

ANALYSIS OF TAYLOR DE' VIRDIS PRODUCT PURCHASE DECISIONS THROUGH LIVE STREAMING SESSIONS ON TIKTOK SOCIAL MEDIA

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Abstract

This study aims to determine the decision-making process for purchasing Taylor De' Virdis products through live streaming sessions on the social media platform TikTok. In examining this topic, the researcher used a descriptive qualitative method with a netnographic approach. Data collection was carried out through digital observation by joining the internet community as a live host. Data was obtained from live streaming archives from June 2025 and analyzed step-by-step using the netnography method: entry, data collection, analysis, and interpretation. This study was analyzed based on Kotler & Armstrong's consumer decision-making theory. The results of this study indicate that the purchasing decision process during Taylor De' Virdis' live streaming on TikTok involves five distinct stages, namely: (1) the emergence of a need due to live streaming content recommendations, (2) interactive information search through the comment section, (3) evaluation of alternatives influenced by real-time product demonstrations, (4) purchase decisions based on careful consideration and rational judgment, and (5) post-purchase satisfaction dependent on the accuracy of information provided by the host.

Keywords: *consumer behavior, purchasing decisions, live streaming, Taylor De Virdis, fashion*

1. BACKGROUND

In the past five years, social media has successfully transformed the landscape of Indonesian society, especially in terms of information search and recommendations. This is supported by data released by databoks stating that as many as 44% of social media users use the TikTok app to search for information and recommendations on clothing or fashion. Of course, this presents a significant opportunity for fashion businesses to maximize the potential of social media to market their products. TikTok is currently growing massively in supporting the economic activities of its users. The live streaming feature on the TikTok app is not only used for entertainment, but has also been repurposed as a tool to help market products to consumers. The live streaming feature has several advantages for consumers, including the availability of a demonstration space conducted by marketers in real-time, even though it is digital, the availability of a question-and-answer space to facilitate consumers in evaluating purchasing alternatives, and live streaming often provides a number of...attractive offers that are created exclusively and in limited quantities so that the shopping experience via live streaming becomes(Gospa et al., 2024).

One fashion product provider that utilizes live streaming to increase sales is Taylor De' Virdis. Taylor De' Virdis, later abbreviated as TDV, is a retail company that provides the most complete fashion products and accessories in Purwokerto. TDV as a retail company sells a variety of fashion products ranging from thrift clothing, new clothing, to new shoes and bags under its own TDV brand. TDV as a fashion product provider has a segmentation that specifically targets women as its target market. This is indicated by the dominance of women's clothing products available ranging from crop tops, cardigans, blazers, shirts, blouses, vests, and dresses. In fact, TDV does not only use the social media platform TikTok as a marketing medium. TDV has previously used the

Instagram platform for marketing media. However, after seeing the potential of TikTok which is quite superior as a marketing medium, TDV finally developed its marketing strategy through live streaming sessions with store tour style innovations. This innovation is what makes Taylor De' Virdis live streaming sessions unique and interesting. Consumer behavior, particularly in purchasing decisions, is slowly changing due to the widespread use of live streaming on TikTok, a product marketing strategy. This is not just a general trend, but also a more specific one, such as the use of the internet in the purchasing decision process. Individuals are using the internet and technology to interact and purchase products, both goods and services, without relying on their five senses, such as seeing, hearing, touching, and smelling, to make purchasing decisions. (Maharani & Dirgantara, 2023). The live streaming shopping experience is increasingly popular with individuals, especially Taylor De' Virdis consumers, because live streaming is considered capable of providing high flexibility in product selection, consultations regarding materials and sizes, and even consultations regarding model details that are often demonstrated in real time by live hosts. Furthermore, TikTok's increasingly developed algorithm makes it easier for individuals to search for information related to the overall purchasing decision process, not only evaluating purchasing alternatives but also related to recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior. (Sofyan et al., 2021).

This research is supported by previous research on "The Influence of TikTok Live Video Streaming, Discounts, and Free Shipping on Purchasing Decisions." This research was conducted by Intan Febriah and Mohamad Trio Febriyantoro. The study explains several findings, including that consumer purchasing decisions are influenced by live video streaming. This means that if the quality of the live video is improved, the probability of a consumer purchasing decision can increase. This is because video quality can influence the likelihood of promotions provided by TikTok to the audience. The better the quality of the live streaming video, the more often the content will be included in the audience's recommendations. The next finding is that it is known that discounts do not directly influence consumer purchasing decisions. Consumers felt less dependent on whether or not Skintific products were discounted, but more on the quality of the products themselves. A further finding was that purchasing decisions were influenced by the availability of free shipping. This is because free shipping can reduce shipping costs, making the purchase price more affordable. (Febriah & Febriyantoro, 2023).

2. THEORETICAL STUDY

Consumer Behavior

According to Adi Nugroho in Mauludin, et al, consumer behavior is a series of stages of decision-making and individual activities carried out personally related to evaluating, obtaining, consuming, and organizing services and goods. (Mauludin et al., 2023) Peter and Olson state that consumer behavior is the dynamic and interconnected process experienced by individuals, groups, and members of society. Consumer behavior is also defined as feelings, cognitions, behaviors, and the environment that interact dynamically when individuals engage in exchanges across various aspects of their lives. (Peter & Olson, 2010) In another sense, consumer behavior is assumed to be a stage of decision-making and individual activities that involve the process of evaluating, obtaining, and consuming both service products and goods directly. (Amirullah, 2022) Mangkunegara in Subianto stated that consumer behavior is a series of decision-making processes starting from obtaining, using goods or services economically by individuals, groups or organizations so that it can influence the environment. (Subianto, 2017).

Buying decision

Purchasing decisions are a form of consumer behavior where individuals or groups use or consume a product. Consumers don't simply buy or use a particular product; they first analyze a range of inputted information before making a purchase. (Septyadi et al., 2022). According to Kotler and Armstrong in ... a purchasing decision is the final or final decision of a consumer after considering a number of options before purchasing a product. There are five stages of purchasing decision making according to Kotler and Armstrong, including: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Then, there are three indicators that can influence purchasing decisions, namely: Live Streaming: belief in a product, habits in purchasing a product, and recommendations. In their discussion, Kotler and Armstrong added four important components in the purchasing decision-making process: cultural, social, personal, and psychological factors. (Sinaga & Rochdianingrum, 2024).

Live Streaming

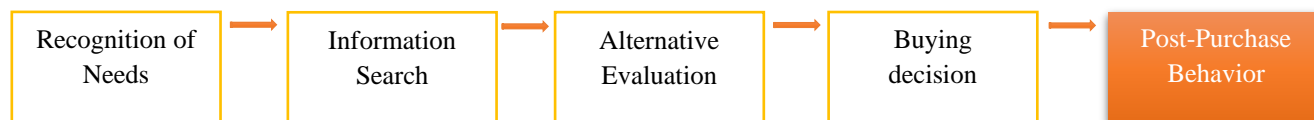
Live streaming is a medium that utilizes communication technology to broadcast and record videos, images, and audio, making it feel as if viewers are present in real-time. Initially, live streaming was primarily used for e-sports and video games, but with the development of innovation, live streaming has now been transformed into a modern marketing medium, also known as live stream shopping. This type of marketing medium is a favorite among many people because it offers a number of conveniences for consumers. They can easily view products in real-time and from various angles, and it provides a space for dialogue. This has led consumers to rely more on live stream shopping for their consumption activities.(Gospa et al., 2024)Live streaming focuses on real-time broadcasting so that it can facilitate business-to-business (B2B) and business-to-consumer (B2C) communication activities.(Firda Rona Hafizhoh et al., 2023).

3. RESEARCH METHODS

To examine the analysis of Taylor De Virdis product purchasing decisions through live streaming sessions on TikTok, researchers used a descriptive qualitative method supported by a netnographic approach to deeply analyze the phenomenon of consumer interaction in the digital space. In this study, researchers used a case study, namely the Taylor De' Virdis product, with the aim of understanding in depth the decision-making process of consumers who make online purchases through live streaming sessions on TikTok.(Sofyan et al., 2021).Netnography is a method used to study the cultural outcomes of life on the internet. In other words, netnography is a form of qualitative research used to study cultural experiences derived from digital traces, practices, and online trace systems. These online traces include graphics, text, photography, audiovisuals, music, commercial advertisements, and so on.(Eriyanto, 2021). Data collection was conducted through digital observation by joining an internet community as a live host and conducting interviews with potential online consumers during live streaming sessions. The data obtained were then reviewed in stages using the netnography method: Entree (research formulation, selecting relevant online communities for study), data collection (collecting direct copies of online community communication activities), analysis and interpretation (classifying all communicative actions that occur in online community interactions).(Priowidodo, 2020)

4. RESULTS AND DISCUSSION

According to Kotler & Armstrong, individuals will experience five stages before making a purchase, these stages include:(Sabran, 2008):



Source: Author's Personal Document

Figure 1. Purchase Decision Process

Recognition of Needs

In making a purchasing decision, the first stage an individual will face is need recognition. There are two factors that can influence an individual in the need recognition stage: internal factors and external factors. Internal factors include an individual's internal drives that are strong enough to influence them, such as hunger, thirst, or biological needs. Meanwhile, external factors include drives within an individual that originate from external stimuli. Relevant examples include an advertisement or a friendly discussion with a colleague that encourages thinking about making a purchasing decision. In this study, the researcher focused on consumer behavior.Influenced by online advertising, one of which is through the live streaming world of TikTok. Based on elicited data obtained from real-time online chat formats on TikTok, specifically during live streaming sessions, it was discovered that one TDV consumer was influenced by live streaming content advertising during the need recognition stage.



Figure 2. Comments from one of the live streaming viewers

This data shows the identification of consumer needs after watching the live streaming broadcast by the official Taylor De' Virdis account. The screenshot was taken during the live streaming broadcast on June 6, 2025, at 4:45 PM WIB. The session was an exclusive session to explain the details of the "Cardigan Bangkok Exclusive" product as a new arrival TDV product. Consumers were attracted by the glimpse of the live footage, so they succeeded in identifying their personal needs related to their fashion needs. As a host, of course, will implement a communicative and informative communication process. The TDV live streaming host not only provides options related to models but also provides other options such as color and size. This emphasizes that consumer needs for cardigan products, especially white cardigans, are in accordance with consumer preferences.



Figure 3. Live streaming activity while showing Hongkong Dress stock



Figure 4. Live streaming audience comments

The data in Figures 3 and 4 show that there is an identification of consumer needs for Taylor De' Virdis products, but with slightly different motives. The consumer identified a need after accidentally seeing a live stream clip pointing to a product displaying the "Hong Kong Dress." The consumer realized they needed a dress suitable for the beach, directing the host to confirm stock availability and more clearly demonstrate the product. Through the comments section, the consumer not only identified their basic need for a dress but also mentioned their specific color preferences.

Information Search

Information seeking (family, relatives, friends), commercial sources (advertising, websites, packaging, and appearances), public sources (social media, mass media, the internet), and experiential sources (experience during product use). The more knowledge consumers store in their memory, the greater their awareness of brands and available quality. In the current case, the discussion focuses on commercial sources as a source of information sought by consumers, where consumers obtain most of their information from marketers. In live streaming, several consumers ask first about some of the information they need, such as stock availability, color, size, and model.

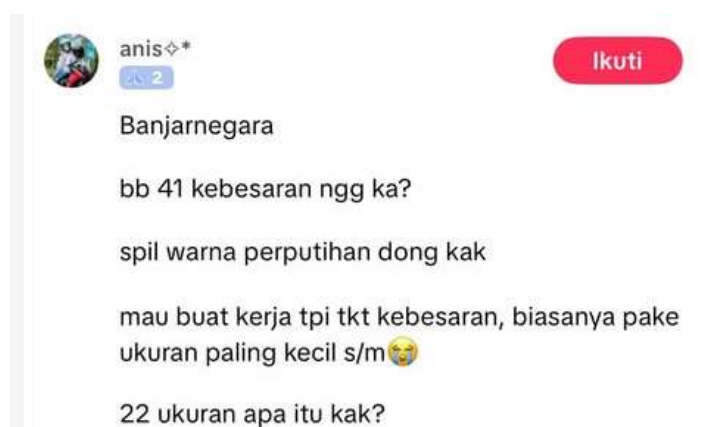


Figure 5. Comments from TDV live streaming viewers

The data demonstrates consumers' efforts to find information about the availability of white work-appropriate clothing. During the information-seeking stage, consumers do not directly ask specific questions. Instead, they tend to ask general questions, such as availability based on the color, size, and type of clothing they need. Furthermore, consumers also inquire about the clarity of current discount information at TDV. This is because, before the live stream was broadcast, consumers had already read the editorial title of the live stream,

which stated the "100,000 for 5 shirts" promotion. This is crucial for consumers as it will determine their decision to move on to the next stage of the purchasing decision process, namely "Evaluating Purchase Alternatives."

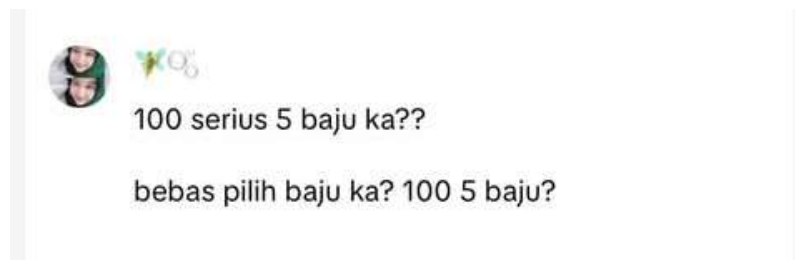


Figure 6. Comments from TDV live streaming viewers

Evaluation of Purchase Alternatives

Alternative evaluation is a series of consumer processes in processing information before deciding on a brand. Consumers' personal experiences and specific purchasing situations can influence consumer purchasing decisions. In evaluating alternatives, there are differences in consumer types and characteristics. Some consumers are overly careful and prioritize logic, but others are less observant or even ignore the process of evaluating alternatives. Consumers who do not evaluate tend to buy products based on internal drives such as intuition to make purchasing decisions. In the case of Taylor De' Virdis' live streaming, some consumers made purchasing decisions after being satisfied with the answers they received during the information search stage. After consumers asked several general questions, they then began to compare the information they received by asking more specific questions.



Figure 7. Comments from TDV live streaming viewers

The data demonstrates an effort to evaluate purchasing alternatives by comparing several criteria and product choices based on models. In demonstrating each product, the live host used a quick method and assigned each product a code by counting. The consumer was interested in Culotte Jeans with codes 4 and 12. Therefore, the consumer requested to further explain the product. The product is then displayed and shown close-up so consumers can obtain detailed information. This is part of the evaluation of purchasing alternatives, as consumers attempt to compare various pieces of information, such as color, size, material, and model, before finally making a decision to purchase the product.

Buying decision

A consumer's purchase decision is the act of purchasing a product based on the most popular brand, supported by the attitudes of others and situational factors that favor the consumer's situation, both in terms of price and perceived benefits. In this case, the consumer's purchase decision is partly based on the interaction of two important factors: individual attitudes and situational factors. Consumers who make purchase decisions based on

situational factors typically consider the price and functional value of a particular product. Furthermore, consumers can also be influenced by the attitudes of others when purchasing a product.



Figure 8. Comments from TDV live streaming viewers

The data shows that when deciding to purchase a product, consumers need to consult with marketers regarding both the quality of the item to be purchased and their personal suitability for the product. Therefore, it can be concluded that in addition to personal motivation, external influences such as close friends, family, and marketers can influence consumer purchasing decisions. The comment indicates that the consumer was initially looking for a black blazer, but when evaluating alternatives, the consumer felt dissatisfied with the available models. Therefore, the consumer immediately directed the live host to show other types of clothing that also met his needs. After showing some of the available stock and explaining the details of each product, starting from the model, color, size, price, and product shortcomings, the consumer finally felt that the Pink Jeans Cardigan was suitable and decided to make a purchase decision during the live streaming session.

Post-Purchase Behavior

At this stage, consumers can assess the perceived performance of the product. Consumers can feel satisfied and give a positive rating if their expectations regarding the perceived performance of the product are met. Conversely, consumers will feel disappointed and experience regret when the perceived performance of the product is inversely proportional to consumer expectations. In this case, the live host avoids cognitive dissonance, or in other words, discomfort that arises from consumers after the purchase by providing information that is as is, clear, transparent, and provides solutions if there are deficiencies in the product. Therefore, TDV, as the product provider, strives to convey product quality as is, for example, the condition of the elastic on the sleeves is no longer too tight. This is intended to prevent misunderstandings and disappointment from consumers towards the marketer or Taylor De' Virdis itself as the product provider after the purchase.

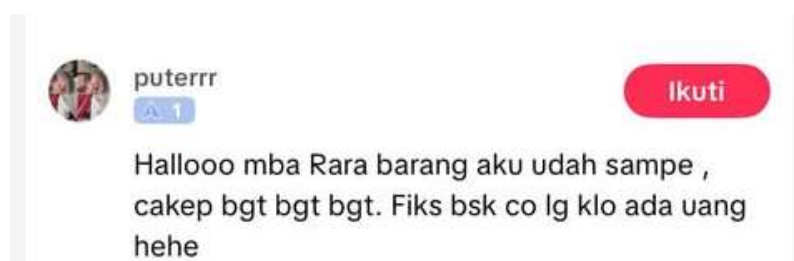


Figure 9. Comments from TDV live streaming viewers

The data shows consumer satisfaction with the products they purchased through live streaming sessions on Taylor De' Viridis' official social media channels. This demonstrates that post-purchase consumer satisfaction depends on whether consumer expectations align with the product's perceived performance. These consumers expressed their desire to repurchase Taylor De' Viridis products. Another opportunity. Clear and transparent communication benefits consumers, creating a sense of security and trust, and ultimately encouraging continued loyalty to other TDV products.

5. CONCLUSION AND SUGGESTIONS

Based on the research results, it is understood that the purchasing decision-making process includes five stages, namely: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of Taylor De' Viridis's live streaming on TikTok, the need recognition stage can be influenced by external factors such as the influence of live streaming content advertising recommendations on TikTok. The next stage is information retrieval. TDV consumers successfully identify their needs by accidentally viewing live streaming footage or intentionally seeking it for specific purposes. Furthermore, during this stage, some consumers also validate information related to ongoing promotions. The next stage is evaluating purchasing alternatives. In this stage, consumers attempt to compare stored information, such as details about color, size, material, and model, before finally making a decision to purchase the product. The purchasing decision is a crucial stage because it is at this stage that consumers purchase the product for later consumption. Post-purchase behavior is also a stage that is no less crucial than the purchase decision. This is because post-purchase consumer behavior can determine consumer decisions to repurchase or discontinue purchasing due to cognitive dissonance. Therefore, it is important for consumers to carefully listen to and view product information conveyed by the live host to avoid misunderstandings that lead to post-purchase conflict.

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