greater than 0.7. The reliability test using composite reliability can be further supported by Cronbach's Alpha. A variable is considered reliable if it has a Cronbach's Alpha value greater than 0.7. The Composite Reliability and Cronbach's Alpha values for each variable are presented in table 2.

Tabel 4. Cross Loading

Variable	INV	ITP	OPT	PEU	PU
INV1	**0.791**	0.396	0.444	0.419	0.379
INV2	**0.894**	0.504	0.454	0.457	0.490
INV3	**0.719**	0.326	0.279	0.263	0.370
ITP1	0.480	**0.919**	0.564	0.603	0.610
ITP2	0.434	**0.919**	0.531	0.620	0.525
ITP3	0.489	**0.880**	0.576	0.621	0.615
OPT1	0.361	0.555	**0.887**	0.462	0.525
OPT2	0.436	0.443	**0.826**	0.449	0.430
OPT3	0.484	0.575	**0.855**	0.463	0.478
PEU1	0.466	0.572	0.457	**0.919**	0.594
PEU2	0.441	0.618	0.542	**0.938**	0.569
PEU3	0.405	0.651	0.451	**0.860**	0.534
PU1	0.500	0.502	0.379	0.485	**0.862**
PU2	0.425	0.602	0.590	0.574	**0.858**
PU3	0.398	0.529	0.434	0.521	**0.824**

Based on the data in table 2, it can be found that the composite reliability and Cronbach's Alpha values for each variable are greater than 0.7. The fact that the composite reliability values for each

variable greater than 0.7 indicates that the five variables are reliable. This also shows that each research variable has met the Cronbach's Alpha criterion, leading to the conclusion that all variables have a high level of reliability. This stage demonstrates that the research data have met the validity and reliability requirements. The data is suitable for interpreting the research model.

After through evaluation of the measurement model (outer model test) to ensure it meets the assumptions in SEM-PLS analysis, it is then processed to test the structural model, also known as the inner model test. This analysis involves several testing stages, including path coefficient, coefficient of determination (R^2), and hypothesis testing using the bootstrapping method. The results of the model run are presented in figure 2.

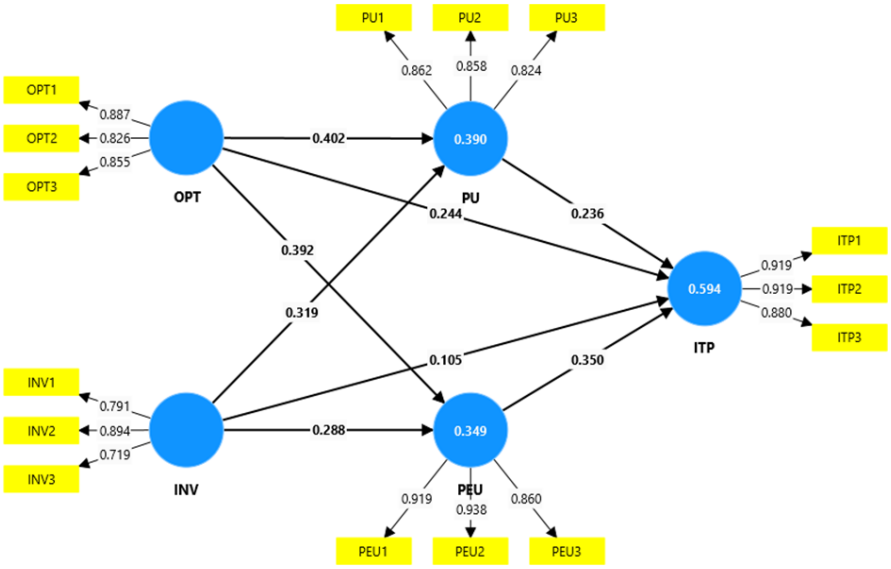

Figure 2. Running Model Results

The evaluation of the path coefficient is used to indicate the effect or influence of the independent variables on the dependent variables. Based on the inner model test results presented in table 5, it can be determined that the largest path coefficient is the influence of Optimism on Perceived Usefulness, with a value of 0,402. On the other hand, the smallest path coefficient is the influence of Innovativeness on purchase intention, with a value of 0,105.

Table 5. Path Coefficients

Variable	ITP	PEU	PU
INV	0.105	0.288	0.319
OPT	0.244	0.392	0.402
PEU	0.350		
PU	0.236		

Based on the data presented in table 5, it can be seen that all variables in this model have positive path coefficient values. This indicates that the larger the path coefficient value of an independent variable on the dependent variable, the stronger the influence of the independent variable on the dependent variable.

The magnitude of the coefficient of determination (R^2) is used to measure how far the dependent variable is influenced by other variables. According to Chin, an R^2 value greater than 0.67 for the dependent variable in the structural model indicates a strong influence of the independent variables on the dependent variable. If the value is between 0.33 and 0.67, it indicates a moderate influence. If the R^2 value is between 0.19 and 0.32, it indicates a weak influence (Ghozali, 2021). Based on the data processing that has been conducted, the R^2 values are presented in table 6.

Tabel 6. Coefficient of Determination (R^2)

Variable	R-square	R-square adjusted
ITP	0.594	0.582
PEU	0.349	0.339
PU	0.390	0.381

Based on the data presented in table 6, it can be found that the influence of Optimism and Innovativeness on Perceived Usefulness is 0,390 or 39%. The influence of Optimism and Innovativeness on Perceived Ease of Use is 0.349 or 34.9%. The influence of Optimism, Innovativeness, Perceived Usefulness, and Perceived Ease of Use on Intentions to Purchase is 0.594 or 59.4%. Therefore, it can be concluded that each of the variables is in the moderate category.

The goodnes of fit assessment can be found by the Q-Square value. The Q-Square value is similar to the R-Square, where a higher Q-Square indicates a better fit of the model with the data. The calculation of Q-Square is as follows

$Q^2 = 1 – [(1 – R^21)x(1 – R^22)x(1 – R^23)]$

$Q^2 = 1 – [(1 – 0.390)x(1 – 0.349)x(1 – 0.594)]$

$Q^2 = 1 – (0.610 \text{ x } 0.651 \text{ x } 0.406)$

$Q^2 = 1 – 0.161$

$Q^2 = 0.839$

Based on the data calculation, The Q-Square value is 0,839. This indicates 83.9% of the variance of the research data, which can be explained by the research model, while the remaining 16.1% is explained by factors outside the model. Thus, the model can be considered to have good goodness of fit

Based on the data processing, the results may be used to test the hypotheses in this study. Hypothesis testing is conducted using the bootstrapping technique by examining the t-statistic and p-values. A hypothesis is accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05. The results of the hypothesis testing for direct effects using the bootstrapping technique are presented in table 7.

Tabel 7. Results of Direct and Indirect Effects Hypothesis Testing

Hypothesis	Effects	Path	T statistics	P values	Conclusion
OPT -> PU	Direct	0.402	4.620	0.000	Accepted
OPT -> PEU	Direct	0.392	5.126	0.000	Accepted
OPT -> ITP	Direct	0.244	3.565	0.000	Accepted
OPT -> PU -> ITP	Indirect	0.095	2.403	0.017	Accepted
OPT -> PEU -> ITP	Indirect	0.137	3.067	0.002	Accepted
INV -> PU	Direct	0.319	3.910	0.000	Accepted
INV -> PEU	Direct	0.288	3.808	0.000	Accepted
INV -> ITP	Direct	0.105	1.357	0.175	Rejected
INV -> PU -> ITP	Indirect	0.075	1.917	0.056	Rejected
INV -> PEU -> ITP	Indirect	0.101	2.683	0.008	Accepted
PU -> ITP	Direct	0.236	2.654	0.008	Accepted
PEU -> ITP	Direct	0.350	3.769	0.000	Accepted

Based on the table 7, the hypothesis testing reveals that Optimism has a significant impact to Perceived Usefulness. It has been proven that the p-value is 0.000 (less than 0.05) and the t-statistic is 4.620 (greater than 1.96), confirming that H1 is accepted. Optimism has a positive effect on Perceived Usefulness with a coefficient of 0.402. This implies that consumers with a positive view of technology are more likely to perceive the technology used in live commerce as useful and beneficial. Optimism influences Perceived Usefulness through the positive beliefs that consumers hold about the technology advantages can provide. Optimistic consumers are generally more confident that technology will better meet their needs, offer advantages, and enhance efficiency in shopping through live commerce platforms. This idea converts into belief that technology will simplify the purchasing process, improve the shopping experience, and deliver better results compared to other methods (Zhang et al., 2022). This belief is supported by various studies indicating that Perceived Usefulness is a major factor in technology adoption. For instance, Venkatesh et al. (2003) in the Unified Theory of Acceptance and Use of Technology (UTAUT) state that Perceived Usefulness is a primary predictor in technology acceptance by individuals. This is further supported by research from Rafdinal & Senalasari (2021), which found that individuals with an optimistic behaviour likely to see more advantages in technology and adopt new technologies more quickly.

Optimism significantly affects Perceived Usefulness due to the positive sights about technology that motivate consumers to be more open to accepting and exploring new technologies. In the context of live commerce, optimistic consumers are likely to believe that technology will not only facilitate the purchasing process but also enhance the shopping experience. This optimistic behaviour helps overcome uncertainty and barriers that may emerge from new technology, thereby reinforcing the perception that the technology is indeed useful. Research by Gefen et al. (2003) supports this view, showing that positive beliefs about technology increase acceptance and Perceived Usefulness, which ultimately influences the technology intention to use. Furthermore, Ayyagari et al. (2011) found that an optimistic behaviours towards technology helps reduce

perceived technology stress, which in turn enhancing Perceived Usefulness and the intention to continue using the technology. Thus, optimistic individuals are more likely to believe in the benefits and advantages of technology. This optimism not only affects how technology is accepted but also how it is viewed as a beneficial tool in the daily life, especially in improving efficiency and the quality of the shopping experience on live commerce platforms.

Optimism also has a significant impact on Perceived Ease of Use. It is demonstrated by a p-value of 0.000 (less than 0.05) and a t-statistic of 5.126 (greater than 1.96), confirming that H2 is accepted. Optimism has a positive connection with Perceived Ease of Use with a coefficient of 0.392. This means that optimistic consumers tend to find the technology used in live commerce easier to understand and use. Optimism influences Perceived Ease of Use through the idea that technology will bring positive results and simplify processes. Optimistic consumers usually feel more confident using new technology because they perceive it as intuitive and easy to learn. This confidence allows them to overcome potential barriers when first using the technology, making them more comfortable and efficient. Previous study shows that optimism towards technology is often associated with a more positive perception of ease of use. For example, Venkatesh & Davis (2000) in the Technology Acceptance Model (TAM) state that Perceived Ease of Use is a key factor in technology acceptance, and positive behaviours such as optimism contribute to this perception. Optimistic individuals tend to see technology as non-threatening, which makes them feel that it is easier to use.

Optimistic individuals generally have a positive mental behaviour when faced with new technology. This positive behaviours reduces fear and stress often associated with new technology usage, making them more likely to view technology as easy to use. In the context of live commerce, this means that optimistic consumers will find the platform well-designed and user-friendly, enhancing their comfort with making purchases. Additionally, optimism can boost intrinsic motivation to learn and adapt to new technology. Agarwal & Prasad (1999) and Park et al. (2022) found that optimistic individuals with a positive behaviour towards technology more likely to be proactive in learning how technology works, which in turn increasing their perception of ease of use. Thatcher & Perrewé (2002) and Lin & Chang (2011) also affirm that optimism can reduce psychological barriers to adopting new technology, reinforcing the perception that technology is easy to use. Thus, optimistic individuals are more likely to accept in technology's ability to simplify their tasks. This optimism not only reduces fear of technology but also enhances the belief that it is easy to use, contributing to a more positive user experience.

Optimism significantly affects Pruchase Intention. This is concluded by a p-value of 0.000 (less than 0.05) and a t-statistic of 3.565 (greater than 1.96), confirming that H3 is accepted. Optimism has a positive connection with Purchase Intention with a coefficient of 0.244. This indicates that consumers who are optimistic about technology tend to have a higher intention to make purchases through live commerce platforms. This suggests that a positive behaviour towards technology directly influences consumers' willingness to use the platform for purchasing decisions. Optimism affects Intentions to Purchase through the perception that technology will make the purchasing process easier, safer, and more satisfying. Optimistic consumers view live commerce platforms as reliable and efficient tools for meeting their needs, which encourages them to make purchases.

This optimistic behaviour also makes consumers more open to new experiences and more confident in using technology for shopping.

Studies show that optimism is closely related to enhance purchase intentions in various technology contexts. For instance, Kim & Park (2013) found that optimism towards technology affects the purchase intention through mobile commerce applications. They argue that optimistic consumers are more likely to feel comfortable and confident in using technology, which in turn increases their purchase intentions. Akram et al. (2023) also state that optimism plays a crucial role in building consumers' purchase intentions in digital environments, where a positive behaviour towards technology can reduce uncertainty and enhance consumer trust.

This positive behaviour towards technology helps overcome various psychological barriers that may hold consumers for making purchases through new technology platforms. Optimistic consumers are more likely to adapt to change, be open to new technology, and experience less anxiety or fear regarding its use. In the context of live commerce, this means that consumers are more likely to try and eventually make purchases through live commerce platforms. Additionally, optimism serves as an intrinsic motivator that enhance purchase intentions by fostering the belief that the shopping experience through live commerce platforms will be beneficial and satisfying. Ozturk et al. (2016) found that a positive behaviour towards digital technology, such as optimism, enhances the purchase intention through e-commerce platforms because consumers feel more confident and comfortable with the transactional processes offered by the technology. Liu et al. (2021) also confirm that optimism grows acceptance in technology, which in turn increases the purchase intention on digital platforms. Thus, optimistic consumers are more likely to have higher acceptance in technology's ability to facilitate safe, easy, and satisfying purchases. This positive behaviour encourages consumers to engage actively in transactions through live commerce platforms, ultimately increasing their purchase intentions.

Perceived Usefulness significantly mediates the effect between Optimism and Purchase Intention. This shows by a p-value of 0.017 (less than 0.05) and a t-statistic of 2.403 (greater than 1.96), confirming that H4 is accepted. This indicates that optimism towards technology not only directly influences purchase intentions but also enhances them by improving consumers' perception that the technology is useful and beneficial. Optimism affects Perceived Usefulness by building positive beliefs that the technology used on live commerce platforms offering real advantages to consumers. Optimistic consumers are more likely to view the technology as a tool that enhances the shopping experience, such as simplifying transactions, saving time, and delivering more satisfying results. This perception, in turn, increases Purchase Intention because consumers feel more confident that the technology will effectively meet their needs and desires.

Mediation occurs when the effects of independent variable (In this case, Optimism) on Dependent Variable (Purchase Intention) happens through mediator (Perceived Usefulness). Venkatesh et al. (2016) explain that, in the context of technology adoption, Perceived Usefulness often serves as a crucial mediator, linking positive attitudes towards technology with the intention to use it. Lin & Chang (2011) also found that optimism towards technology enhances Perceived Usefulness, which subsequently drives purchase intentions on e-commerce platforms.

Perceived Usefulness is the main factor in connecting the relationship between Optimism and Purchase Intention. Consumers who are optimistic about technology are likely to have a deeper perception that the technology is beneficial. This perception then enhances their purchase intention, as consumers feel more confident that the technology may provide a positive and satisfying shopping experience. In the context of live commerce, the perception of technology ease of use is crucial because consumers who view the technology as beneficial are more likely to use it in the purchasing process. Research by Hsiao et al. (2016) shows that Perceived Usefulness is an important mediator in influencing purchase intentions on digital platforms. Kumar et al. (2024) also support this finding, stating that positive perceptions of technology's usefulness enhance consumer purchase intentions, particularly among those who already have an optimistic behaviour towards technology. Thus, the idea that technology is useful strengthens the relationship between optimistic behaviours and purchase intentions. This mediation demonstrates that a positive behaviour towards technology will be more effective in enhancing purchase intentions if consumers also accept that the technology is genuinely useful in meeting their needs.

Perceived Ease of Use significantly mediates the relationship between Optimism and Intentions to Purchase. This is demonstrated by a p-value of 0.002 (less than 0.05) and a t-statistic of 3.067 (greater than 1.96), which confirms that H5 is accepted. This indicates that optimism towards technology not only directly affects purchase intentions but also influences them through the perception that the technology is easy to use. Optimism affects Perceived Ease of Use by creating a idea that the technology used on live commerce platforms will be easy to understand and operate. Optimistic consumers tend to have a more positive perception of the ease of use of the technology, which in turn enhances their intention to make a purchase. When consumers feel that the technology is easy to use, they are more likely to engage with the live commerce platform, including making transactions.

Mediation occurs when the effect of Optimisim on Purchase Intention happens through Perceived of Use. The study from Chang & Chen (2021) indicates that Perceived Ease of Use play the important role to determine the purchase intention in digital platform, mainly among consumers which have positive behaviour through technology. Consumers belief on technology ease of use tend to have higher purchase intention, strenghten by consumers optimism (Agarwal & Prasad, 1998; Park et al., 2022).

Perceived Ease of Use acts as an intermediary that enhances the relationship between Optimism and Purchase Intention. When consumers are optimistic about technology and find it easy to use, they are more likely to utilize it in the purchasing process. This is important in the context of live commerce, where a positive and friendly-user experience significantly influences purchase decisions. Research by Davis (1989) and Sagnier et al. (2020) supports this finding, showing that the perception of ease of use is a major factor in technology adoption and the intention to purchase products or services online. Research by Venkatesh et al. (2016) and Rafdinal & Senalasari (2021) also finds that Perceived Ease of Use, particularly among optimistic users, greatly influences purchase intentions on e-commerce platforms. Thus, the perception that technology is easy to use enhances optimistic consumers' idea that they can easily use the technology to make purchases. This mediation shows that an optimistic attitude towards technology will be more effective in enhancing purchase intentions if consumers also find the technology easy to operate.

Innovativeness has a significant effect on Perceived Usefulness. This is concluded by a p-value of 0.000 (less than 0.05) and a t-statistic of 3.910 (greater than 1.96), indicating that H6 is accepted. Innovativeness has a positive relationship with Perceived Usefulness, with a coefficient of 0.319. This indicates that consumers who are innovative are more likely to see technology on live commerce platforms as valuable and beneficial for enhancing their shopping experience. Innovativeness influences Perceived Usefulness by encouraging consumers to explore and comprehend the potential advantages of new technologies. Innovative consumers are generally more open to new technology and better at recognizing its inherent usefulness. In the context of live commerce, this means that innovative consumers are more likely to appreciate advanced features offered by the platform, such as interactivity, personalization, and ease of transaction.

The positive relationship between Innovativeness and Perceived Usefulness indicates that an innovative behaviour not only affects the desire to use new technology but also the perception of how it may improve performance or provide real benefits. Innovative users are more likely to perceive new technology as useful because they are more prepared to leverage its potential (Davis, 1989; Sagnier et al., 2020).

Consumers with innovative behaviour are more adept at finding and understanding the benefits of new technology, which enhances their perception of its usefulness. In the context of live commerce, where technology continually evolves and introduces new features, innovative consumers will quickly recognize the value of such technology, thus increasing their intention to use and leverage it in their purchasing process. Previous studies by Agarwal & Prasad (1998) and Park et al. (2022) support this finding, showing that more innovative consumers are more likely to meet new technology as useful and efficient. Research by Venkatesh et al. (2016) and Wibisono et al. (2023) also finds that innovation enhances Perceived Usefulness, especially among consumers enthusiastic about trying new technology. Thus, innovativeness encourages consumers to explore and utilize new technology, thereby building their perception that the technology is beneficial. This suggests that innovative consumers are better able to recognize and accept the advantages of new technologies they encounter on live commerce platforms.

Innovativeness also significantly affects Perceived Ease of Use. This is demonstrated by a p-value of 0.000 (less than 0.05) and a t-statistic of 3.808 (greater than 1.96), proving that H7 is accepted. Innovativeness has a positive relationship with Perceived Ease of Use, with a coefficient of 0.288. This indicates that innovative consumers are more likely to perceive the technology used on live commerce platforms as easy to operate and not requiring significant effort to learn or use. Innovativeness influences Perceived Ease of Use by supporting innovative individuals to adapt more quickly to new technologies. Innovative consumers are generally more open to using new technology and more motivated to learn how it functions, leading them to feel more comfortable and proficient with it.

In the context of live commerce platforms, innovative consumers are tend to comprehend easily the user interface, features, and functionalities offered by the platform. This reduces the discomfort that other less innovative users might experience, thereby enhancing their perception of ease of use. Agarwal & Prasad (1998) found that innovative individuals are more likely to find new technology easy to learn due to their higher interest in exploring and utilizing new technology.

When consumers feel that technology is easy to use, they are more likely to adopt and use it continually. In the context of live commerce, where the use of technology is focused to the shopping experience, the perception of ease of use is critical for encouraging adoption and user satisfaction. Research by Sagnier et al. (2020) shows that individual innovativeness positively contributes to Perceived Ease of Use, which in turn increases the possibility of technology adoption. Park et al. (2022) also support this view, indicating that innovative individuals are better at overcoming barriers to new technology use, making them feel that the technology is easier to use. Thus, innovative consumers are likely to adapt more quickly to new technologies and feel more comfortable using them. This implies that the more innovative a consumer is, the more likely they are to perceive the technology used on live commerce platforms as easy to use, which can lead to broader and more sustained usage.

Innovativeness does not have a significant effect on purhcase intention. It can be concluded from P Values 0.175 greater than 0,05 and t-statistics value 1.357 is less than 1.96, proving that H8 is rejected, with cofficient value is 0.105. Innovativeness does not have a significant effect on purchase intention in live commerce context. This result shows that though the consumers maybe interested in trying technology or new platform because of their innovative behaviours, this condition is not directly enhancing their purchase intention through live commerce platform. While innovativeness is often linked to the adoption of new technology, this study suggests that innovativeness itself may not be sufficient to enhance purchase intentions in the context of live commerce. Other factors, such as trust in the platform, risk perception, and product relevance, might play a more significant role in purchase decisions than merely the desire to try something new (Wicaksono et al., 2023).

In this context, innovativeness may serve as an initial trigger for exploring the live commerce platform, but it may not be strong enough to directly influence consumers' willingness to make a purchase or their final decision. Vargo et al. (2020) noted that while innovative individuals are often to adopt formerly new technology, they are not necessarily the first to make a purchase decision, especially if the benefits or relevance of the product are not clear to them.

Even though innovative individuals are interested in trying new platforms, their decision to purchase may be more influenced by the relevance of the product or service offered. If the products or services available through live commerce do not meet their needs or interests, their desire to innovate may not be sufficient to drive a purchase. Innovative consumers might be more cautious in making purchases through a relatively unknown platform. High-risk perception can reduce purchase intentions, even if individuals are interested in trying the platform. Ozturk et al. (2016) found that risk perception often serves as a major barrier in e-commerce transactions, including live commerce, especially among consumers new to the platform.

In live commerce, user experience factors such as ease of navigation, interaction with sellers, and transparency of information also play a critical role in purchase decisions. Although a consumer may be innovative, if the user experience on the platform is inadequate, this can diminish the intention to purchase. Gefen et al. (2003) stated that poor user experiences can lower purchase intentions even if consumers are interested in trying new technology. Thus, while innovativeness can prompt consumers to explore live commerce platforms, this trait alone is not sufficient to

significantly enhance purchase intentions. Other factors, such as product relevance, risk perception, and user experience, become more critical role in influencing purchase decisions. This indicates that live commerce platforms need to do more than attract innovative consumers; they must also ensure that products, services, and user experiences meet consumer expectations to drive purchase intentions.

The mediation effect of Perceived Usefulness between Innovativeness and Purchase Intention is not significant. This is supported by a p-value of 0.056 (greater than 0.05) and a t-statistic of 1.917 (less than 1.96), indicating that H9 is rejected. The findings suggest that Perceived Usefulness does not significantly mediate the relationship between Innovativeness and Intention to Purchase in the context of live commerce. In other words, although innovative consumers may see value in using new technology, their perception of the technology's usefulness is not strong enough to ease the uncertainty between their inclination to innovate and their final purchase decision.

Traditionally, Perceived Usefulness is considered as a key factor in enhancing technology adoption and purchase decisions, especially in Technology Acceptance Model (TAM). However, the results indicate that in the context of live commerce, consumer innovativeness does not automatically convert into purchase intentions through perceived usefulness. This might mean that even though innovative consumers recognize the benefits of technology used in live commerce, other factors more directly related to the purchasing process, such as price, product quality, or shopping experience, may be more dominant in influencing purchase decisions. Venkatesh et al. (2016) noted that while perceived usefulness is often important in technology adoption, in some contexts, factors such as social norms or situational conditions might have a greater impact on purchase intentions.

Innovativeness focuses on the desire to try new technology but does not necessarily mean that the technology is perceived as useful in specific contexts like live commerce. Consumers might be interested in experimenting with new technology but may not see it as a practical or effective solution for their purchasing needs. In live commerce, factors like direct interaction with sellers, platform trust, and risk perception may have a greater impact on purchase intentions than the perceived usefulness of the technology itself (Wicaksono et al., 2022). Kim & Park (2013) found that in e-commerce, user experience and trust often have more influence than just perceived usefulness of the technology. Innovative consumers may recognize some benefits of live commerce technology, but these benefits may not be strong enough to invite them towards making a purchase. Anwar et al. (2021) stated that the perceived benefits must be relevant and significant to influence purchase intentions, which in this case may not occur.

The research indicates that while Innovativeness can influence the perception of the usefulness of technology, this perception alone is not strong enough to mediate the relationship between innovation and purchase intention in the context of live commerce. This suggests that, in the buying process, other factors more directly related to transactions which become more significant role than merely the perception of technology usefulness.

Perceived Ease of Use significantly mediates the relationship between Innovativeness and Intention to Purchase. The results show that P Value = 0.008 < 0.05 and t-statistics = 2.683 > 1.96, proving H10 is accepted. The study indicates that consumers who are more innovative are

more likely to increase their purchase intention if they perceive the technology used in live commerce as easy to use.

In this context, Innovativeness enhances consumers to try new technology, but the ease of use of that technology becomes the main factor in inviting the desire to try into a real purchase intention. Innovative consumers may be motivated to try new technology, but if they find the technology difficult to use, their purchase intention may not increase. However, when the technology is perceived as easy to use, innovative consumers are more likely to view it as a valuable tool for purchasing, which in turn increases their intention to buy. Davis (1989) in the Technology Acceptance Model (TAM) emphasizes that the perception of ease of use is a crucial determinant in increasing technology adoption, which can subsequently affect purchase intention. In the context of live commerce, where direct interaction with technology is the key, the perception that the technology is easy to use becomes very important in converting initial interest into a purchase decision.

Innovative consumers tend to expect that new technology will provide a pleasant and easy experience. When live commerce technology meets these expectations with ease of use, consumers will feel more confident and comfortable using it for shopping. Venkatesh et al. (2016) clarifies that the perception of ease of use can reduce barriers to technology adoption, thereby enhancing purchase intention. In live commerce, where new technology might introduce elements of uncertainty, the perception of ease of use can help reduce perceived risks. Innovative consumers who find the technology easy to use are less likely to worry about potential technical issues or transaction failures, which can enhance their purchase intention. Rafdinal & Senalasari (2021) show that the perception of ease of use contributes to trust in technology, which can ultimately increase purchase intention. Innovative consumers are also more likely to feel confident in trying new technology. When consumers find the technology easy to use, this confidence increases, significantly boosting their purchase intention. Wibisono et al. (2023) found that the perception of ease of use not only affects technology adoption but also user confidence, which in turn influences purchase intention.

Consumers who are innovative are more likely to increase their purchase intention when they perceive the technology they are trying as easy to use. Therefore, live commerce platforms need to ensure that the technology offered is not only attractive to innovative consumers but also user-friendly to enhance purchase intention.

Perceived Usefulness has a significant effect on Puchase Intention. The results indicates that P Value = 0.008 < 0.05 and t-statistics = 2.654 > 1.96, proving H11 is accepted. Perceived Usefulness is positively related to Purchase Intention with a coefficient value of 0.236. This means that when consumers perceive the technology used on the live commerce platform as useful, they are more likely to have the purchase intention through that platform.

Perceived Usefulness has an important role in building consumer purchase intention. In this context, the perception that live commerce technology is beneficial or facilitates certain tasks encourages consumers to see it as a valuable tool in the purchasing process. The higher the perception of usefulness, the greater the consumers purchase intention. Kim et al. (2023) emphasize that perceived usefulness is a key factor in determining whether someone will use a

technology. In live commerce, where direct interaction with technology is crucial, the perception that the technology builds or enhances the efficiency of purchasing will enhanceconsumer purchase intention.

Consumers who view the technology useful is likely to feel that the live commerce platform simplifies and accelerates the purchasing process. This increases their purchase intention because they perceive the technology as adding real value to their lives. Al-Qaysi et al. (2020) demonstrate that perceived usefulness is an important determinant in driving the adoption of new technology, which subsequently affects purchase intention. In the context of e-commerce, and particularly live commerce, uncertainty often poses a barrier to purchase intention. However, when the technology is perceived as useful, it can reduce doubts and enhance consumer confidence in using the platform for purchases. Anwar et al. (2021) found that perceived usefulness can decrease perceived risks, which enhances purchase intention. Consumers who experience direct benefits from the technology are more likely to consider purchasing as the next logical step. When live commerce technology is perceived as truly helping to meet needs or solve problems, consumers are more motivated to buy. Humbani & Wiese (2019) found that perceived usefulness increases perceived value, which directly contributes to increased purchase intention.

Thus, consumers who perceive the technology as useful are more likely to intend to make a purchase through the platform. Therefore, it is essential for live commerce platforms to ensure that the technology offered is not only interesting but also provides real and perceived benefits to consumers to enhance their purchase intention.

Perceived Ease of Use has a significant effect on Purchase Intention. The results demonstrate that P Value = 0.000 < 0.05 and t-statistics = 3.769 > 1.96, confirming that H12 is accepted. Perceived Ease of Use has a positive relationship with Purchase Intention, with a coefficient value of 0.350. This indicates that when consumers find the technology on the live commerce platform easy to use, they are more likely to have the intention to make a purchase through that platform.

Perceived Ease of Use has a crucial role in enhancing consumer purchase intention. Consumers who perceive the technology easy to use will feel more comfortable and confident in utilizing it for transactions. The higher the perception of ease of use, the more likely consumers will have the purchase intention. Davis (1989) emphasizes that perceived ease of use is the main factor influencing the adoption of new technology. In the context of live commerce, where direct interaction with technology is vital, ease of use allows consumers to focus on the shopping experience itself without being stopped by technological complexity.

Consumers tend to avoid technology that is difficult to use due to potential frustration or doubt. When a live commerce platform is user-friendly, consumers feel more at ease and are less deterred by technological complications, which can encourage them to proceed to the purchase stage. Venkatesh et al. (2016) state that ease of use reduces psychological and technical barriers, thereby increasing purchase intention. Ease of use can also enhance the quality of the user experience. In live commerce, where a smooth and enjoyable shopping experience is essential, user-friendly technology makes consumers more engaged and likely to make a purchase. Hilal & Varela-Neira (2022) find that perceived ease of use contributes to a positive experience that enhances the likelihood of technology adoption and purchase intention. Easy-to-use technology allows more

consumers to feel capable and confident in using it. This implies that live commerce platforms designed with high ease of use will be more accessible to various consumer segments, including those less familiar with technology. Rafdinal & Senalasari (2021) and Wibisono et al. (2023) show that ease of use enhances accessibility and consumer participation in digital platforms, enhancing purchase intention.

Therefore, consumers who perceive the technology as easy to use are more likely to intend to make a purchase through the platform. It is crucial for live commerce platforms to ensure that the technology they offer is not only advanced but also user-friendly to enhance consumer purchase intention.

CONCLUSION

This study concludes that Perceived Ease of Use significantly affects Purchase Intention in the context of live commerce. This finding highlights the importance of technology's ease of use in influencing consumer purchase intentions. Additionally, other variables such as Optimism and Innovativeness also show a significant positive effect on perceived usefulness and ease of use of technology, which may affect consumer purchase intentions.

The research provides empirical evidence that perceived ease of use as a key factor in influencing consumer purchase intentions on live commerce platforms. This insight can be utilized by practitioners and e-commerce companies to enhance the design and interaction of technology to be more user-friendly. Theoretically, the study supports and extends the application of the Technology Acceptance Model (TAM) and the Technology Readiness Index (TRI) in the context of live commerce. The results contribute to a deeper understanding of how variables like optimism, innovation, perceived usefulness, and ease of use affect consumer purchase intentions.

The study has significant economic implications. By improving the ease of use of technology on live commerce platforms, companies can enhance consumer purchase intentions, which can lead to increased revenue and economic growth in the e-commerce sector. Optimizing the user experience can also improve customer retention and expand the consumer base. The research also reveals that although Innovativeness significantly influences perceived usefulness and ease of use, it does not have a direct significant impact on purchase intention. This is a novel finding indicating that consumers' desire to try new things does not always invite purchases, but rather through perceived usefulness and ease of use of technology.

The study has some limitations. First, the sample is limited to consumers using live commerce platforms, so the results may not be generalizable to the broader e-commerce context. Second, the study employs a quantitative approach only, which may not fully capture the psychological and social factors influencing consumer purchase intentions. Future research is recommended to expand the sample to various e-commerce platforms to determine if similar findings apply in different contexts. A mixed-methods approach (qualitative and quantitative) could provide deeper insights into the factors influencing consumer purchase intentions. Additionally, exploring other

variables such as trust, user experience, and social factors could reveal significant influences on purchase intentions in live commerce platforms.

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