

The Impact of TikTok Live Streaming Marketing Strategies on Consumer Purchase Decisions: A Study of the Tala Outfit Brand

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Abstract

This study aims to determine and analyze the influence of Tala Outfit's live streaming digital marketing strategy on TikTok toward consumer purchasing decisions. The study employed a quantitative research method using descriptive and causal approaches. The descriptive approach was used to explain the implementation of Tala Outfit's live streaming strategy, including host performance, discount promotions, audience interaction, and sales improvement, while the causal approach was applied to analyze the influence of the live streaming strategy on consumer purchasing decisions. The data used in this study consisted of primary and secondary data. Primary data were collected through the distribution of online questionnaires to consumers, whereas secondary data were obtained from Tala Outfit's internal company records, including time series data on live streaming performance and monthly sales data for the period of September 2024 to October 2025. The results showed that Tala Outfit's live streaming strategy on TikTok, particularly through competent host performance and attractive discount promotions, successfully increased audience interaction and gross revenue by 627.85%. Therefore, the findings indicate that live streaming is an effective digital marketing strategy for increasing audience traffic and influencing consumer purchasing interest.

Keywords: live streaming; tiktok marketing; digital marketing strategy; consumer purchasing decisions, audience engagement,

Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh strategi *digital marketing live streaming* Tala Outfit di TikTok terhadap keputusan pembelian konsumen. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan kausal. Pendekatan deskriptif digunakan untuk menjelaskan implementasi strategi *live streaming* Tala Outfit, termasuk *performa host*, promosi diskon, interaksi audiens, dan peningkatan penjualan, sedangkan pendekatan kausal digunakan untuk menganalisis pengaruh strategi *live streaming* terhadap keputusan pembelian konsumen. Data yang digunakan dalam penelitian ini terdiri dari data primer dan data sekunder. Data primer diperoleh melalui penyebaran kuesioner *online* kepada konsumen, sedangkan data sekunder diperoleh dari data internal perusahaan Tala Outfit, termasuk data *time series performa live streaming* dan data penjualan bulanan untuk periode September 2024 hingga Oktober 2025. Hasil penelitian menunjukkan bahwa strategi *live streaming* Tala Outfit di TikTok, khususnya melalui *performa host* yang kompeten dan promosi diskon yang menarik, berhasil meningkatkan interaksi audiens dan pendapatan kotor sebesar 627,85%. Oleh karena itu, temuan penelitian ini menunjukkan bahwa *live streaming* merupakan strategi *digital marketing* yang efektif untuk meningkatkan *traffic audiens* dan memengaruhi minat pembelian konsumen.

Kata Kunci: live streaming, pemasaran tiktok, strategi pemasaran digital, keputusan pembelian konsumen, keterlibatan audiens.

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INTRODUCTION

Digital marketing, in general, constitutes a modern marketing concept that leverages technology in implementing marketing strategies to consumers. (Wijaya & Budiman, 2016) defined digital marketing as “achieving marketing objectives through applying digital technologies and media.” (Kotler et al., 2021) in Marketing 5.0, explained that the implementation of digital strategies focuses on how technology can be utilized to understand and fulfill customer needs, build emotional engagement, and create personalized and relevant consumer experiences.

The contemporary fashion industry landscape is shifting dynamically, marked by intensifying competition, particularly in capturing the youth market segment that is highly active on social media. To survive and thrive, fashion businesses are compelled to continuously adapt to evolving consumer behaviors that favor digital platforms. One of the most significant transformations is the strategic utilization of digital technologies—such as websites, social media, and online shopping applications—as primary marketing channels. For a brand like Tala Outfit, which focuses on trendy, casual, and affordable modest apparel, establishing a robust digital presence is no longer merely an option but an urgent necessity. Tala Outfit leverages TikTok as its frontline marketing vehicle to build brand awareness, expand market reach, and drive massive sales conversions among young consumers.

The evolution of these digital marketing strategies aligns with global trends documented in various recent academic literatures. Prior studies have consistently demonstrated that integrating digital marketing technologies effectively heightens brand awareness and fosters stronger customer relationships. As social media ecosystems mature, scholarly focus within digital marketing has shifted toward highly interactive features. The live streaming feature on platforms like TikTok has emerged as a focal point of recent research because it enables real-time, two-way interaction between sellers and consumers. Previous research indicates that live streaming marketing strategies positively impact modern business landscapes by delivering dynamic, authentic, and highly interactive shopping experiences.

While the broad impact of live streaming on sales has been extensively studied, a significant gap remains regarding how the instantaneous and deeply personal interaction within live commerce explicitly converts consumer hesitation into immediate purchase decisions. Most existing literatures focus on conventional e-commerce environments or general social media engagement. There is limited empirical exploration into how real-time promotional stimuli (such as limited-time deals and exclusive live discounts), when combined with immediate audience engagement, psychologically cultivate instant consumer trust. This research gap requires deeper investigation, particularly within the local fashion sector where real-time visual validation and prompt engagement heavily dictate consumer behavior.

To address this gap, this study offers a distinct novelty by providing an in-depth empirical analysis of the impact of TikTok's live streaming marketing strategies, focusing specifically on the local fashion brand Tala Outfit. The unique contribution of this research lies in its integrated framework that connects audience engagement and the real-time cultivation of consumer trust with immediate consumer purchase decisions during live broadcasts. By doing so, this study aims not only to enrich the theoretical literature on digital marketing and live commerce but also to provide practical, data-driven insights for local fashion marketers seeking to optimize their interactive broadcasting strategies.

Factors such as host credibility, the quality of product information delivery, and the availability of limited-time promotions during live broadcasts have been proven to stimulate purchase intention and even impulsive buying behavior, especially in the fashion product category (Xing et al., 2025). Furthermore, the concepts of social presence and parasocial interaction explain how emotional closeness between sellers and consumers can be established virtually, thereby strengthening purchasing decisions (Horton & Wohl, 1956) However, the majority of prior

research has focused predominantly on major e-commerce platforms and well-known brands, with limited investigation into the specific implementation of live streaming strategies by local brands. Therefore, this study introduces novelty by conducting an in-depth examination of the influence of TikTok live streaming marketing strategies on consumer purchasing decisions for the brand Tala Outfit, while considering more comprehensive aspects of marketing strategy.

The research gap identified in previous studies concerning live streaming marketing on TikTok reveals several areas that require further investigation. First, most prior studies have concentrated on large e-commerce platforms or national/international brands, thus inadequately representing the conditions of local brands such as Tala Outfit, which possess distinct market characteristics and resource limitations. Second, earlier research tends to examine variables in a partial manner, emphasizing only trust, interaction, or host credibility, without integrating all elements of live streaming marketing strategies comprehensively, such as content, broadcast duration, communication style, and promotional offers. Third, there remains limited research specifically investigating the impact of live streaming on purchasing decisions within the local fashion sector, despite the industry being highly dynamic and influenced by rapidly changing consumer trends and preferences. Fourth, while some studies have highlighted impulsive buying behavior, few have directly linked it to the overall consumer decision-making process. Accordingly, this study addresses these gaps by providing a more specific, contextual, and comprehensive analysis of TikTok live streaming marketing strategies and their influence on consumer purchasing decisions for the local brand Tala Outfit.

The emergence of social media platforms such as Instagram, Facebook, and YouTube in the 2010s marked the beginning of digital marketing development in Indonesia. According to survey data from the Indonesian Internet Service Providers Association (DIGITAL MARKETING, n.d.), 80.66% of Indonesia's population—approximately 284 million people—were connected to the internet in 2025. This high internet penetration presents significant opportunities for business actors to market their products digitally and expand their market reach. (Mandasari et al., 2024) stated that businesses adopting digital marketing experienced significant growth influenced by the COVID-19 pandemic, which also shifted consumer shopping behavior toward online purchases to avoid direct interpersonal contact. Currently, numerous e-commerce platforms are utilized by businesses to achieve their marketing objectives, one of which is TikTok, the focus of this study. Data obtained (Wongkitrungrueng & Assarut, 2020) indicated that TikTok users in Indonesia reached 108 million, with 53.5% of users having been exposed to advertisements provided by the platform. The marketing strategy offered by TikTok is through its live streaming feature, which combines entertainment with the buying and selling process, commonly referred to as social commerce. This live streaming feature benefits both parties: users and business actors. For users, it serves as a means to directly inquire about products and receive immediate responses from the host. For businesses, the feature functions as a marketing strategy to expand consumer reach.

In this study, the author analyzes the TikTok marketing strategy employed by a local clothing brand, Tala Outfit. The brand was first established in Bandung in 2020, initially selling various men's and women's apparel, but has since focused primarily on meeting women's clothing needs. Tala Outfit utilizes the live streaming feature as a medium for promotion and sales on TikTok. Additionally, the feature is employed by Tala Outfit to attract consumer interest in purchasing its products through creative approaches. Based on the background presented above, this study addressed the following research questions: How was the digital marketing strategy through live streaming implemented by the fashion brand Tala Outfit on TikTok? To what extent did the live streaming feature utilized by Tala Outfit influence consumer purchasing decisions? What factors within Tala Outfit's live streaming activities influenced consumer purchasing decisions?

This study aimed to provide a comprehensive understanding of how Tala Outfit's live streaming strategy on TikTok influenced consumer interest and purchasing decisions.

Furthermore, the findings were expected to contribute practical insights for business practitioners in optimizing live streaming features to enhance sales performance in an increasingly competitive market.

RESEARCH METHOD

The research method employed a quantitative approach with descriptive and causal research types (Creswell, 2018). This study was conducted at Tala Outfit, which utilizes the live streaming feature on TikTok as a digital marketing strategy. The research was carried out online through the distribution of questionnaires to Tala Outfit consumers who had watched or interacted with TikTok live streaming sessions during the period of September 2024 to October 2025. The number of respondents in this study was determined based on the sampling technique used, namely purposive sampling, with the criteria that respondents had watched Tala Outfit's live streaming sessions and had an interest in or experience purchasing the products (Saunders et al., 2019)

The research data consisted of primary and secondary data. Primary data were collected through online questionnaires using a five-point Likert scale to measure respondents' perceptions of the live streaming strategy, including host performance, discount promotions, audience interaction, and consumer purchasing decisions (Cooper & Schindler, 2014). Secondary data were obtained from the company's internal records, including live streaming performance, audience numbers, interaction rates, and monthly sales data. Data processing was conducted using descriptive and inferential statistical analysis with the assistance of statistical data processing software. Validity and reliability tests were applied to measure the feasibility of the research instruments, while linear regression analysis was used to determine the influence of the live streaming strategy on consumer purchasing decisions (Field, 2018). The analysis results were then interpreted to identify the relationship between the independent and dependent variables in the study.

RESULTS AND DISCUSSION

An online questionnaire was distributed to 60 consumers and viewers of Tala Outfit, yielding respondent data with the following characteristics: Based on gender: 16 respondents (26.7%) were male, and 44 respondents (73.3%) were female. Based on age: 1 respondent (1.7%) was in the 12–16 age range, 42 respondents (70.1%) were in the 17–25 age range, and 17 respondents (28.3%) were in the 26–35 age range.

Validity test was conducted to confirm that each item in the questionnaire accurately measured the intended variables. This was performed by calculating the Pearson correlation coefficient (r-value) between the score of each item and the total score, then comparing it with the r-table value. In this study, the total number of respondents was $N = 60$. With a significance level of $\alpha = 0.05$, the r-table value was approximately 0.254. An item was declared valid if the calculated r-value (r-count) exceeded the r-table value ($r\text{-count} > r\text{-table}$).

Table 1. Validity Test Results of Host Performance and Discount Promotion

Questionnaire Items	Variable	r-calculated	r-table	Description
P1 – P5	Host Performance	0.372 0.350 0.575 0.420 0.664	0.254	All Valid

Questionnaire Items	Variable	r-calculated	r-table	Description
P6 – P10	Discount Promotion	0.736 0.567 0.448 0.532 0.428	0.254	All Valid

Source: SPSS Analysis Results, 2025

Both variables, host performance and discount promotions, had correlation coefficients or calculated r-values exceeding 0.254 (r-table value); therefore, the questionnaire items for the host performance and discount promotion variables were declared valid.

Table 2. Validity Test Results of Purchase Decision

Questionnaire Items	Variable	r-calculated	r-table	Description
P11 – P15	Purchase Decision	0.767 0.844 0.796 0.715 0.408	0.254	All Valid

Source: SPSS Analysis Results, 2025

The purchase decision variable has an r-calculated value greater than 0.254 (r-table); therefore, the questionnaire items for this variable are considered valid. Reliability test aims to demonstrate the consistency of the measurement, such that repeated measurements will yield the same results. The measurement is conducted using Cronbach's Alpha. According to (Wijaya & Santi Budiman, n.d.) variable is considered reliable if it has a Cronbach's Alpha value greater than 0.70 (r-critical).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	r-critical	Remarks
Host Performance and Discount Promotion	0.718	0.70	Reliable
Purchase Decision	0.743	0.70	Reliable

Source: Processed data from SPSS output (2025)

Based on the reliability test, the alpha coefficients for variables X and Y are 0.718 and 0.743, respectively. Since both values are greater than the r-critical value of 0.70, the variables are considered reliable.

Simple Correlation Analysis Test. To determine the strength and direction of the relationship between the host performance variable (X1), discount promotion (X2), and purchase decision (Y), a correlation test is required. The analysis is conducted using the Pearson product-moment correlation method and processed using SPSS software to evaluate the correlation coefficient (r) alongside its corresponding significance value (p -value).

Table 4. Results of Simple Correlation Analysis Test

Relationship	r	Sig. (2-tailed)	Description
X1 (Host Performance) → Y (Purchase Decision)	0.579 (positive)	< 0.001	Moderate and correlated
X2 (Discount Promotion) → Y (Purchase Decision)	0.625 (positive)	< 0.001	Strong and correlated

Source: SPSS Analysis Results, 2025

The Relationship between Host Performance and Purchase Decision

The correlation value obtained is $r = 0.579$, indicating a moderate positive relationship between the two variables. The significance value (< 0.001) is less than 0.05, which means that the relationship is statistically significant. This indicates that better host performance during live streaming tends to increase consumers' purchase decisions for Tala Outfit products.

The relationship between Discount Promotion and Purchase Decision

Based on the results, the correlation value is $r = 0.625$, indicating a strong positive relationship between discount promotion and purchase decision. The significance value (< 0.001) is also below 0.05, meaning the relationship is statistically significant. This suggests that more attractive discount promotions during live streaming tend to increase consumers' interest and purchase decisions.

Coefficient of Determination (R^2)

The coefficient of determination, also known as R square, is used to measure how much the independent variables explain the dependent variable. The value of R^2 ranges from 0 to 1. The closer the value is to 1, the greater the influence of the independent variables on the dependent variable.

Table 5.a. Results of Coefficient of Determination Test Host Performance on Purchase Decision

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579a	.335	.324	1.749
a. Predictors: (Constant), performa host				

Source : Analysis SPSS 2025

Table 5.b Results of Coefficient of Determination Test Discount Promotion on Purchase Decision

Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625a	.390	.380	1.675
a. Predictors: (Constant), discount promotion				

Source: Analysis SPSS 2025

Based on the presentation of the two tables above, two coefficients of determination were obtained, namely 0.335 and 0.390. The value of 0.335 indicates that variable X1 (host performance) contributes significantly to variable Y (purchase decision) by 33.5%. Meanwhile, the coefficient value of 0.390 indicates that variable X2 (discount promotion) contributes significantly to variable Y (purchase decision) by 39%. These findings indicate that both variables play an important role in influencing consumer purchase decisions during live streaming activities. However, discount promotion shows a greater contribution compared to host performance. This suggests that consumers tend to be more responsive to price incentives, such as discounts, when making purchase decisions in a live streaming context. Attractive promotions can create a sense of urgency and encourage immediate purchases.

On the other hand, host performance also has a meaningful influence on purchase decisions. A host who is communicative, persuasive, and able to present products clearly can build consumer trust and engagement. This aligns with the concept that interaction and communication in live streaming can enhance consumer confidence, which ultimately leads to purchase decisions.

Comparative Descriptive Analysis: Performance Comparison Before and After Live Streaming

The purpose of this analysis is to compare the performance of the implementation of the live streaming strategy of Tala Outfit on TikTok based on internal data obtained from the company.

The results of this analysis show that there is a difference in performance before and after the implementation of live streaming. After adopting live streaming as a marketing strategy, the company experienced an improvement in sales performance and consumer engagement. This indicates that live streaming is an effective strategy in increasing consumer purchase decisions, as it allows direct interaction, real-time product demonstrations, and immediate promotional offers. Overall, these findings reinforce the importance of integrating promotional strategies and host performance in live streaming activities. Companies are encouraged to optimize both aspects in order to maximize marketing effectiveness and improve sales performance.

Table 6.a. Comparison of Audience Interaction Data Before and After the Implementation of Live Streaming Strategy

Indicator	Before Live Streaming	After Live Streaming	Increase
Product Views	17,591	3,300,540	18,663%
Product Clicks	794	67,343	8,381%
New Followers	7	1,273	18,085%
Likes	151,331	1,122,882	642%
Comments	285	70,341	24,581%
Live Impressions	264,242	9,443,914	3,474%
Views	8,651	686,649	7,837%

Source: Internal Data of Tala Outfit, September 2024 – October 2025

Based on the data presented, there is a very significant increase in interaction across all aspects after the implementation of the live streaming strategy. Two aspects show the highest growth, namely comments with an increase of 24,581% and product views with an increase of 18,663%. This substantial increase indicates that live streaming is not only effective as a promotional tool but also as a medium for building interactive communication with consumers. The sharp rise in the number of comments reflects the success of the host in creating two-way communication, where audiences are actively involved in asking questions, giving responses, and interacting in real time. According to digital marketing theory, interactive communication plays an important role in increasing consumer engagement and strengthening emotional connections with a brand. Furthermore, the significant growth in product views shows that live streaming is able to attract audience attention effectively. High exposure to products can enhance consumer awareness and interest, which are important stages in the consumer decision-making process. In line with the consumer behavior model, increased attention and engagement can lead to higher purchase intention and ultimately result in purchase decisions.

In addition, the increase in likes, followers, and impressions further supports the effectiveness of live streaming in expanding market reach and strengthening brand visibility. These findings suggest that the integration of interactive communication (through host performance) and promotional strategies (such as discounts) in live streaming can create a strong stimulus that encourages consumers to make purchases. Overall, this study confirms that live streaming is a powerful marketing strategy that not only increases audience interaction but also contributes to improving consumer purchase decisions. Therefore, companies are encouraged to optimize both host performance and promotional attractiveness to maximize the effectiveness of live streaming activities.

Table 6.b. Comparison of Sales Data Before and After the Implementation of Live Streaming Strategy

Indicator	Before Live Streaming	After Live Streaming	Increase
GMV	Rp 41,365,841	Rp 288,119,302	596.51%

Indicator	Before Live Streaming	After Live Streaming	Increase
Gross Revenue	Rp 43,575,857	Rp 317,168,553	627.85%
Products Sold	455	2,949	548.13%

Source: Internal Data of Tala Outfit, September 2024 – October 2025

The implementation of the live streaming strategy has significantly improved Tala Outfit's sales performance, with all indicators showing an average increase of more than 500%. This substantial growth suggests that live streaming is an effective marketing tool in driving sales outcomes. The increases in GMV, gross revenue, and products sold indicate that consumers are not only more engaged but also more likely to make purchases during live sessions. This finding aligns with consumer behavior theory, where real-time interaction, product demonstration, and promotional incentives can enhance purchase intention. Therefore, live streaming serves as a strategic approach to boost both engagement and conversion rates.

Host Performance Quality and Attractive Discount Promotions

The findings indicate that host performance has a positive and significant relationship with consumers' purchase decisions. This is supported by the results of the simple correlation analysis. During live streaming sessions, the host of Tala Outfit demonstrated effective communication skills, including being interactive, responsive, and engaging with the audience. Such performance contributes to increased product exposure, growth in new followers, and higher audience interaction. These results are consistent with previous studies suggesting that persuasive communication can enhance consumer trust, which ultimately influences purchase decisions (Ratnawati & Hanoky, 2023). In addition, discount promotion was found to be the most influential factor affecting purchase decisions, as indicated by its higher contribution value compared to host performance. Prior research highlights that discount offers play a crucial role in shaping purchase intention in live e-commerce settings (Xing et al., 2025). In practice, Tala Outfit provides exclusive promotions available only during live streaming sessions. This strategy creates a sense of urgency and perceived scarcity, which encourages consumers to make quicker purchasing decisions.

The Effectiveness of Live Streaming Strategy on Sales Performance

The analysis of internal company data shows a significant improvement in key sales performance indicators, including product views, audience interaction, and gross revenue, after implementing the live streaming strategy. These findings are in line with previous research, which indicates that live streaming has a positive and significant impact on both revenue generation and consumer purchasing behavior (Valentina et al., 2024). This suggests that live streaming functions not only as a promotional medium but also as an effective direct sales channel. Overall, this study confirms that live streaming as a digital marketing strategy is effective in increasing consumer purchase decisions and improving company revenue. The integration of engaging host performance and well-designed promotional strategies emerges as a critical success factor in maximizing the effectiveness of live streaming activities.

CONCLUSION

The success of Tala Outfit in increasing consumer purchase decisions through the implementation of a live streaming strategy is influenced by two key factors, namely host performance quality and attractive discount promotions. Both factors play an important role and need to be consistently maintained to ensure a positive impact on consumer behavior. The findings of this study reveal that the combination of interactive host performance and well-designed promotional strategies is essential in driving the effectiveness of live streaming. Among these factors, discount promotion has the most dominant influence on consumer purchase decisions. In addition, the implementation of live streaming has proven to significantly improve audience interaction and sales performance, indicating

that it serves not only as a promotional tool but also as an effective direct sales channel.

Based on the findings, several recommendations can be proposed. First, companies should continuously improve host performance through training in communication skills, product presentation, and audience engagement techniques. Second, discount promotion strategies should be designed more creatively and strategically to maintain consumer interest while preserving product value. Third, optimizing live streaming schedules and content is important to expand audience reach and sustain engagement. Lastly, future research is recommended to include additional variables, such as consumer trust, brand image, and technological factors, to provide a more comprehensive framework for understanding consumer behavior in live commerce environments.

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