

ABSTRACT

The development of social media-based shopping platforms is increasingly changing the way consumers make decisions, including on TikTok Shop, which is now widely used by local brands to promote their products. This study aims to determine the influence of hard-selling strategies and interactive live shopping on consumer purchasing decisions at the local fashion brand Aubrey Heritage in Bandung City. The method used is a quantitative approach by distributing questionnaires to consumers who have watched or interacted with the Aubrey Heritage TikTok Shop account. Data were analyzed using descriptive and verification analysis techniques to observe consumer responses and test the influence of both variables partially and simultaneously. The results of the study indicate that interactive live shopping received a high response because it was considered capable of building closeness and increasing consumer trust. Meanwhile, hard-selling strategies were considered effective in some situations, but tended to generate rejection when the delivery was perceived as too pushy. Simultaneously, hard-selling strategies and interactive live shopping were proven to have a significant influence on consumer purchasing decisions. These findings confirm that in the digital marketing era, sales success depends not only on aggressive promotions but also on the brand's ability to create warm, responsive, and relevant interactions with the audience. This research is expected to provide input for local businesses in developing more adaptive marketing strategies on the TikTok Shop platform.

Keywords: *HardsellingStrategies, Interactive Live Shopping, Purchase Decision*