



## Exploring the Impact of AI Chatbot Attributes on Consumer Purchase Intentions in TikTok's Social Commerce Ecosystem in China

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### Abstract

This conceptual paper examines the influence of AI chatbot attributes—perceived usefulness (PU) and perceived ease of use (PEOU)—on consumer purchase intentions within the context of TikTok's social commerce ecosystem in China. Grounded in the Technology Acceptance Model (TAM) and Social Influence Theory, the study proposes a theoretical framework that integrates cognitive and social dimensions to explore how these attributes shape consumer behavior. By extending TAM to a socially interactive platform like TikTok, the paper highlights the interplay between technological functionality and cultural adaptability in driving chatbot adoption. The insights aim to address existing gaps in literature, offering actionable guidance for businesses and future research on leveraging AI chatbots effectively in the dynamic and culturally nuanced landscape of social commerce.

**Keywords:** AI Chatbots, Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Technology Acceptance Model (TAM), Social Influence Theory, Consumer Purchase Intentions

### Introduction

The rapid integration of artificial intelligence (AI) technologies across industries has significantly transformed the way businesses interact with consumers. Among the most impactful AI innovations are chatbots, which serve as conversational agents designed to simulate human-like interactions. These chatbots facilitate seamless communication, enabling businesses to provide personalized, efficient, and round-the-clock support. In the context of digital platforms, AI chatbots have proven to be a critical tool for enhancing customer experiences, fostering trust, and driving purchase decisions. Social commerce platforms, such as TikTok, have emerged as prominent spaces where businesses can harness the power of AI chatbots to achieve these outcomes (Jusoh, 2018).

TikTok, one of the most popular social media platforms in China, uniquely combines short-form video content with interactive e-commerce features. The platform has cultivated a dynamic ecosystem where businesses can engage with tech-savvy consumers through innovative marketing approaches. AI chatbots play a key role in this process by bridging the gap between social interaction and transactional convenience. By answering consumer queries, offering personalized recommendations, and facilitating seamless transactions, chatbots enhance the overall



shopping experience on TikTok (Alnefaie et al., 2021).

Central to the effectiveness of AI chatbots are two attributes identified in the Technology Acceptance Model (TAM): perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness refers to a consumer's belief that using a technology will improve their performance or experience, while perceived ease of use denotes the effortlessness associated with using the technology (Ashfaq et al., 2020). Research has consistently shown that these attributes significantly influence user satisfaction, trust, and behavioral intentions (Venkatesh & Davis, 2000). In a fast-paced and interactive environment like TikTok, where consumer attention is fleeting, understanding how PU and PEOU shape purchase intentions is essential for leveraging chatbots effectively (Hernandez et al., 2023).

Although AI chatbots have been extensively studied in general e-commerce settings, limited research has focused on their role in social commerce. Platforms like TikTok differ fundamentally from traditional e-commerce sites in that they prioritize social interaction and entertainment over purely transactional features. This unique context creates an opportunity to explore how chatbot attributes, such as PU and PEOU, influence consumer purchase behavior in ways that may differ from traditional e-commerce environments (Gnewuch et al., 2017).

### **Problem Statement**

The rise of social commerce in China has created new opportunities for businesses to engage with consumers through platforms like TikTok (Zhang & Erturk, 2022). This platform blends entertainment, social connectivity, and e-commerce, allowing businesses to reach audiences in innovative ways. AI chatbots have become a critical tool in this ecosystem, enabling brands to offer personalized, real-time support and streamline the purchasing process. However, despite their growing prevalence, there is a lack of research on how specific chatbot attributes influence consumer purchase intentions in this unique setting.

While studies have demonstrated the impact of perceived usefulness (PU) and perceived ease of use (PEOU) on consumer behavior in other contexts, their application to TikTok remains underexplored. For instance, perceived usefulness has been identified as a key factor driving technology adoption, as it directly influences a consumer's belief that a tool adds value to their experience (Setiyanto & Syakir, 2019). Similarly, perceived ease of use has been shown to enhance user satisfaction by reducing the cognitive effort required to interact with technology (Hernández et al., 2009). Both PU and PEOU are critical drivers of customer satisfaction and purchase intentions, as evidenced by studies in e-commerce and mobile applications (Ohk et al., 2015). Additionally, PU has been shown to strongly influence attitudes toward repurchasing, while PEOU contributes indirectly through its effect on satisfaction (Keni, 2020). Finally, research has demonstrated that PU and PEOU positively impact purchase intentions, often mediated by trust and user satisfaction (Wilson et al., 2021).

This gap in the literature is significant, as it limits the ability of businesses to



optimize their chatbot strategies on TikTok. Without a clear understanding of how PU and PEOU influence purchase intentions, businesses may struggle to fully leverage the potential of chatbots to enhance consumer engagement and drive conversions. This study seeks to address this gap by exploring the influence of AI chatbot attributes on consumer purchase intentions in the context of TikTok in China.

### Research Objectives

The research objectives of this study are as follows:

1. To examine the influence of AI chatbot attributes (perceived usefulness) on consumer purchase intention on TikTok in China.
2. To examine the influence of AI chatbot attributes (perceived ease of use) on consumer purchase intention on TikTok in China.

### Significance of Study

This study is significant both theoretically and practically. Theoretically, it contributes to the existing body of knowledge by extending the Technology Acceptance Model to the context of social commerce. While PU and PEOU have been extensively studied in general e-commerce settings, their application to TikTok provides new insights into how these constructs function in a socially driven, interactive environment. This research aims to fill a critical gap by offering a localized understanding of how AI chatbot attributes shape consumer behavior in China, a market with unique cultural, social, and technological dynamics.

Practically, the contribution of this study offer actionable insights for businesses and marketers operating on TikTok. With the competition in China's social commerce sector intensifying, businesses must leverage AI chatbots effectively to remain competitive. By understanding how perceived usefulness and perceived ease of use influence consumer purchase intentions, companies can design chatbots that are not only functional but also user-friendly and engaging. This, in turn, can lead to higher customer satisfaction, increased trust, and improved conversion rates.

Furthermore, the study emphasizes the importance of cultural and technological adaptability. For global businesses seeking to enter the Chinese market, understanding consumer preferences and expectations regarding AI chatbot interactions is crucial. Insights from this research can inform the development of localized chatbot strategies that align with the unique characteristics of the Chinese consumer base. This is particularly important given the rapid pace of digital transformation and the growing reliance on social commerce platforms like TikTok.

Finally, this research provides valuable guidance for policymakers and technology developers aiming to enhance the effectiveness of AI chatbots in social commerce. By highlighting the factors that influence consumer perceptions and behaviors, the study can inform the development of best practices and industry standards for chatbot implementation on platforms like TikTok.

The integration of AI chatbots into social commerce platforms like TikTok represents a significant opportunity for businesses to engage with consumers in



innovative ways. This study aims to explore the influence of perceived usefulness and perceived ease of use of AI chatbots on consumer purchase intentions, focusing on the unique context of TikTok in China. By addressing existing research gaps and providing actionable insights, the contribution of this study will contribute to both academic knowledge and practical strategies for leveraging AI chatbots in the rapidly evolving landscape of social commerce.

## **Literature Review**

### **Introduction to AI Chatbot**

Artificial Intelligence (AI) chatbots have become a cornerstone in reshaping the consumer journey across digital platforms. These conversational agents are designed to simulate human-like interactions, facilitating real-time assistance, answering queries, and delivering tailored recommendations (Chen et al., 2021). Unlike traditional customer service models, AI chatbots operate 24/7, offering a scalable and cost-efficient alternative for businesses to interact with their audience. Studies show that chatbots significantly enhance user satisfaction by providing seamless and efficient customer interactions, which contribute to brand loyalty and increased engagement (Cheng & Jiang, 2020). Additionally, AI chatbots reduce operational costs while improving customer service efficiency, making them a vital asset in industries ranging from retail to financial services. Their integration with advanced technologies such as natural language processing enables personalized interactions, further boosting customer satisfaction and operational success.

Their relevance is particularly significant on social commerce platforms such as TikTok, which thrives on engagement, interactivity, and consumer-driven trends. TikTok's integration of AI chatbots enables businesses to provide instant support and personalized shopping experiences, bridging the gap between social interaction and transactional efficiency. These chatbots' effectiveness hinges on two primary attributes: perceived usefulness (PU) and perceived ease of use (PEOU). PU reflects the degree to which a consumer perceives a chatbot as beneficial in achieving a task, while PEOU denotes how effortlessly consumers can interact with the chatbot (Ashfaq et al., 2020). Together, these attributes form the foundation for understanding consumer acceptance and adoption of chatbot technologies.

### **Perceived Usefulness of AI Chatbots**

Perceived usefulness (PU) is central to the Technology Acceptance Model (TAM) and a crucial determinant of consumer behavior toward new technologies. PU reflects consumers' belief that a chatbot enhances their ability to complete tasks effectively and efficiently, such as obtaining information, making product choices, or completing purchases. Studies have consistently demonstrated the positive influence of PU on consumer satisfaction, trust, and purchase intentions (Setiyanto & Syakir, 2019). Research also highlights that PU positively impacts repurchase intentions, particularly when mediated by trust and satisfaction (Keni, 2020).

Ashfaq et al. (2020) found that PU significantly enhances satisfaction and the



likelihood of continued chatbot use, particularly in customer service applications. Their findings suggest that the functional value of chatbots—such as providing accurate recommendations, simplifying complex tasks, or expediting transaction processes—directly impacts consumers' perception of usefulness. In the context of TikTok, PU is especially critical as consumers often seek quick responses and reliable guidance in making purchase decisions while engaging with the platform's interactive content.

The personalization of chatbot interactions is another aspect that strengthens PU. Yen and Chiang (2020) highlighted that chatbots capable of tailoring their responses to individual preferences foster greater trust and satisfaction, which translates into higher purchase intentions. Moreover, PU on social commerce platforms like TikTok goes beyond transactional benefits; it includes the chatbot's ability to enhance the overall user experience, making it more engaging and enjoyable.

### **Perceived Ease of Use of AI Chatbots**

Perceived ease of use (PEOU) is equally important in shaping consumer attitudes toward chatbots. PEOU refers to how intuitive and user-friendly a chatbot is, minimizing the effort required to interact with it. Research shows that PEOU has a direct influence on consumer satisfaction and behavioral intentions, as ease of use reduces the cognitive burden associated with technology adoption (Iancu & Iancu, 2023).

In social commerce, where convenience and speed are paramount, PEOU is a critical factor. Chatbots with straightforward interfaces, clear navigation, and prompt responses are more likely to be adopted by users. Pillai and Sivathanu (2020) found that chatbots designed with user-centric features, such as natural language processing and multilingual support, reduce friction in interactions and enhance the user experience. These features are particularly relevant on platforms like TikTok, where the user base spans diverse demographics and expectations.

Additionally, Lopes et al. (2024) emphasized that AI-enabled ease of use directly influences purchase intentions by fostering confidence in technology. When consumers perceive chatbots as easy to use, they are more likely to trust them for important tasks, such as making purchase decisions. This highlights the need for businesses to prioritize simplicity and accessibility in chatbot design, especially in a socially driven and fast-paced platform like TikTok.

### **Influence of AI Chatbot Attributes on Consumer Purchase Intentions**

The combined influence of perceived usefulness and perceived ease of use is pivotal in understanding consumer purchase intentions. These attributes, rooted in TAM, shape consumer attitudes, trust, and satisfaction, ultimately driving their decision to use chatbots for purchasing. Research shows that PU and PEOU are not isolated factors but interact to create a holistic user experience.

Ashfaq et al. (2020) demonstrated that satisfaction mediates the relationship between PU, PEOU, and behavioral intentions. Specifically, chatbots that are both



useful and easy to use foster greater user satisfaction, which translates into higher purchase intentions. This is particularly relevant for TikTok, where consumers often engage with chatbots in real-time while navigating social content. By providing seamless and valuable interactions, chatbots can effectively convert engagement into transactions.

Yen and Chiang (2020) further explored the role of trust in this dynamic. Their study revealed that PU and PEOU enhance consumer trust in chatbots, which is a critical determinant of purchase intentions. In the context of TikTok, where consumers are exposed to a mix of entertainment and commerce, trust acts as a bridge between interaction and conversion. Therefore, businesses must ensure that their chatbots deliver consistent and reliable experiences to build trust and foster purchase intentions.

### **Chatbots in Social Commerce Platforms**

Social commerce platforms like TikTok represent a distinct evolution from traditional e-commerce by combining entertainment, social interaction, and shopping into a unified experience. In this ecosystem, chatbots play a vital role in facilitating consumer engagement and transactions. Unlike conventional e-commerce, where consumers interact with static interfaces, social commerce platforms rely on dynamic and conversational interactions to drive purchase behavior (Yang & Jiang, 2020).

Iancu and Iancu (2023) emphasized that the effectiveness of chatbots in social commerce depends on their ability to adapt to the cultural and social nuances of their target audience. In China, TikTok's user base exhibits high technology affinity and expects chatbots to deliver localized and culturally relevant interactions. For instance, chatbots that can understand and respond in Mandarin or incorporate culturally significant elements into their interactions are more likely to resonate with Chinese consumers.

Moreover, Lopes et al. (2024) highlighted that the social and entertainment-driven nature of platforms like TikTok amplifies the importance of chatbot attributes. Chatbots must not only provide functional value but also enhance the overall user experience by aligning with the platform's interactive and engaging environment. This requires businesses to design chatbots that seamlessly integrate into TikTok's social commerce framework, offering personalized, conversational, and contextually relevant interactions.

### **Research Gaps and Opportunities**

Despite the growing body of literature on AI chatbots, several research gaps remain. First, there is limited exploration of how PU and PEOU influence consumer behavior in the specific context of TikTok, where social and entertainment factors play a significant role. Existing studies often focus on general e-commerce platforms, overlooking the unique dynamics of social commerce (Kasilingam, 2020).

Second, while many studies highlight the importance of PU and PEOU, few examine their combined impact on consumer purchase intentions in culturally specific





markets like China. The interplay between these attributes and cultural factors, such as collectivism and technology affinity, warrants further investigation (Pillai & Sivathanu, 2020).

Finally, there is a need for more empirical research to validate conceptual frameworks and models in the context of TikTok. By addressing these gaps, future studies can provide a deeper understanding of how AI chatbot attributes drive consumer engagement and purchase intentions in social commerce.

### **Theoretical Framework**

This study employs two well-established theories—Technology Acceptance Model (TAM) and Social Influence Theory—to provide a comprehensive framework for understanding how AI chatbot attributes influence consumer purchase intentions on TikTok in China. These theories offer complementary perspectives, addressing both the cognitive and social aspects of consumer behavior.

#### **Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM), introduced by Davis (1989), is a widely recognized framework for understanding user acceptance and adoption of technology (Davis, 1989). This model is built on two core constructs: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness refers to the degree to which a consumer believes that using a technology will enhance their performance or satisfaction. In the context of AI chatbots, PU captures the extent to which consumers perceive the chatbot as helpful in their shopping journey, such as providing relevant product recommendations, answering queries promptly, or streamlining transactions. For instance, a chatbot that efficiently guides a user through the decision-making process or offers tailored product suggestions enhances the consumer's perception of its usefulness, thereby influencing purchase intentions (Setiyanto & Syakir, 2019).

Perceived ease of use, on the other hand, refers to the degree to which a consumer finds technology intuitive and effortless to use (Davis, 1989). For chatbots on TikTok, PEOU emphasizes the importance of simple navigation, responsive interfaces, and conversational fluidity. When users feel that interacting with a chatbot requires minimal effort, they are more likely to use the chatbot and engage further with the platform. Research consistently shows that PEOU plays a crucial role in shaping user satisfaction, reducing anxiety, and fostering trust in technology (Hernández et al., 2009). By applying TAM to this study, the relationship between PU, PEOU, and consumer purchase intentions can be explored in a systematic way, particularly in the dynamic and fast-paced environment of TikTok's social commerce (Keni, 2020).

#### **Social Influence Theory**

While TAM focuses on cognitive evaluations of technology, Social Influence Theory provides insights into the social dynamics that influence consumer behavior. This theory examines how individuals' decisions are shaped by their social



environment, including peer behavior, social norms, and perceived social presence (Ajzen, 1991). In the context of TikTok, where social interactions and peer influence are central to the platform's ecosystem, Social Influence Theory is highly relevant.

One key construct within this theory is social presence, which refers to the extent to which an interaction feels personal, authentic, and human-like (Gefen & Straub, 2004). AI chatbots that emulate human conversational styles, express empathy, or provide culturally relevant responses can enhance social presence, making the interaction feel more engaging and trustworthy. For instance, chatbots on TikTok that use colloquial language or incorporate elements of Chinese culture are more likely to resonate with users, fostering a sense of familiarity and connection (Jiang et al., 2021). This perceived social presence strengthens consumer trust in the chatbot and, in turn, influences their purchase intentions.

Another critical aspect of Social Influence Theory is the role of social norms and peer behavior. TikTok's social commerce ecosystem thrives on trends, influencer endorsements, and community-driven content (He & Zhang, 2022). Consumers are more likely to adopt behaviors—such as interacting with a chatbot or making a purchase—when they see others doing the same. This peer influence amplifies the effectiveness of AI chatbots, as users are encouraged by social validation to engage with them (Sidaoui et al., 2020).

### **Integration of TAM and Social Influence Theory**

The integration of TAM and Social Influence Theory creates a robust framework for understanding how AI chatbot attributes influence consumer behavior. TAM provides a foundation for examining the direct effects of PU and PEOU on consumer purchase intentions, focusing on the functional and cognitive aspects of chatbot adoption. Social Influence Theory adds a critical dimension by addressing the social and contextual factors that mediate or moderate these relationships.

In this integrated framework, PU and PEOU are hypothesized to have direct and significant effects on purchase intentions. Chatbots that consumers perceive as useful and easy to use are likely to foster satisfaction, trust, and positive attitudes toward the technology. These effects are further influenced by social presence, as chatbots that mimic human interactions create a sense of connection and authenticity. Additionally, peer behavior and social norms on TikTok amplify the impact of PU and PEOU, encouraging users to engage with chatbots and make purchases. For example, when influencers or peers endorse a chatbot's utility, consumers may be more inclined to perceive the chatbot as trustworthy and valuable, further enhancing its perceived usefulness and ease of use.

### **Application to the Study**

This theoretical framework is particularly relevant in the context of TikTok in China, a platform characterized by its unique blend of entertainment, social interaction, and commerce. Chinese consumers are known for their strong affinity for technology and high expectations of efficiency and convenience in digital experiences.





The combined insights of TAM and Social Influence Theory allow this study to explore not only how cognitive evaluations of chatbot attributes drive consumer purchase intentions but also how social dynamics on TikTok mediate these effects. For instance, the interactive and community-driven nature of TikTok creates opportunities for chatbots to enhance their perceived social presence and align with cultural expectations, thereby strengthening their influence on consumer behavior.

By grounding this research in the integrated theoretical framework of TAM and Social Influence Theory, this study provides a comprehensive lens to analyze the interplay between technological and social factors. The framework not only addresses a critical gap in the literature but also offers practical implications for designing AI chatbots that resonate with consumers in a socially dynamic and culturally specific environment like TikTok in China.

### **Hypotheses Development**

This study examines how perceived usefulness (PU) and perceived ease of use (PEOU) of AI chatbots influence consumer purchase intention on TikTok in China, guided by the Technology Acceptance Model (TAM).

#### ***Perceived Usefulness and Consumer Purchase Intention***

Perceived usefulness (PU) reflects how beneficial consumers perceive chatbots in enhancing their shopping experience, such as offering personalized recommendations or simplifying transactions. Research shows that PU positively influences consumer attitudes and purchase intentions (Ashfaq et al., 2020). On TikTok, chatbots that save time and provide relevant assistance are likely to foster higher purchase intentions.

- **H1: Perceived usefulness of AI chatbots positively influences consumer purchase intention on TikTok in China.**

#### ***Perceived Ease of Use and Consumer Purchase Intention***

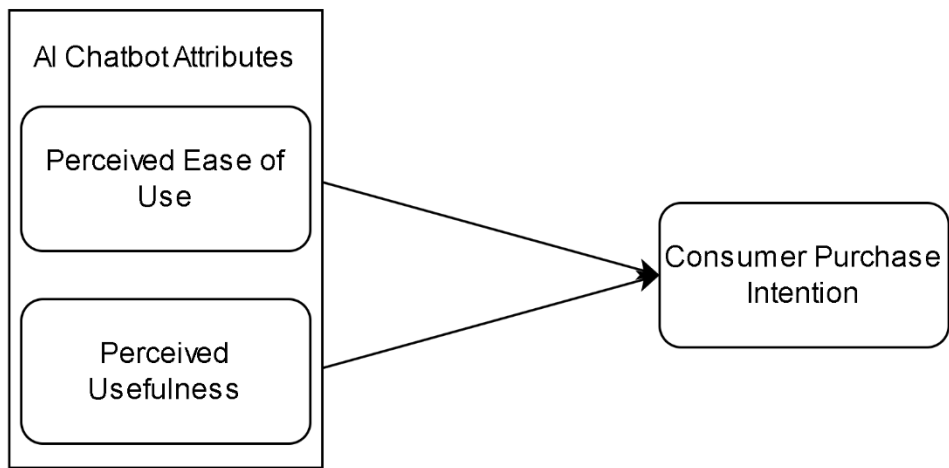
Perceived ease of use (PEOU) refers to how simple and effortless consumers find the interaction with chatbots. User-friendly and responsive chatbots improve satisfaction, reduce cognitive effort, and drive purchase intentions (Iancu & Iancu, 2023). On TikTok, chatbots that facilitate smooth interactions enhance consumers' likelihood of making purchases.

- **H2: Perceived ease of use of AI chatbots positively influences consumer purchase intention on TikTok in China.**

### **Conceptual Framework**

Figure 1

Framework of paper



**Discussion**

**Practical Implications**

This study provides several practical implications for businesses and marketers aiming to leverage AI chatbots effectively on social commerce platforms like TikTok in China. One key takeaway is the importance of optimizing chatbot design to enhance perceived usefulness (PU). Businesses should focus on incorporating features that provide clear functional benefits, such as personalized product recommendations, efficient transaction support, and accurate responses to customer inquiries. These features not only improve user trust but also increase conversion rates by simplifying the customer decision-making process.

Equally important is ensuring that chatbots are user-friendly and accessible, thereby enhancing perceived ease of use (PEOU). Chatbots must offer intuitive and responsive interfaces, as well as incorporate features like natural language processing, interactive prompts, and multilingual capabilities. Such features reduce cognitive effort and create a seamless experience for users. This is particularly critical on a fast-paced platform like TikTok, where consumers expect instantaneous and hassle-free interactions.

Another practical implication lies in the need for cultural adaptation and localization. Businesses must design chatbots that align with the cultural and technological preferences of the Chinese market. Incorporating colloquial language, emojis, and culturally relevant imagery or humor can create a more engaging and relatable experience for users. By addressing these cultural nuances, companies can foster a stronger connection with their target audience and improve consumer satisfaction.

Finally, businesses should focus on leveraging social presence and peer influence to maximize the effectiveness of chatbots. Since TikTok thrives on community interaction and user-generated content, chatbots should emulate human-like conversational styles to enhance social presence. For example, chatbots can mimic empathy, humor, or casual dialogue to create a sense of authenticity. Furthermore,



integrating chatbot functionalities with influencer campaigns can capitalize on social validation and peer behavior, encouraging consumers to engage with chatbots and make purchases.

### **Theoretical Implications**

From a theoretical perspective, this study extends the application of the Technology Acceptance Model (TAM) to social commerce environments, particularly within the dynamic context of TikTok in China. While TAM has been widely used in traditional e-commerce settings, this study demonstrates its relevance in socially interactive and entertainment-driven platforms. By focusing on the constructs of PU and PEOU, it provides new insights into how these factors influence consumer behavior in non-traditional e-commerce ecosystems.

The integration of Social Influence Theory further enriches the understanding of chatbot adoption by emphasizing the social dynamics that shape consumer behavior. Social Influence Theory addresses the role of peer behavior, social norms, and perceived social presence in encouraging users to interact with chatbots. This theoretical contribution bridges the gap between individual cognitive evaluations—such as PU and PEOU—and the broader social context of platforms like TikTok. It highlights how social dynamics mediate or amplify the impact of chatbot attributes on consumer purchase intentions.

Another key theoretical contribution of this study is its localized exploration of AI chatbot adoption in the Chinese market. By examining the interplay between PU, PEOU, and cultural factors such as collectivism and technology affinity, this research offers a culturally specific perspective on chatbot adoption. Such insights are particularly valuable for understanding how global theories like TAM and Social Influence Theory can be adapted to reflect local market dynamics and consumer behavior.

Lastly, this study contributes to the emerging field of chatbot research in social commerce by addressing existing gaps in the literature. By focusing on TikTok—a platform that blends social interaction, entertainment, and commerce—this research offers a novel perspective on how chatbots function in socially driven ecosystems. It also underscores the need for future empirical studies to validate the conceptual relationships proposed, paving the way for further advancements in chatbot-related research within social commerce platforms.

### **Future Research Recommendation**

Future research should empirically validate this study's framework using real-world data from TikTok to confirm the relationships between perceived usefulness (PU), perceived ease of use (PEOU), and consumer purchase intentions. Investigating moderating factors such as demographics, cultural dimensions, and technological affinity can offer insights for tailored chatbot strategies.



Longitudinal studies could explore how perceptions of PU and PEOU evolve over time, providing a deeper understanding of long-term chatbot adoption and satisfaction. Incorporating other theories, such as UTAUT or the Expectation-Confirmation Model, could complement TAM and Social Influence Theory for a broader analysis.

Emotional and aesthetic factors, like chatbot personality and design, should also be examined, as they may strongly influence engagement on platforms like TikTok. Comparative studies across platforms such as Douyin or WeChat could uncover platform-specific dynamics.

Lastly, ethical concerns like data privacy and transparency deserve attention, as they affect consumer trust. Exploring these areas will deepen understanding of AI chatbots in social commerce and guide future innovations.

## Conclusion

This conceptual paper examines the influence of AI chatbot attributes—perceived usefulness (PU) and perceived ease of use (PEOU)—on consumer purchase intentions within TikTok's social commerce ecosystem in China. By integrating the Technology Acceptance Model (TAM) and Social Influence Theory, the proposed framework provides a theoretical foundation for understanding how cognitive and social factors shape consumer behavior in a socially dynamic and culturally specific context. The framework highlights the need for businesses to design chatbots that are not only functional and user-friendly but also culturally adaptive to meet the unique expectations of Chinese consumers. These insights aim to guide future empirical research and provide practical strategies for leveraging AI chatbots effectively in social commerce platforms. This paper contributes to the growing literature on AI chatbots by extending existing theories to a social commerce context, paving the way for further exploration and validation in this rapidly evolving field.



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