



## **Factors Determining the Behavior Intention to Use Traditional and Livestream E-Commerce Platforms in China: The Unified Theory of Technology Acceptance Framework**

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### **ABSTRACT**

The rapid evolution of e-commerce in China, particularly through the rise of live-streaming e-commerce alongside traditional platforms, has dramatically reshaped the commercial landscape. This paper delves into the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), revealing its profound impact on user behavior intentions and the intricate dynamics of the e-commerce market. By applying UTAUT2 and complementary theories, we investigate how diverse factors influence consumers' intentions across various e-commerce platforms. Adopting a user-centric approach, this research uncovers the shifting role of consumers and the ways different e-commerce models cater to their shopping behaviors and preferences. Our findings illuminate how UTAUT2 governs user choices and actions in this competitive arena, ultimately affecting the growth and rivalry among e-commerce platforms. This study not only enhances our understanding of the technological, behavioral, and market interconnections within the rapidly changing e-commerce sector but also contributes significantly to the ongoing discourse on commercial evolution within China's flourishing digital economy.

**Keywords:** E-commerce Platform Comparison, UTAUT2 Model, Traditional E-commerce (Taobao, JD.com), New E-commerce (DouYin), Consumer Behavior Intention