

Research Paper

Purchase Intention toward Nike Sportswear Products on Douyin: A Social Media Marketing Mix (6P) Perspective

Kan Chen¹, Songyu Jiang^{2*}

^{1,2}*Rattanakosin International College of Creative Entrepreneurship, Rajamangala University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand.*

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Abstract

Short-video social commerce has become an important setting in which sportswear consumers encounter brand information, evaluate products, and form purchase intention. This study investigates how the Social Media Marketing Mix (6P) predicts consumers' purchase intention toward Nike sportswear products on Douyin. A quantitative cross-sectional survey was conducted among Chinese mainland consumers aged 18 or above who had used Douyin within the past three months and had encountered Nike-related content, such as short videos, live streams, advertisements, product pages, shopping links, or topic challenges. Non-probability sampling was adopted, with quota considerations used to improve respondent diversity across age, gender, and region, and snowball sampling used to expand questionnaire distribution through online social networks. The questionnaire was distributed through Wenjuanxing via WeChat, QQ, Douyin private messages, student groups, and consumer communities. A total of 612 questionnaires were returned; after excluding invalid responses, 530 valid responses were retained for analysis. SPSS was used to conduct data screening, descriptive statistics, reliability testing, KMO and Bartlett's test, correlation analysis, multicollinearity diagnosis, and hierarchical regression analysis. The results showed that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy positively and significantly predicted purchase intention, whereas Place Strategy showed a positive but non-significant predictive relationship. Among the six dimensions, People Strategy had the strongest standardized coefficient, followed by Product Strategy, Process Strategy, Price Strategy, and Promotion Strategy. The findings indicate that consumers' purchase intention toward Nike sportswear products on Douyin is shaped more strongly by credible human communication, clear product value presentation, and reliable transaction-service processes than by platform accessibility alone. This study extends the 6P marketing mix framework to Douyin-based social commerce and provides practical guidance for sportswear brands seeking to improve purchase intention through systematic social media marketing strategies.

Keywords: Social media marketing mix; purchase intention; Douyin; Nike sportswear; social commerce

1. Introduction

Social media has become an important environment in which consumers encounter brand

information, evaluate products, interact with sellers, and form purchase-related decisions (Hu & Zhu, 2022). Unlike traditional online advertising, contemporary social media platforms integrate content recommendation, live streaming, influencer communication, product display, shopping links, and payment functions into a continuous consumer journey. This platform-based integration has strengthened the role of social media marketing in shaping consumer attention, information evaluation, and purchase-related responses (Liu et al., 2022). In China, Douyin has developed from a short-video entertainment platform into a social commerce environment where consumers can move from product exposure to information search, interaction, and purchase consideration within the same digital space. Short-form video advertising and live-streaming commerce have therefore become important contexts for understanding consumer purchase intention in China's digital marketplace (Shen & Wang, 2024).

Sportswear consumption is particularly suitable for examining this issue because sportswear products combine functional, symbolic, and lifestyle-related meanings. Consumers evaluate sportswear not only according to comfort, quality, price, and product performance, but also according to brand image, fashion expression, sports identity, and social recognition (Zou et al., 2025). Nike is a representative global sportswear brand whose marketing relies heavily on product storytelling, athlete association, digital communication, and lifestyle positioning (Wang, 2025). On Douyin, Nike-related marketing content may appear through short videos, live-streaming rooms, product pages, advertisements, topic campaigns, influencer recommendations, and platform shopping links. These practices indicate that Nike's social media marketing is not a single communication activity, but a combination of multiple strategy elements that jointly shape consumers' purchase-related evaluation.

The marketing mix perspective provides a useful framework for organizing these strategy elements. Traditional marketing mix research emphasizes the role of product, price, place, and promotion (Madhavedi et al., 2024), while service and platform-based marketing further highlights the importance of people and process (Gensler & Rangaswamy, 2025). In social media and live-streaming contexts, marketing mix elements have been used to explain how brand communication and platform-based commercial activities are related to purchase intention (Alnaser et al., 2024). In the present study, the Social Media Marketing Mix is conceptualized as a 6P framework consisting of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. Product Strategy concerns how Nike presents product information, quality, functions, and usage scenarios on Douyin. Price Strategy concerns consumers' perceptions of price reasonableness, discounts, coupons, and value for money. Place Strategy concerns the convenience of accessing Nike product pages, live rooms, search functions, and shopping links. Promotion Strategy refers to campaign messages, live-streaming offers, discounts, and promotional activities. People Strategy captures the role of streamers, creators, influencers, customer service personnel, and other brand-related communicators. Process Strategy concerns ordering convenience, customer service response, problem handling, and after-sales reliability.

Although previous studies have examined social media marketing, live-streaming commerce, sportswear purchase intention, advertising effects, influencer communication, and Nike-related social media communication, several gaps remain. First, many studies treat social media marketing as a broad construct, while fewer studies examine how different controllable strategy dimensions operate simultaneously in a social commerce platform. This limits the ability to identify which

specific marketing elements are more important for purchase intention. Second, existing studies often focus on general e-commerce, general social media marketing, or live-streaming commerce, while the specific context of Nike sportswear consumption on Douyin remains insufficiently examined. This context is important because Nike sportswear products involve both functional performance and symbolic brand value. Third, limited attention has been paid to the relative predictive strength of different marketing mix dimensions. Consumers may respond differently to product information, price value, channel convenience, promotional stimulation, human interaction, and service process reliability. A direct 6P framework can therefore provide a clearer and more operational explanation of how Nike's Douyin-based marketing predicts Purchase Intention.

To address these gaps, this study examines the predictive relationships between the Social Media Marketing Mix (6P) and consumers' Purchase Intention toward Nike sportswear products on Douyin. Rather than treating social media marketing as a single general factor, the study decomposes it into six strategy dimensions and compares their relative predictive strength. This approach contributes to social media marketing and sportswear consumption research by showing which platform-based marketing strategy elements are more strongly associated with purchase intention in a Douyin-based brand context. It also provides practical insights for Nike and similar sportswear brands seeking to improve purchase intention through more systematic social media marketing strategies.

Based on the above discussion, this study has two research objectives.

RO1: To examine how Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy predict consumers' purchase intention toward Nike sportswear products on Douyin.

RO2: To identify the relative predictive strength of the six Social Media Marketing Mix (6P) dimensions in explaining consumers' purchase intention toward Nike sportswear products on Douyin.

2. Literature Review and Hypotheses Development

2.1 Social Media Marketing Mix in Douyin-Based Social Commerce

Social media platforms have increasingly become commercial environments in which consumers do not only receive brand information but also search for products, interact with content creators, enter live-streaming rooms, compare product information, and form purchase-related judgments. Compared with traditional advertising channels, social commerce platforms integrate communication, interaction, product display, and purchase functions into a more continuous consumer journey (Wang et al., 2025). In this environment, social media marketing should not be understood only as content exposure or online promotion. It also includes product presentation, price communication, platform access, interactive promotion, people-related communication, and transaction-service processes (Dhewi & Kurnianto, 2023). The relationship between social media marketing and consumer purchase intention has been widely discussed in recent digital marketing research.

Douyin provides a suitable context for examining this issue because it combines short videos, live streaming, algorithmic recommendation, product pages, shopping links, and interactive communication. In this platform environment, consumers may encounter Nike sportswear products

through videos, advertisements, live rooms, influencer recommendations, topic campaigns, or embedded shopping links. Short-form video advertising and live-streaming commerce have been shown to provide important cues for consumers' product evaluation and purchase-related responses (Wu & Su, 2025). Therefore, Nike's Douyin marketing can be understood as a platform-based social commerce strategy rather than a single advertising activity.

The marketing mix framework is useful for organizing these platform-based marketing activities. Traditional marketing mix theory emphasizes product, price, place, and promotion, while service-oriented and platform-based marketing further highlights people and process (Xia, 2023). In live-streaming and social media contexts, the marketing mix has been used to examine how different marketing elements are related to watching intention, purchase intention, and brand communication outcomes (Zou & Fu, 2024). Since this study focuses on Nike sportswear marketing on Douyin rather than offline retail services, Physical Evidence is not included as a core variable. Instead, this study adopts a Social Media Marketing Mix (6P) framework consisting of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy.

In this study, Product Strategy refers to Nike's presentation of product information, functions, quality, and usage scenarios on Douyin. Price Strategy refers to consumers' perceptions of price reasonableness, discounts, coupons, value for money, and price competitiveness. Place Strategy refers to the accessibility and convenience of Nike product pages, live rooms, shopping links, recommendation functions, and other platform-based channels. Promotion Strategy refers to campaign messages, live-streaming offers, advertising content, discounts, and promotional activities. People Strategy refers to the role of streamers, creators, influencers, athletes, customer service personnel, and other brand-related communicators. Process Strategy refers to ordering convenience, customer service efficiency, problem handling, and after-sales reliability (Ho et al., 2022; Pantano et al., 2019; Wright et al., 2017). Together, these six dimensions provide a concrete framework for examining how Nike's social media marketing on Douyin predicts consumers' Purchase Intention.

2.2 Purchase Intention in Social Commerce

Purchase Intention refers to consumers' willingness, likelihood, or plan to purchase a product in the future. It has been widely used in consumer behavior research because intention is considered an important antecedent of actual behavior, especially when actual purchase data are difficult to obtain (Peña García et al., 2020). In marketing and advertising research, Purchase Intention is also treated as a measurable consumer response that reflects how consumers evaluate a brand or product before making a purchase decision (Jemal & Melese, 2025).

In social commerce, Purchase Intention is shaped by both product-related and platform-related experiences. Consumers may first watch a short video, enter a live-streaming room, read product information, compare prices, interact with streamers or customer service personnel, and then decide whether they are willing to purchase. This process means that Purchase Intention is not formed only through stable brand attitude; it may also be influenced by recent platform exposure, product presentation, promotional cues, human interaction, and service reliability (Tseng & Wang, 2023). Purchase Intention has therefore been frequently examined in live-streaming and social media marketing contexts.

In the present study, Purchase Intention refers to consumers' willingness and likelihood to

purchase Nike sportswear products after encountering Nike-related content, advertisements, live streaming, product pages, or product information on Douyin (Ho et al., 2022; Wright et al., 2017). Since the study focuses on consumers' responses to Nike's Douyin-based marketing strategies, Purchase Intention is an appropriate dependent variable for assessing the predictive role of the six Social Media Marketing Mix dimensions.

2.3 Product Strategy and Purchase Intention

Product Strategy refers to how Nike presents product information, functional features, product quality, design, and usage scenarios through Douyin-based short videos, live streams, product pages, and other platform content. In social media and live-streaming commerce, product-related information is a core marketing mix element because it provides consumers with the basic cues needed to evaluate product value before purchase (Xia et al., 2024). For sportswear products, product presentation is particularly important because consumers evaluate both functional performance and symbolic lifestyle meaning. Clear and visualized product information can reduce uncertainty, improve perceived product relevance, and help consumers judge whether Nike sportswear products meet their sports, exercise, or lifestyle needs. Short-video advertising research has also shown that content characteristics and product presentation are associated with consumers' purchase-related responses in platform-based environments (Cheng et al., 2022). Therefore, when Nike's Product Strategy on Douyin clearly communicates product functions, quality, and usage value, consumers are more likely to develop stronger Purchase Intention. Thus, the following hypothesis is proposed:

H1: Product Strategy positively predicts consumers' Purchase Intention toward Nike sportswear products on Douyin.

2.4 Price Strategy and Purchase Intention

Price Strategy refers to consumers' perceptions of price reasonableness, value for money, discounts, coupons, and price competitiveness. Price is an important cue in consumer evaluation because consumers often compare perceived benefits with monetary sacrifice before forming purchase-related judgments (Levrini & Jeffman Dos Santos, 2021). In social commerce, price-related cues are not limited to listed prices but also include live-streaming discounts, platform coupons, limited-time offers, and membership benefits, all of which may strengthen perceived value and purchase justification (Yang et al., 2024). For Nike sportswear products, Price Strategy should not be understood simply as low-price appeal, because Nike is generally positioned as a premium sportswear brand. Instead, consumers may evaluate whether the price is reasonable in relation to product quality, brand reputation, functional performance, and promotional benefits. Therefore, when consumers perceive Nike's prices on Douyin as reasonable, competitive, and valuable, they are more likely to form Purchase Intention. Thus, the following hypothesis is proposed:

H2: Price Strategy positively predicts consumers' Purchase Intention toward Nike sportswear products on Douyin.

2.5 Place Strategy and Purchase Intention

Place Strategy refers to the accessibility and convenience through which consumers encounter, search for, and access Nike sportswear products on Douyin. In social commerce, place is no longer limited to physical distribution channels; it is reflected in platform-based access points such as

recommendation feeds, search functions, brand pages, product links, shopping carts, live rooms, and payment pathways (Pantano et al., 2019). Social media platforms have increasingly become interactive commercial channels that integrate information search, product exposure, and purchase access (Hu & Zhu, 2022). Place-related marketing mix communication has also been examined as an important component of social media brand communication because channel accessibility can reduce search effort and facilitate purchase-related decisions (Jamil et al., 2021). In the Nike-Douyin context, convenient access to product pages, live-streaming rooms, and shopping links may help consumers move more smoothly from content exposure to purchase consideration. Therefore, when Nike products are easy to find and access on Douyin, consumers are more likely to form Purchase Intention. Thus, the following hypothesis is proposed:

H3: Place Strategy positively predicts consumers' Purchase Intention toward Nike sportswear products on Douyin.

2.6 Promotion Strategy and Purchase Intention

Promotion Strategy refers to Nike's use of advertising, campaign messages, live-streaming offers, platform coupons, topic challenges, influencer collaborations, and other promotional activities on Douyin. Promotion is a core marketing mix dimension because it increases consumer awareness, communicates product benefits, and stimulates purchase consideration (Wright et al., 2017). In live-streaming and short-video commerce, promotional cues are often embedded in interactive content, real-time offers, algorithmic diffusion, and influencer participation, which can increase perceived benefits and purchase urgency (Wahyudi et al., 2025). For Nike sportswear products, effective promotion can make products more visible, help consumers understand campaign value, and encourage purchase consideration. However, in a premium sportswear context, promotion should communicate both value and brand meaning rather than rely only on price reduction. Therefore, when Nike's promotional activities on Douyin are attractive, timely, and connected with product value, consumers are more likely to develop Purchase Intention. Thus, the following hypothesis is proposed:

H4: Promotion Strategy positively predicts consumers' Purchase Intention toward Nike sportswear products on Douyin.

2.7 People Strategy and Purchase Intention

People Strategy refers to the role of streamers, creators, influencers, athletes, customer service personnel, and other brand-related communicators who represent Nike or interact with consumers on Douyin. In social commerce, people-related cues are important because consumers often rely on human communicators to interpret product information, evaluate credibility, and reduce uncertainty before purchase. Live-streaming commerce research has emphasized that presenter-related cues and interactive communication are associated with consumers' purchase intention (Yang et al., 2024). Social media opinion leaders and influencers can also shape consumption decisions by providing credibility, social proof, symbolic meaning, and consumption guidance (Dinh & Lee, 2024). For Nike sportswear products, consumers may need advice about size, comfort, authenticity, usage scenarios, functional performance, and after-sales service. Therefore, when Nike-related communicators on Douyin are perceived as professional, knowledgeable, helpful, and trustworthy, consumers are more likely to form Purchase Intention. Thus, the following hypothesis is proposed:

H5: People Strategy positively predicts consumers' Purchase Intention toward Nike sportswear

products on Douyin.

2.8 Process Strategy and Purchase Intention

Process Strategy refers to the procedures through which consumers search for information, consult sellers, place orders, complete payment, receive products, solve product-related problems, and obtain after-sales service on Douyin. In social commerce, process quality is important because consumers' purchase-related responses depend not only on content exposure or product interest but also on whether the transaction and service journey appears convenient, safe, and reliable. Process has been treated as a key marketing mix dimension in live-streaming and service-related marketing studies because service procedures can affect consumers' evaluation and purchase intention (Ho et al., 2022). In sportswear and athletic footwear markets, consumers may also consider risk-related issues such as product fit, authenticity, delivery reliability, and after-sales support (Zou et al., 2025). Therefore, if Nike provides a convenient ordering process, efficient customer service, prompt problem handling, and reliable after-sales service on Douyin, consumers are more likely to perceive the purchase as manageable and trustworthy. Thus, the following hypothesis is proposed:

H6: Process Strategy positively predicts consumers' Purchase Intention toward Nike sportswear products on Douyin.

2.9 Conceptual Framework

Based on the above literature and hypotheses, this study develops a direct predictive framework. Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy are treated as the six independent variables. Purchase Intention is treated as the dependent variable. Age, Prior Nike Purchase Experience, and Monthly Living Expenses are included as control variables because consumers' demographic and consumption-related characteristics may also be associated with their purchase intention.

The framework focuses on direct predictive relationships rather than mediation or moderation. This design is appropriate because the purpose of the study is to identify whether the six Social Media Marketing Mix dimensions predict Purchase Intention and to compare their relative predictive strength. Figure 1 presents the conceptual framework of the study.

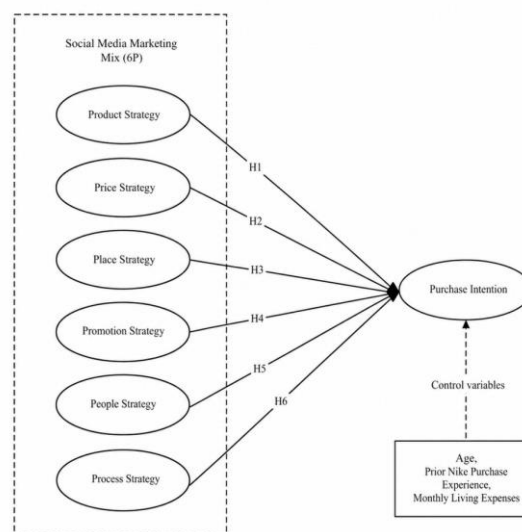


Figure 1. Theoretical Framework

3.Methodology

3.1 Research Design, Participants, Sampling, and Data Collection

This study adopted a quantitative cross-sectional survey design to examine how the six dimensions of the Social Media Marketing Mix predict consumers' Purchase Intention toward Nike sportswear products on Douyin. A questionnaire survey was appropriate because the study focused on consumers' perceptions of Nike's Douyin-based marketing strategies and their purchase-related intention. The research model included six independent variables, namely Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. Purchase Intention was treated as the dependent variable. Age, Prior Nike Purchase Experience, and Monthly Living Expenses were included as control variables because consumers' demographic characteristics, previous brand experience, and spending capacity may be associated with their Purchase Intention.

The target participants were consumers in the Chinese mainland who had used Douyin and had encountered Nike-related content on the platform. Three screening criteria were applied. First, respondents had to be at least 18 years old. Second, they had to have used Douyin within the past three months. Third, they had to have encountered Nike-related content on Douyin, including short videos, live streams, advertisements, product pages, shopping links, topic challenges, or other product information. Respondents who did not meet these criteria were excluded from the formal questionnaire.

Considering the online research context and the accessibility of eligible respondents, this study used non-probability sampling. Quota considerations were used to improve the diversity of respondents across age, gender, and region, while snowball sampling was used to expand questionnaire distribution through respondents' social networks. The questionnaire was distributed online through Wenjuanxing. The questionnaire link was shared through WeChat, QQ, Douyin private messages, student groups, consumer communities, and other online channels. Participation was voluntary, and all responses were anonymous. Respondents were informed that the data would be used only for academic research and that they could stop answering at any time.

The formal survey was conducted from June 10 to July 25, 2025. A total of 612 questionnaires were returned. After excluding 82 invalid responses based on failed screening questions, extremely short completion time, repeated response patterns, straight-line responses, contradictory answers, and substantial missing data, 530 valid questionnaires were retained for analysis. The valid response rate was 86.6%. The final sample size was considered sufficient for reliability testing, validity assessment, correlation analysis, and hierarchical regression analysis.

3.2 Research Instrument and Measurement

The questionnaire was developed according to the conceptual framework and hypotheses of this study. It consisted of four parts: screening questions, demographic and control-variable questions, Social Media Marketing Mix measurement items, and Purchase Intention items. The screening questions were used to confirm whether respondents were aged 18 or above, had used Douyin within the past three months, and had encountered Nike-related content on Douyin. The demographic and control-variable section collected information on gender, age, location, education level, average daily Douyin use, Monthly Living Expenses, and Prior Nike Purchase Experience.

The measurement items for the Social Media Marketing Mix were adapted and contextualized from prior marketing mix studies in live-streaming commerce, social media brand communication, and service-marketing contexts. The 7Ps marketing mix perspective has been used to examine watching intention and purchase intention on live-streaming platforms, and marketing mix-related brand communication has also been examined in social media contexts (Ho et al., 2022; Wright et

al., 2017). Since the present study focused on Douyin-based Nike sportswear marketing rather than offline service settings, Physical Evidence was not included as a core variable. The final framework retained six dimensions: Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. Some price-, people-, and process-related items were also adapted with reference to service marketing mix measurement in purchase intention research (Wang et al., 2023).

Product Strategy was measured with four items adapted mainly from the product dimension in marketing mix and social media brand communication studies (Ho et al., 2022; Wright et al., 2017). These items measured respondents' perceptions of Nike's product information clarity, functional presentation, product quality presentation, and product relevance on Douyin. Price Strategy was measured with four items adapted from price-related marketing mix measures (Ho et al., 2022; Wang et al., 2023; Wright et al., 2017). These items covered price reasonableness, discounts or coupons, value for money, and price competitiveness. Place Strategy was measured with four items adapted from place or placement-related marketing mix research and platform-based social media marketing studies (Ho et al., 2022; Pantano et al., 2019; Wright et al., 2017). These items assessed the accessibility and convenience of Nike product pages, live-streaming rooms, recommendation functions, and product information on Douyin.

Promotion Strategy was measured with four items adapted from promotion-related marketing mix studies in social media and live-streaming contexts (Ho et al., 2022; Wright et al., 2017). These items measured promotional attractiveness, promotional messages, promotional variety, and purchase encouragement. People Strategy was measured with four items adapted from the people dimension of marketing mix studies and contextualized for Douyin-based human interaction (Ho et al., 2022; Wang et al., 2023; Wright et al., 2017). These items assessed the professionalism, product knowledge, helpfulness, and trustworthiness of Nike-related streamers, creators, customer service personnel, and other brand-related communicators. Process Strategy was measured with four items adapted from process-related marketing mix measures (Ho et al., 2022; Wang et al., 2023; Wright et al., 2017). These items measured ordering convenience, customer service efficiency, product-related problem handling, and after-sales reliability.

Purchase Intention was measured with four items adapted from prior purchase intention and marketing mix studies (Ho et al., 2022; Wright et al., 2017). These items measured respondents' willingness to consider purchasing Nike sportswear products on Douyin, their willingness to purchase, their intention to purchase when they need sportswear, and their purchase choice tendency when comparing Nike with similar alternatives on Douyin. The fourth item was treated as an indicator of purchase choice tendency within the broader Purchase Intention construct rather than as a separate brand preference variable.

All core measurement items were assessed using a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree. Higher scores indicated stronger agreement with the corresponding statement and a higher perceived level of the relevant construct. Each of the seven core constructs was measured with four items, resulting in 28 core measurement items in total. The questionnaire was prepared in Chinese because the target respondents were consumers in the Chinese mainland. The item wording was reviewed to ensure clarity, contextual appropriateness, and consistency with the Nike sportswear and Douyin social commerce context.

The complete measurement scale is provided in Appendix A.

3.3 Data Analysis Procedure and Pilot Test

The data were analyzed using SPSS. SPSS was used for data screening, descriptive statistics, reliability analysis, KMO and Bartlett's test, correlation analysis, multicollinearity diagnosis, and

hierarchical regression analysis. The data analysis followed a clear sequence. First, invalid responses were removed based on the screening and quality-control criteria. Descriptive statistics were then used to summarize respondents' demographic characteristics and the distribution of the main constructs. Frequency and percentage were used for categorical variables, while means and standard deviations were used for the core constructs.

Second, reliability and preliminary validity checks were conducted before hypothesis testing. Cronbach's alpha was used to examine the internal consistency reliability of each construct. KMO and Bartlett's test were used to assess whether the measurement items were suitable for factor-based validity assessment. Pearson correlation analysis was then conducted to examine the preliminary relationships among the six Social Media Marketing Mix dimensions and Purchase Intention. Multicollinearity was assessed using variance inflation factor values in the regression analysis.

Finally, hierarchical regression analysis was used to test the proposed hypotheses. In Model 1, the three control variables, namely Age, Prior Nike Purchase Experience, and Monthly Living Expenses, were entered. In Model 2, Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy were added as independent variables. H1 to H6 were evaluated according to the direction and significance of the standardized regression coefficients. A hypothesis was supported when the corresponding coefficient was positive and statistically significant. The standardized beta coefficients were also compared to identify the relative predictive strength of the six 6P dimensions.

Before the formal survey, a pilot test was conducted with 50 respondents who met the screening criteria. The purpose of the pilot test was to examine whether the questionnaire items were understandable, whether the wording was appropriate, whether the questionnaire length was acceptable, and whether the constructs showed acceptable preliminary reliability. Cronbach's alpha was used to assess the internal consistency reliability of each construct in the pilot questionnaire. The pilot results showed that all constructs had Cronbach's alpha values above .70, with values ranging from .899 to .945. Specifically, the Cronbach's alpha values were .939 for Product Strategy, .909 for Price Strategy, .914 for Place Strategy, .925 for Promotion Strategy, .899 for People Strategy, .945 for Process Strategy, and .925 for Purchase Intention. These results indicated satisfactory preliminary reliability. Based on the pilot test results and respondent feedback, minor wording adjustments were made to improve item clarity and readability before the formal questionnaire was distributed.

4. Results

4.1 Demographic Profile of Respondents

Table 1 presents the demographic profile of the 530 valid respondents. The sample included 215 male respondents (40.6%), 299 female respondents (56.4%), and 16 respondents who preferred not to disclose their gender (3.0%). In terms of age, the largest group was respondents aged 18–25 years old (44.0%), followed by those aged 26–35 years old (31.9%). Respondents aged 36–45 years old accounted for 16.4%, while those aged 46 years old and above accounted for 7.7%. This age structure indicates that the sample was mainly composed of young and early-middle-aged consumers, which is consistent with the Douyin-based social commerce context and the consumer profile of sportswear products.

The sample also showed a relatively broad regional distribution. Respondents from Eastern China accounted for the largest proportion (37.4%), followed by Western China (26.6%), Central China (24.7%), and Northeast China (11.3%). Regarding education, most respondents had a college diploma or undergraduate degree (72.8%), while 17.5% had a master's degree or above and 9.6% had a high school education or below. This suggests that the respondents generally had sufficient educational background to understand and complete the questionnaire.

The respondents also showed adequate relevance to the research context. Most respondents used Douyin for at least 30 minutes per day, with 37.7% using Douyin for 1 to 2 hours and 20.6% using it for more than 2 hours daily. In terms of monthly living expenses, the largest group reported RMB 1,000–2,999 (39.2%), followed by RMB 3,000–4,999 (31.7%). For prior Nike purchase experience, 40.0% had purchased Nike products 1–2 times in the past year, while 36.8% had not purchased Nike products during the same period. This distribution includes both existing Nike consumers and potential consumers, making the sample suitable for examining Purchase Intention toward Nike sportswear products on Douyin.

Table 1. Demographic Profile of Respondents (N = 530)

Variable	Category	Frequency	Percentage (%)
Gender	Male	215	40.6
	Female	299	56.4
	Prefer not to say	16	3.0
Age	18-25 years old	233	44.0
	26-35 years old	169	31.9
	36-45 years old	87	16.4
	46 years old and above	41	7.7
Location	Eastern China	198	37.4
	Central China	131	24.7
	Western China	141	26.6
	Northeast China	60	11.3
Education	High school or below	51	9.6
	College diploma/Undergraduate degree	386	72.8
	Master's degree or above	93	17.5
Daily Douyin Use	Less than 30 minutes	65	12.3
	30 minutes to 1 hour	156	29.4
	1 to 2 hours	200	37.7
	More than 2 hours	109	20.6
Monthly Living Expenses	Less than RMB 1,000	70	13.2
	RMB 1,000-2,999	208	39.2
	RMB 3,000-4,999	168	31.7
	RMB 5,000 or above	84	15.8
Prior Nike Purchase Experience	0 times	195	36.8
	1-2 times	212	40.0
	3-5 times	89	16.8
	More than 5 times	34	6.4

Figure 2 further illustrates the age distribution of the respondents. The figure shows that the sample was dominated by respondents aged 18–25 and 26–35, who together accounted for 75.9% of the total sample. This pattern is reasonable because younger consumers are more active in short-video platforms, live-streaming commerce, and social media-based sportswear consumption. Therefore, the age distribution provides a suitable basis for examining how Nike’s Social Media

Marketing Mix predicts Purchase Intention in the Douyin context.

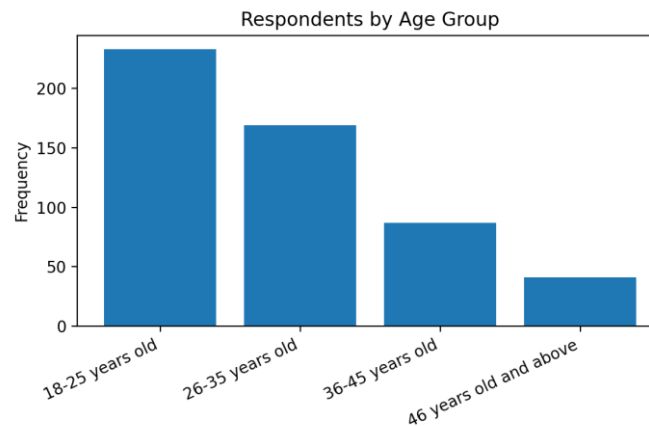


Figure 2. Respondents by Age Group

4.2 Descriptive Statistics of Main Variables

Table 2 reports the descriptive statistics of the main constructs. The mean values of all constructs ranged from 4.631 to 4.790 on a seven-point Likert scale, indicating that respondents generally held moderately positive perceptions of Nike's Social Media Marketing Mix on Douyin and reported a moderate-to-positive level of Purchase Intention.

Among the six 6P dimensions, Price Strategy had the highest mean score ($M = 4.790$, $SD = .891$), suggesting that respondents tended to evaluate Nike's price reasonableness, discounts, coupons, and value-related information on Douyin relatively positively. Place Strategy also had a relatively high mean value ($M = 4.719$, $SD = .892$), indicating that respondents generally perceived Douyin as a convenient platform for accessing Nike product information and purchase channels.

The remaining dimensions also recorded mean values above the midpoint of the scale, including People Strategy ($M = 4.699$, $SD = .925$), Promotion Strategy ($M = 4.683$, $SD = .874$), Process Strategy ($M = 4.677$, $SD = .934$), and Product Strategy ($M = 4.675$, $SD = .928$). Purchase Intention had a mean value of 4.631 ($SD = .953$), showing that respondents expressed a moderate-to-positive willingness to purchase Nike sportswear products on Douyin. The standard deviations ranged from .874 to .953, suggesting that there was sufficient variation in respondents' perceptions for subsequent correlation and regression analyses.

Table 2. Descriptive Statistics of Main Constructs

Construct	N	Mean	SD	Minimum	Maximum
PRO	530	4.675	.928	1.750	7.000
PRI	530	4.790	.891	2.000	7.000
PLA	530	4.719	.892	1.250	7.000
PRM	530	4.683	.874	2.500	7.000
PEO	530	4.699	.925	2.250	7.000
PRC	530	4.677	.934	1.750	7.000
PI	530	4.631	.953	1.250	7.000

4.3 Reliability and Validity Testing

Table 3 presents the reliability results for the formal survey. Cronbach's alpha was used to examine the internal consistency of each construct. The results show that all Cronbach's alpha values exceeded the commonly accepted threshold of .700. Specifically, Product Strategy reported an alpha value of .933, Price Strategy .929, Place Strategy .928, Promotion Strategy .927, People Strategy .934, Process Strategy .935, and Purchase Intention .947. These values indicate that the measurement items within each construct had strong internal consistency.

Among all constructs, Purchase Intention had the highest Cronbach's alpha value ($\alpha = .947$), suggesting that the four items measuring consumers' purchase consideration, willingness, intention, and choice tendency were highly consistent. Overall, the reliability results indicate that the questionnaire items were suitable for further statistical analysis, including correlation analysis and hierarchical regression analysis.

Table 3. Reliability Results for Formal Survey

Construct	No. of Items	Cronbach's Alpha
PRO	4	.933
PRI	4	.929
PLA	4	.928
PRM	4	.927
PEO	4	.934
PRC	4	.935
PI	4	.947

Table 4 reports the KMO and Bartlett's test results. The KMO value was .932, which is well above the recommended threshold of .700. This indicates that the sample was adequate for factor-based validity testing. Bartlett's test of sphericity was also statistically significant, $\chi^2 = 13413.464$, $df = 378$, $p < .001$, indicating that the correlation matrix was not an identity matrix. Therefore, the measurement items had sufficient intercorrelations for further validity assessment.

Table 4. KMO and Bartlett's Test

Index	Value
KMO Measure of Sampling Adequacy	.932
Bartlett's Test Approx. Chi-square	13413.464
df	378
p-value	< .001

4.4 Correlation Analysis

Table 5 presents the correlation matrix of the main constructs. The results show that all six dimensions of the Social Media Marketing Mix were positively and significantly correlated with Purchase Intention. Among the six dimensions, People Strategy showed the strongest correlation with Purchase Intention ($r = .563$, $p < .001$), followed by Product Strategy ($r = .480$, $p < .001$), Promotion Strategy ($r = .463$, $p < .001$), Process Strategy ($r = .446$, $p < .001$), Price Strategy ($r = .424$, $p < .001$), and Place Strategy ($r = .342$, $p < .001$). These findings provide preliminary support

for the proposed positive relationships between Nike's 6P social media marketing strategies and consumers' Purchase Intention on Douyin.

The correlations among the six independent variables ranged from .223 to .447. These values indicate moderate associations among the 6P dimensions, but none of the coefficients exceeded .800. Therefore, the correlation results suggest that the constructs were related but not overly overlapping. This provides a reasonable basis for conducting hierarchical regression analysis.

Table 5. Correlation Matrix of Main Constructs

Construct	PRO	PRI	PLA	PRM	PEO	PRC	PI
PRO	1.000						
PRI	.339***	1.000					
PLA	.330***	.223***	1.000				
PRM	.364***	.379***	.344***	1.000			
PEO	.378***	.313***	.326***	.447***	1.000		
PRC	.338***	.292***	.375***	.343***	.397***	1.000	
PI	.480***	.424***	.342***	.463***	.563***	.446***	1.000

Note. PRO = Product Strategy; PRI = Price Strategy; PLA = Place Strategy; PRM = Promotion Strategy; PEO = People Strategy; PRC = Process Strategy; PI = Purchase Intention.***p < .001.

4.5 Hierarchical Regression Analysis

Hierarchical regression analysis was conducted to test the proposed hypotheses and to examine whether the six Social Media Marketing Mix dimensions provided additional explanatory power beyond the control variables. In Model 1, Age, Prior Nike Purchase Experience, and Monthly Living Expenses were entered as control variables. In Model 2, Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy were added as independent variables.

4.5.1 Control Variable Results

Table 6 presents the results of Model 1, which included only the three control variables. The overall model was statistically significant, $F = 21.496$, $p < .001$, with $R^2 = .109$ and Adjusted $R^2 = .104$. This indicates that Age, Prior Nike Purchase Experience, and Monthly Living Expenses together explained 10.9% of the variance in Purchase Intention before the six 6P variables were added.

Among the control variables, Age negatively predicted Purchase Intention ($\beta = -.133$, $t = -3.220$, $p = .001$), suggesting that younger respondents tended to report stronger Purchase Intention toward Nike sportswear products on Douyin. Prior Nike Purchase Experience positively predicted Purchase Intention ($\beta = .272$, $t = 6.584$, $p < .001$), indicating that respondents with more prior Nike purchase experience were more likely to express future Purchase Intention. Monthly Living Expenses also positively predicted Purchase Intention ($\beta = .096$, $t = 2.327$, $p = .020$), suggesting that respondents with higher spending capacity tended to show stronger Purchase Intention. The VIF values were close to 1.000, indicating that multicollinearity was not a concern in Model 1.

Table 6. Hierarchical Regression Results: Model 1 with Control Variables

Variable	B	SE	β	t	p	VIF
Constant	4.360	.143		30.456	< .001	
Age	-.133	.041	-.133	-3.220	.001	1.007
Prior Nike Purchase Experience	.292	.044	.272	6.584	< .001	1.010
Monthly Living Expenses	.100	.043	.096	2.327	.020	1.004

Note. $R^2 = .109$, Adjusted $R^2 = .104$, $F = 21.496$, $p < .001$.

4.5.2 Main Effect Results of the 6P Variables

Table 7 reports the results of Model 2 after adding the six dimensions of the Social Media Marketing Mix. The overall model was statistically significant, $F = 75.995$, $p < .001$, with $R^2 = .568$ and Adjusted $R^2 = .561$. Compared with Model 1, the inclusion of the 6P variables increased the explained variance by 45.9% ($\Delta R^2 = .459$, $F \text{ change} = 92.077$, $p < .001$). This indicates that Nike's Social Media Marketing Mix on Douyin provided substantial additional explanatory power for consumers' Purchase Intention beyond Age, Prior Nike Purchase Experience, and Monthly Living Expenses.

Regarding the six 6P dimensions, five variables positively and significantly predicted Purchase Intention. People Strategy had the strongest standardized coefficient ($\beta = .290$, $t = 8.356$, $p < .001$), followed by Product Strategy ($\beta = .215$, $t = 6.400$, $p < .001$), Process Strategy ($\beta = .164$, $t = 4.875$, $p < .001$), Price Strategy ($\beta = .142$, $t = 4.360$, $p < .001$), and Promotion Strategy ($\beta = .120$, $t = 3.450$, $p < .001$). Place Strategy showed a positive but non-significant predictive relationship with Purchase Intention ($\beta = .038$, $t = 1.156$, $p = .248$). Therefore, Place Strategy did not independently predict Purchase Intention after the other 6P dimensions and control variables were included in the model. All VIF values ranged from 1.011 to 1.460, indicating that multicollinearity was not a serious problem.

Table 7. Hierarchical Regression Results: Model 2 with 6P Variables

Variable	B	SE	β	t	p	VIF
Constant	-.480	.241		-1.991	.047	
Age	-.100	.029	-.100	-3.451	< .001	1.012
Prior Nike Purchase Experience	.266	.031	.248	8.534	< .001	1.020
Monthly Living Expenses	.122	.030	.117	4.028	< .001	1.011
Product Strategy	.220	.034	.215	6.400	< .001	1.353
Price	.152	.035	.142	4.360	< .001	1.277

Strategy						
Place						
Strategy	.041	.035	.038	1.156	.248	1.300
Promotion						
Strategy	.131	.038	.120	3.450	< .001	1.460
People						
Strategy	.299	.036	.290	8.356	< .001	1.452
Process						
Strategy	.167	.034	.164	4.875	< .001	1.365

Note. $R^2 = .568$, Adjusted $R^2 = .561$, $F = 75.995$, $p < .001$; $\Delta R^2 = .459$, F change = 92.077, $p < .001$.

Figure 3 visualizes the standardized regression coefficients of the six 6P variables in Model 2. The figure shows that People Strategy had the highest standardized coefficient, followed by Product Strategy and Process Strategy. Place Strategy had the weakest coefficient and was not statistically significant. This visual pattern supports the conclusion that human communication, product presentation, and service process reliability were more important predictors of Purchase Intention than platform accessibility alone.

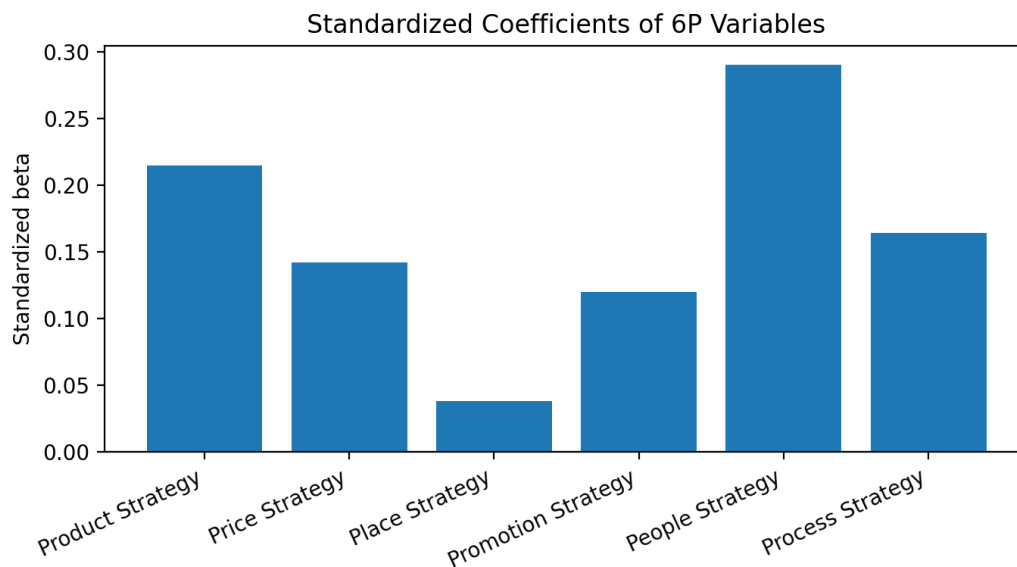


Figure 3. Standardized Regression Coefficients of the 6P Variables

4.6 Summary of Hypothesis Testing

Table 8 summarizes the hypothesis testing results. H1 was supported because Product Strategy positively and significantly predicted Purchase Intention. H2 was supported because Price Strategy also showed a positive and significant predictive relationship with Purchase Intention. H3 was not supported because Place Strategy was positive but not statistically significant. H4, H5, and H6 were supported because Promotion Strategy, People Strategy, and Process Strategy all positively and significantly predicted Purchase Intention.

Overall, five of the six hypotheses were supported. These findings indicate that consumers' Purchase Intention toward Nike sportswear products on Douyin is predicted by product presentation, price value, promotional communication, people-related interaction, and process reliability. However, platform accessibility alone did not significantly predict Purchase Intention

when the other 6P dimensions were considered simultaneously.

Table 8. Summary of Hypothesis Testing

Hypothesis	Path	Result	Decision
H1	Product Strategy -> Purchase Intention	Positive and significant	Supported
H2	Price Strategy -> Purchase Intention	Positive and significant	Supported
H3	Place Strategy -> Purchase Intention	Positive but not significant	Not supported
H4	Promotion Strategy -> Purchase Intention	Positive and significant	Supported
H5	People Strategy -> Purchase Intention	Positive and significant	Supported
H6	Process Strategy -> Purchase Intention	Positive and significant	Supported

5. Discussion

This study examined how the six dimensions of the Social Media Marketing Mix predict consumers’ Purchase Intention toward Nike sportswear products on Douyin. The results show that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy positively and significantly predicted Purchase Intention, whereas Place Strategy showed a positive but non-significant predictive relationship. These findings support the relevance of the marketing mix framework in social commerce, where consumers’ purchase-related responses are shaped not only by product and price cues but also by platform interaction, human communication, and service processes (Ho et al., 2022; Wright et al., 2017). More importantly, the unequal predictive strength of the six dimensions suggests that social media marketing should not be treated as a single broad construct. In the Nike-Douyin context, consumers’ Purchase Intention was explained more strongly by people-related credibility, product value presentation, and process reliability than by platform accessibility alone.

The strongest role of People Strategy is the most important finding of this study. In Douyin-based social commerce, consumers do not simply view brand content; they also observe streamers, follow creators, listen to explanations, consult customer service personnel, and evaluate whether the people representing the brand are professional and trustworthy. This result is consistent with live-streaming and influencer research, where presenter credibility, interactivity, opinion leadership, and social proof are closely associated with purchase-related responses (Yang et al., 2024). For Nike sportswear products, people-related cues may be especially important because consumers often need guidance on size, comfort, authenticity, product function, usage scenarios, and after-sales support. This finding extends previous social media marketing research by showing that people-related interaction can be understood as a core 6P strategy rather than merely as an influencer-marketing tactic.

Product Strategy also significantly predicted Purchase Intention, indicating that product information remains essential even on a platform driven by short videos, entertainment, and algorithmic recommendation. Consumers may be attracted by visual content, but stronger purchase intention still depends on whether they understand product quality, functional features, design value, and lifestyle relevance. This finding is consistent with research showing that product-related information and short-video content characteristics can shape consumers’ purchase responses

(Meng et al., 2024). It also supports the marketing mix view that product communication provides basic evaluative cues before purchase decisions are formed (Ho et al., 2022). Therefore, Nike's Douyin marketing should not rely only on visual appeal or emotional storytelling; it must also provide clear and diagnostically useful product information.

Process Strategy ranked higher than Price Strategy and Promotion Strategy, which provides a more critical insight into social commerce purchase intention. Although price incentives and promotional campaigns are important, consumers may still hesitate if the ordering process, payment, customer service, delivery, return, or after-sales procedure appears unreliable. This result suggests that purchase intention in Douyin-based commerce is shaped by both front-end marketing communication and back-end service confidence. In sportswear and athletic footwear markets, consumers often evaluate value and risk at the same time, especially when product fit, authenticity, and service reliability are uncertain. Thus, Process Strategy may function as a risk-reduction mechanism that helps transform product interest into Purchase Intention.

Price Strategy and Promotion Strategy were significant but weaker predictors. This result does not mean that price and promotion are unimportant; rather, it suggests that they may work as supporting conditions in the Nike sportswear context. Since Nike is positioned as a premium sportswear brand, consumers may respond to discounts, coupons, and campaigns, but they are unlikely to base their purchase intention only on price reduction. Price-related value must be interpreted together with brand reputation, product quality, and perceived benefits, which is consistent with value-based consumer evaluation research (Qiao et al., 2022). Similarly, promotion can attract attention and stimulate purchase consideration, but its effect may be limited if it is not supported by credible human communication and clear product value. This finding offers a useful correction to a purely traffic- or discount-driven understanding of Douyin marketing.

The non-significant result for Place Strategy is also meaningful. Place Strategy was positively correlated with Purchase Intention, but it did not remain significant after other 6P dimensions were included in the regression model. This suggests that platform accessibility may be a necessary but insufficient condition in a mature social commerce environment. Many Douyin users may already regard search functions, recommendation feeds, product pages, live rooms, shopping carts, and payment links as basic platform features. As a result, Place Strategy may no longer strongly differentiate consumers' Purchase Intention once product information, people-related trust, promotional cues, price value, and process reliability are considered. This finding indicates that Nike should not assume that convenient platform access alone can generate stronger purchase intention. Instead, channel convenience needs to be integrated with more persuasive product, people, and process strategies.

Overall, the findings show that the 6P framework is useful for explaining Purchase Intention in Douyin-based Nike sportswear marketing, but the six dimensions do not contribute equally. The study confirms the importance of marketing mix logic in social commerce while also showing that the most influential elements are not necessarily the most visible ones. For Nike, the key to strengthening Purchase Intention on Douyin lies less in expanding access or increasing promotional exposure alone, and more in building credible human communication, clear product value, and reliable transaction-service processes.

6. Theoretical and Practical Implications

6.1 Theoretical Implications

This study contributes to social media marketing research by contextualizing the 6P marketing mix framework in a Douyin-based social commerce setting. Previous studies have increasingly shown that social media marketing is associated with consumers' purchase intention, but social media marketing is often treated as a broad construct rather than being decomposed into specific managerial dimensions (Ghosh et al., 2025). By examining Product Strategy, Price Strategy, Place

Strategy, Promotion Strategy, People Strategy, and Process Strategy simultaneously, this study provides a more fine-grained explanation of how different social media marketing elements predict Purchase Intention. This extends live-streaming marketing mix research by showing that the six 6P dimensions do not contribute equally to purchase intention in a platform-based sportswear consumption context (Ho et al., 2022).

The strongest role of People Strategy provides a particularly important theoretical insight. In traditional marketing mix research, product, price, place, and promotion are often emphasized as the most visible strategic elements, while people are sometimes treated mainly as a service-related extension. However, the present findings show that people-related communication had the strongest predictive relationship with Purchase Intention. This result is consistent with recent live-streaming commerce research in which presenter-related cues and interaction are linked to purchase intention (Yang et al., 2024). It also extends influencer and opinion-leader research by showing that streamers, creators, influencers, athletes, and customer service personnel can be conceptualized as part of the marketing mix itself rather than only as external promotional actors.

The findings also refine the theoretical understanding of product, process, and place in social commerce. Product Strategy remained a strong predictor, indicating that short-video and live-streaming environments do not replace the need for clear product information, functional explanation, and lifestyle relevance. This aligns with Douyin-related short-video advertising research in which content characteristics are associated with consumer purchase responses (Meng et al., 2024). Process Strategy also showed relatively strong predictive value, suggesting that ordering convenience, service response, problem handling, and after-sales reliability function as risk-reduction mechanisms in social commerce. By contrast, Place Strategy was positive but not significant, implying that platform accessibility may have become a baseline condition rather than an independent driver of Purchase Intention. This refines platform-channel research by suggesting that access convenience must be combined with product value, credible people-related communication, and reliable service processes to become more meaningful for purchase intention (Pantano et al., 2019).

6.2 Practical Implications

The findings provide direct guidance for Nike and similar sportswear brands operating on Douyin. Since People Strategy was the strongest predictor, brands should prioritize the quality of human communication rather than focusing only on traffic exposure. Streamers, creators, influencers, and customer service personnel should be trained to provide accurate product knowledge, credible recommendations, size guidance, comfort explanations, authenticity information, and after-sales support. Nike should not select communicators only according to follower numbers or short-term traffic, but should also consider professionalism, audience fit, trustworthiness, and consistency with the brand's sportswear positioning.

Nike should also strengthen Product Strategy by making Douyin-based product content more diagnostically useful. Short videos, live-streaming demonstrations, product-detail pages, and athlete or lifestyle scenarios should clearly explain product functions, materials, design differences, sports suitability, and daily-wear relevance. Since Product Strategy ranked second in predictive strength, product content should not rely only on visual appeal or emotional storytelling. It should help consumers understand why a specific Nike sportswear product fits their exercise, training, fashion, or lifestyle needs.

Process Strategy should be treated as part of social media marketing effectiveness rather than merely as an operational issue. The results show that process reliability predicted Purchase Intention more strongly than Price Strategy and Promotion Strategy. Therefore, Nike should optimize the full purchase journey on Douyin, including product-link clarity, coupon use, ordering steps, payment security, logistics information, customer service response, return and exchange procedures, and

after-sales support. A smooth process can reduce uncertainty and help consumers move from interest to stronger purchase intention.

Price Strategy and Promotion Strategy remain useful, but they should be managed carefully. Discounts, coupons, limited-time offers, and campaign activities can stimulate purchase consideration, but they should not weaken Nike's premium brand image. For Nike, price and promotion should communicate value rather than simply emphasize price reduction. Place Strategy should also be understood as necessary infrastructure rather than the main conversion driver. Product pages, live rooms, shopping links, and platform access must remain convenient, but stronger Purchase Intention is more likely to emerge when channel convenience is integrated with credible people-related communication, clear product value, and reliable service processes.

7. Limitations and Future Research Directions

7.1 Limitations

This study has several limitations. First, it used a cross-sectional questionnaire design, which means that the findings can explain predictive relationships but cannot provide strong causal evidence. Although the hierarchical regression results showed that several 6P dimensions significantly predicted Purchase Intention, it cannot be concluded that changes in Nike's Douyin marketing strategies would directly cause changes in consumers' purchase intention. Second, the study focused only on Nike sportswear products on Douyin, so the findings may be influenced by Nike's strong global brand image and Douyin's specific short-video and live-streaming commerce environment. The results may not be fully generalizable to other sportswear brands, other product categories, or other social commerce platforms. Third, the study measured Purchase Intention rather than actual purchase behavior. Although purchase intention is a widely used indicator in consumer behavior research, it does not always translate into real purchasing actions. Fourth, the study adopted a direct-effect model and did not examine mediating or moderating mechanisms such as brand trust, perceived value, customer engagement, perceived risk, or platform familiarity. Finally, the use of non-probability sampling and self-reported questionnaire data may limit the representativeness of the sample and may reflect respondents' subjective perceptions rather than objective behavioral records.

7.2 Future Research Directions

Future research can extend this study in several directions. First, experimental or longitudinal designs may be used to examine whether changes in Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy lead to changes in Purchase Intention over time. Second, future studies may compare Nike with other sportswear brands such as Adidas, Anta, Li-Ning, or Puma to examine whether the relative predictive strength of the 6P dimensions differs across global and local brands. Cross-platform comparisons involving Douyin, Xiaohongshu, TikTok, Taobao Live, Bilibili, or WeChat may also help identify whether the role of the 6P marketing mix varies across different social commerce environments. Third, future research may combine survey data with behavioral data such as clickstream records, product-page visits, live-streaming engagement, add-to-cart behavior, order data, or repeat purchase data to examine whether the 6P dimensions also predict actual purchase behavior. Finally, future studies may extend the present direct-effect model by adding mediators or moderators, such as brand trust, perceived value, brand attitude, perceived risk, customer engagement, platform familiarity, or consumer involvement, to explain why People Strategy, Product Strategy, and Process Strategy show stronger predictive relationships with purchase intention in social commerce.

8. Conclusion

This study examined how the Social Media Marketing Mix (6P) predicts consumers' Purchase Intention toward Nike sportswear products on Douyin. Based on survey data from 530 valid

respondents, the study tested the direct predictive relationships between Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, Process Strategy, and Purchase Intention. The results showed that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy positively and significantly predicted Purchase Intention, while Place Strategy showed a positive but non-significant predictive relationship. Among the six dimensions, People Strategy had the strongest standardized coefficient, followed by Product Strategy and Process Strategy, indicating that consumers' purchase intention in Douyin-based sportswear social commerce is shaped more strongly by credible human communication, clear product value presentation, and reliable transaction-service processes than by platform accessibility alone. The study confirms the usefulness of applying a 6P marketing mix perspective to social commerce research and provides practical guidance for Nike and similar sportswear brands. To strengthen purchase intention on Douyin, brands should move beyond a narrow focus on exposure, traffic, discounts, or channel convenience, and should instead develop an integrated strategy that combines trustworthy people-related interaction, diagnostically useful product content, value-oriented pricing and promotion, and a smooth service process.

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Appendix A. Measurement Scale

The following items were used to measure the six Social Media Marketing Mix dimensions and Purchase Intention.

Variable	Code	Measurement Item
Product	PRO1	Nike provides clear information about its sportswear products on Douyin.
	PRO2	Nike presents the functions and features of its sportswear products clearly on Douyin.
Strategy	PRO3	Nike effectively presents the quality of its sportswear products on Douyin.
	PRO4	Nike's sportswear products shown on Douyin meet my sports or lifestyle needs.
Price Strategy	PR11	The prices of Nike sportswear products on Douyin are reasonable.
	PR12	Nike provides attractive discounts or coupons on Douyin.
	PR13	Nike sportswear products on Douyin offer good value for money.
	PR14	The prices of Nike sportswear products on Douyin are competitive compared with similar products.
	PLA1	It is easy to find Nike sportswear products on Douyin.
Place Strategy	PLA2	Douyin provides convenient access to Nike product pages or live-streaming rooms.
	PLA3	Douyin's recommendation function helps me discover Nike sportswear products.
Promotion Strategy	PLA4	Nike product information is easily accessible through Douyin.
	PRM1	Nike's promotional activities on Douyin are attractive.
	PRM2	Nike's promotional messages on Douyin increase my interest in its products.
	PRM3	Nike offers various promotional activities on Douyin, such as discounts, coupons, or campaign events.
	PRM4	Nike's live-streaming or campaign promotions on Douyin encourage me to consider buying its products.
People Strategy	PEO1	Nike-related streamers or creators on Douyin are professional.
	PEO2	Nike-related streamers or creators on Douyin are knowledgeable about Nike sportswear products.
	PEO3	Nike's online service personnel on Douyin provide helpful information.
	PEO4	Nike-related people on Douyin are trustworthy.
Process Strategy	PRC1	The ordering process for Nike sportswear products on Douyin is convenient.
	PRC2	Nike's customer service on Douyin responds efficiently.
	PRC3	Nike handles product-related problems on Douyin promptly.
	PRC4	Nike's after-sales service on Douyin is reliable.
Purchase Intention	PI1	I would consider purchasing Nike sportswear products on Douyin.
	PI2	I am willing to purchase Nike sportswear products on Douyin.
	PI3	I intend to purchase Nike sportswear products when I need sportswear.
	PI4	I would choose Nike sportswear products over similar alternatives on Douyin.