

PREDICTING PURCHASE INTENTION TOWARD NIKE SPORTSWEAR PRODUCTS ON DOUYIN: A SOCIAL MEDIA MARKETING MIX (6P) PERSPECTIVE

Kan Chen

An Independent Study submitted in partial fulfillment of the Requirements for the Degree of Master of Management
Program in Creative Industries Management
Rattanakosin International College of Creative Entrepreneurship
Rajamangala University of Technology Rattanakosin
Academic Year 2026
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Researcher	Mr. Kan Chen
Degree Sought	Master of Management Program in Creative Industries Management (International Program)
Independent Advisors	Songyu Jiang, Ph.D.

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ABSTRACT

The objectives of this study were (1) to examine the effects of product strategy, price strategy, place strategy, promotion strategy, people strategy, and process strategy on consumers' purchase intention toward Nike sportswear products on Douyin, (2) to determine which dimension of the social media marketing mix has the strongest influence on purchase intention, and (3) to investigate whether the six marketing strategy dimensions significantly explain purchase intention after controlling for age, prior Nike purchase experience, and monthly living expenses.

This quantitative study employed a survey research design. The respondents consisted of 530 consumers who had used Douyin and had been exposed to, searched for, or purchased Nike sportswear products through the platform. The respondents were selected using the convenience sampling method. Data were collected through a structured questionnaire measuring the six dimensions of the social media marketing mix and consumers' purchase intention. Descriptive statistics, reliability analysis, correlation analysis, and hierarchical multiple regression analysis were used to analyze the data.

The major findings: (1) The control variables jointly explained 10.9% of the variance in purchase intention. Age had a significant negative effect on purchase intention, indicating that younger consumers reported stronger purchase intention. Prior Nike purchase experience and monthly living expenses had significant positive effects, suggesting that consumers with greater brand experience and higher spending capacity were more likely to purchase Nike sportswear products on Douyin; (2) Five of the six social media marketing mix dimensions had significant positive effects on purchase intention, product strategy, price strategy, promotion strategy, people strategy, and process strategy significantly enhanced consumers' purchase intention, whereas place strategy had a positive but statistically insignificant effect; (3) People strategy showed the strongest standardized effect, indicating that streamers, content creators, service personnel, and other people-related interactions are particularly important in shaping purchase intention in the Douyin social commerce environment. Overall, the findings demonstrate that the social media marketing mix largely explains consumers' purchase intention toward Nike sportswear products on Douyin, although the relative influence of each dimension differs.
Keywords: Social Media Marketing Mix, Nike sportswear, Douyin, purchase intention, hierarchical regression

Advisor's Signature .....

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For this thesis, I would like to express my appreciation and gratitude to my supervisor, Dr. Jiang Songyu, whose guidance went far beyond the ordinary. From narrowing down the research focus to disentangling the theoretical threads of the 6P marketing mix, and from refining the questionnaire to interpreting the statistical outputs, he was always there with clear-headed advice and genuine patience. Whenever I found myself stuck in a fog of vague ideas or uncertain about which analytical path to take, he would help me see the core issues with remarkable clarity—and never failed to offer practical, actionable suggestions. His dedication to precision and his no-nonsense approach to research have left a deep impression on me, and I know I will carry these lessons forward.

I am equally grateful to every respondent who participated in the survey. Their thoughtful answers and honest reflections on their experiences with Nike's Douyin content provided the real-world data that made this study possible—without them, all the subsequent analysis would have rested on shaky ground.

My classmates and friends also deserve a warm mention. The late-night chats, the heated debates over methodology, and the simple act of checking in on each other turned what could have been a lonely grind into a shared journey. Their insights often sparked new angles I had not considered.

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This thesis marks a milestone, not a finish line. I remain aware of its limitations and welcome any critiques from readers and experts, as they will only help me grow.

Kan Chen

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List of Abbreviation and Glossary

Abbreviation/Glossary	Explanation
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
HTMT	Heterotrait-Monotrait Ratio
PEO	People Strategy
PI	Purchase Intention
PLA	Place Strategy
PRC	Process Strategy
PRO	Product Strategy
PRI	Price Strategy
PRM	Promotion Strategy
VIF	Variance Inflation Factor

CHAPTER 1
INTRODUCTION

1.1 Research Background

Digitalization has reshaped business communication and consumer decision-making by moving product search, brand evaluation, and purchase activities into interactive and platform-based environments (Verhoef et al., 2021). Social platforms are therefore more than channels for brand visibility; they serve as decision spaces where users receive product messages, interact with brands, compare promotional information, and develop intention to buy. Social commerce may shape trust and purchase-related reactions because social interaction and commercial functions are combined in one environment (Li et al., 2023). In China's digital market, Douyin has developed from a short-video application into an integrated social commerce platform that combines algorithmic recommendation, short-video content, live streaming, advertising, product display, shopping carts, and direct purchase links. Social media participation has also reshaped the traditional marketing mix by turning consumers and platforms into active parts of the marketing process (Wang et al., 2024). This platform integration enables consumers to move from content viewing to product consultation.

The sportswear market is closely connected with social media marketing because sportswear products carry both functional and symbolic meanings. Consumers evaluate sportswear not only in terms of comfort, performance, quality, and price, but also in relation to lifestyle identity, fashion expression, athletic association, and brand community. Consumers' willingness to purchase is formed through product-related appraisal together with psychological evaluation, rather than relying only on observable product features (Levrini & Jeffman Dos Santos, 2021). In brand and apparel-related consumption, social media communication can also influence how consumers interpret product meaning and brand value. Brand-generated content in digital networking environments can be examined from six strategic aspects: product presentation, pricing communication, channel accessibility, promotional activity, human interaction, as well as service-process design

(Jamil et al., 2021). For global sportswear brands, social media marketing therefore cannot be limited to increasing views, likes, or comments. It needs to combine product presentation, price communication, channel accessibility, promotional stimulation, people-related interaction, and transaction-service process design.

Together, these factors form the 6P structure adopted in this study, covering product presentation, pricing communication, platform accessibility, promotional activity, people-related interaction, as well as process management. Compared with traditional 4P framework, 6P framework provides a more detailed way to capture social commerce practices because streamers, creators, customer service personnel, interactive communication, and platform-based purchase processes are highly visible in short-video and live-streaming environments (Tang & Wei, 2023). Previous research suggests that marketing-mix factors can help explain consumers' viewing willingness as well as their buying tendency within real-time video commerce settings (Zhang et al., 2024). This evidence indicates that marketing mix theory remains useful in digital environments, but it needs to be contextualized according to the platform functions and consumer interaction patterns of social commerce.

Nike is a leading global sportswear brand, Nike has long relied on product innovation, athlete endorsement, brand storytelling, community communication, and digital marketing to maintain consumer attention. However, the current sportswear market has become more competitive, and brand influence does not automatically become purchase intention. Social media marketing expenditure does not necessarily generate purchase intention because consumer decision-making remains complex and multi-stage (Ghosh et al., 2025). Recent industry information also suggests that Nike remains a highly recognized brand, but it is facing pressure to improve the effectiveness of its digital and social commerce strategies. Therefore, the practical issue is not simply whether Nike has brand visibility, but how its social media marketing activities on Douyin are translated into consumers' purchase intention.

On Douyin, Nike's marketing activities can be observed through product demonstrations, live-streaming explanations, product-detail videos, platform-specific price messages, campaign promotions, streamer interactions, customer-service communication, shopping links, and after-sales service processes. In this study, the above Douyin-based practices are arranged within a six-part social media strategy framework.

Product Strategy reflects how Nike presents product information, design, quality, and usage scenarios. Price Strategy concerns how consumers perceive value, discounts, coupons, and price competitiveness. Place Strategy is understood as the degree to which consumers can easily locate Nike-related details, access brand or product pages, enter livestreaming rooms, and use shopping links for purchase on Douyin. Promotion Strategy includes advertising, live-streaming offers, influencer collaborations, topic campaigns, and other promotional activities. People Strategy concerns the role of streamers, creators, athletes, influencers, customer service personnel, and other brand-related individuals in building trust and communicating product value. Process Strategy describes the entire digital service flow through which consumers encounter Nike-related content, search for product details, ask questions, place orders, complete payment, receive purchased items, and obtain post-purchase assistance. In livestream-based retail settings, consumers' buying willingness is usually influenced by how products are displayed, how interaction takes place, and whether trust can be developed during the shopping process (Yang et al., 2024).

High exposure, active comments, or live-streaming traffic do not necessarily lead to stable purchase intention because consumer decision-making depends on multiple evaluations rather than surface engagement alone. Moreover, the functional and stylistic differences among sportswear items are becoming less obvious, so brands can no longer depend mainly on technical performance or established brand history to attract consumers. Short-video advertising may affect consumers' buying responses when the content provides useful information, appears credible, encourages interaction, or creates entertainment value (Meng et al., 2024). At the same time, young consumers are exposed to many competing choices across digital platforms, so their willingness to buy may shift if rival brands offer more appealing content, stronger price benefits, more trustworthy recommendations, or a more convenient shopping experience. Although emotional communication can generate attention and resonance, it cannot fully explain purchase intention unless it is connected with concrete marketing strategy elements such as product value, price fairness, promotional appeal, people-related trust, and service process reliability.

The core managerial question is therefore which controllable 6P dimensions are most closely connected with customer intention to buy Nike sportswear items on Douyin. In practice, marketers frequently rely on exposure, interaction rate, traffic volume, and

live-streaming popularity. These metrics are useful for communication assessment, but they do not show whether product, price, place, promotion, people, or process plays a stronger role in forming purchase consideration. Since intention to buy is commonly used as an indicator of future buying tendency, it is necessary to compare the predictive weight of these 6P dimensions in the Douyin-based Nike sportswear context.

1.2 Research Gaps

Although research on platform-based brand communication, short-video promotional content, as well as livestream retail has expanded rapidly, prior studies still provide limited explanation of how marketing dimensions controlled by brands work together to predict consumers' willingness to buy Nike sportswear in Douyin's social-shopping environment. In addition, social commerce settings are reported to affect consumer trust plus buying-oriented responses through interpersonal interaction, content exchange, as well as platform-mediated communication (Herzallah et al., 2025). However, the specific question of how different marketing mix dimensions operate simultaneously in a short-video and live-streaming sportswear context remains underdeveloped. Three research gaps are particularly relevant to the present study.

First, although earlier studies have discussed content features, influencer effects, trust formation, as well as livestreaming characteristics, they have rarely examined how brand-managed marketing factors can be systematically grouped, compared, and assessed within one coherent strategic framework. In Douyin short-video advertising research, informativeness, authenticity, interactivity, and entertainment have been examined as important content characteristics influencing consumer purchase behavior (Luo et al., 2025). Consumers' buying tendency is not determined by a single cue, but is linked to product presentation, streamer-related credibility, contextual arrangement, trust formation, and impulsive consumption responses (Yang et al., 2024). These studies are useful because they identify specific content or platform cues. However, they are often cue-oriented or variable-oriented, rather than strategy-oriented. They do not fully explain how brands can systematically classify and manage social media marketing practices through a unified framework. The 7Ps marketing mix has been applied to explain purchase intention in live-streaming platforms, suggesting that marketing mix theory can be extended to platform-based commerce (Verina et al., 2024). Following this rationale, this study applies a 6P

analytical structure to examine Douyin-based marketing activities from six aspects: product presentation, price communication, platform access, promotional design, people-related interaction, and service-process management.

Second, Douyin-based Nike sportswear consumption context deserves specific attention. Many short-video and live-streaming commerce studies focus on general e-commerce, fashion consumption, or broad online shopping behavior. Livestream-based retail and short-video shopping mainly within broad consumer settings, whereas their specific mechanisms in sportswear-related purchase decisions have not yet been fully clarified (Liu & Liang, 2025). Sportswear consumption differs from many other product categories because it combines functional utility, symbolic identity, aesthetic expression, and social recognition. Consumers may evaluate Nike sportswear according to product technology, comfort, design, athlete association, trend relevance, brand image, and suitability for sports or lifestyle scenarios. This category characteristic means that the six 6P dimensions may not have equal importance. Product Strategy may help consumers understand product functions and quality, while People Strategy may matter when consumers rely on streamers, creators, athletes, or service personnel for credible product advice. Process Strategy may also become important when consumers need convenient ordering, reliable after-sales service, and reduced purchase risk. Therefore, Nike sportswear on Douyin provides a meaningful context for examining how the 6P framework operates in a specific social commerce setting.

Third, the relative effects of different 6P dimensions remain insufficiently understood. Even if Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy may all be theoretically related to purchase intention, it remains unclear which dimensions have stronger predictive effects when they are examined simultaneously in one model. This issue is important because brands cannot allocate equal resources to all marketing activities. Nike and other sportswear brands need to know whether purchase intention is more strongly associated with product presentation, price incentives, platform accessibility, promotional campaigns, people-related credibility, or transaction-service process design. consumers' pre-purchase judgments are shaped by their assessment of price fairness, perceived quality, and overall value (Ibrahim et al., 2025). Purchase intention is also widely treated as a measurable consumer response to brand-related evaluations (Wang et al., 2023). However, these factors have not been

sufficiently integrated into a comparative 6P framework in the Douyin-based sportswear context. Therefore, assessing the standardized coefficients of the six 6P components can generate theoretical insight as well as practical guidance, because it helps clarify which Douyin-based strategic activities contribute more strongly to consumers' willingness to buy.

In response to the above research gaps, this research applies a 6P social-media strategy framework to the case of Nike sportswear purchasing on Douyin. Instead of viewing Douyin marketing merely as broad brand communication, the analysis focuses on six brand-manageable strategic areas: product presentation, price communication, platform access, promotional design, people-based interaction, and transaction-service management. By examining the direct predictive paths of these dimensions and comparing their relative strengths, the research seeks to clarify how Nike's Douyin marketing practices relate to consumers' intention to buy sportswear items.

1.3 Significance of study

1.3.1 Theoretical Significance

First, it contextualizes the 6P marketing mix framework in a Douyin-based sportswear social commerce setting. Previous studies have shown that marketing mix elements can be applied to live-streaming platforms and social media brand communication, indicating that the marketing mix perspective remains relevant in digital commerce environments (Verina et al., 2024). However, Douyin-based social commerce differs from traditional offline service settings because consumers encounter brand information through short videos, live-streaming rooms, recommendation feeds, shopping carts, product pages, and direct purchase links. Therefore, this study does not directly apply the full 7Ps framework. Physical Evidence is not treated as an independent dimension because the study focuses on platform-based marketing practices rather than offline service environments, and observable digital interface elements are partly reflected through Place Strategy and Process Strategy. By keeping these six analytical components, this research develops a Douyin-specific 6P approach for examining platform-based brand activities, including product presentation, price communication, channel access, promotional design, human interaction, and service-process management.

Second, this research enriches the literature on buying intention by connecting consumers' purchase tendency with brand-managed marketing decisions. Within the present study, purchase intention is understood as a measurable signal of consumers' future likelihood to buy and their planned purchasing behavior (Ajzen, 1991). Existing social media marketing studies have often explained purchase intention through content characteristics, electronic word-of-mouth, customer engagement, trust, influencer credibility, or platform interaction (Leong et al., 2021). These perspectives are valuable, but they do not fully explain how brands can organize their controllable marketing activities into a systematic strategy framework.

Third, the research extends the discussion of sportswear consumption in social-shopping settings by taking Nike products promoted on Douyin as the empirical case. Sportswear consumption involves both functional product evaluation and symbolic brand identification. Consumers may evaluate Nike sportswear according to product performance, comfort, design, athlete association, brand image, lifestyle relevance, and social recognition. In this context, social media marketing is not only a matter of content exposure but also a process through which consumers interpret product value, price fairness, promotional appeal, human credibility, and service reliability. By comparing the relative predictive effects of the six 6P dimensions, this study provides empirical evidence on which social media marketing strategy dimensions are more closely associated with purchase intention in a competitive sportswear market. This focus may also provide a basis for future comparative research involving other sportswear brands or other social commerce platforms.

1.3.2 Practical Significance

The findings also offer practical implications for Nike and comparable sportswear companies using Douyin as a marketing channel. First, the results encourage brands to view Douyin marketing as an integrated strategic system, rather than as scattered promotional actions. In actual brand operations, managers often emphasize visible traffic indicators, such as exposure, views, likes, comments, shares, and livestream visits. Although these metrics can reflect communication reach, they cannot clearly indicate which strategic areas are more closely linked to consumers' buying intention. Therefore, by assessing product presentation, price communication, platform access, promotional design, people-based interaction, and service-process management within the same model, this research offers a more useful reference for allocating marketing resources on Douyin.

Second, this study can help Nike improve the strategic design of its Douyin-based marketing activities. Product Strategy can be strengthened through clearer product information, product-detail videos, material explanations, technology demonstrations, and sports-scenario presentations. Price and Promotion strategies can be improved through reasonable price communication, platform-exclusive offers, live-streaming coupons, membership benefits, and limited-time campaigns, while still maintaining Nike's premium brand image. People Strategy can be enhanced through the professional training of streamers, creators, customer service personnel, and other brand-related communicators, especially in areas such as size consultation, product function explanation, authenticity assurance, and timely response to consumer questions. Process Strategy can be improved by making product search, consultation, ordering, payment, delivery, return, and after-sales service more transparent and reliable.

Third, this research provides practical references for brand operations on social commerce platforms. Douyin-based marketing should not be reduced to content creativity or traffic acquisition. It also depends on the coordination of product presentation, price communication, promotional design, human interaction, channel convenience, and transaction-service reliability. For Nike and comparable sportswear brands, convenient access to product pages and live rooms remains necessary, but channel accessibility alone may be insufficient to create strong intention to buy. Brands should design the full customer journey from content exposure to purchase decision more carefully so that users can obtain trustworthy information, receive useful interaction, experience smooth transactions, and strengthen their willingness to purchase.

1.4 Research Questions

RQ1: How do product strategy, price strategy, place strategy, promotion strategy, people strategy, and process strategy affect consumers' purchase intention toward Nike sportswear products on Douyin?

RQ2: Which dimension of the social media marketing mix has the strongest influence on consumers' purchase intention toward Nike sportswear products on Douyin?

RQ2: Do product strategy, price strategy, place strategy, promotion strategy, people strategy, and process strategy significantly explain consumers' purchase intention toward Nike sportswear products on Douyin after controlling for age, prior Nike purchase experience, and monthly living expenses?

1.5 Research Objectives

(1) To examine the effects of product strategy, price strategy, place strategy, promotion strategy, people strategy, and process strategy on consumers' purchase intention toward nike sportswear products on Douyin,

(2) To determine which dimension of the social media marketing mix has the strongest influence on purchase intention, and

(3) To investigate whether the six marketing strategy dimensions significantly explain purchase intention after controlling for age, prior Nike purchase experience, and monthly living expenses.

1.6 Research Scope and Limitations

1.6.1 Research Scope

This research focuses on Nike sportswear items on the Douyin platform. Nike sportswear items refer to athletic footwear, sports apparel, and related accessories used for sports participation or everyday lifestyle wear. The target population consists of mainland Chinese consumers aged 18 or above who had used Douyin during the previous three months and had encountered Nike-related content, advertisements, live streaming, product pages, shopping links, or product information on the platform. This exposure criterion ensured that participants had enough awareness to evaluate Nike's social media marketing practices on Douyin.

The variable scope covers six predictors, one outcome variable, and three control variables. The predictors are Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. The outcome variable is intention to buy. The controls are Age, Prior Nike Purchase Experience, and Monthly Living Expenses. These controls were included because demographic characteristics, previous brand experience, and spending capacity may shape responses to Nike's Douyin-based social media marketing.

1.6.2 Limitations of the Study

This research sets several boundaries. First, it analyses Nike as one sportswear brand and focuses on sportswear items such as athletic footwear, apparel, and related accessories. This boundary helps maintain contextual consistency, but the findings should be understood within the Nike sportswear setting rather than generalized directly to all brands or product categories. Second, Douyin is the platform context. Although consumers may also encounter Nike-related content through Xiaohongshu, Taobao Live, WeChat, Bilibili, TikTok, offline stores, or other channels, those platforms are outside the scope of this research.

Third, this research analyses purchase intention. Purchase intention is adopted because it reflects users' willingness and likelihood to purchase Nike sportswear after encountering Nike-related content on Douyin. Fourth, the model tests direct associations among the 6P dimensions and does not include mediating or moderating mechanisms. Therefore, the findings explain predictive associations between user 6P strategy dimensions and purchase intention. Because the evidence comes from cross-sectional survey data, the results should not be read as strong causal proof.

1.7 Definition of Key Terms

To make the conceptual scope explicit and keep the terminology consistent, this section provides operational meanings for the main concepts. These definitions are aligned with the research setting, conceptual framework, questionnaire design, and statistical model used in this research.

Social Media Marketing Mix (6P)

6P is six categories of marketing strategy elements that brands can systematically manage on social media platforms, including Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. In this study, 6P framework refers to consumers’ perceptions of Nike’s observable marketing practices on Douyin. These practices include product presentation, price communication, platform accessibility, promotional activities, people-related interaction, and transaction-service processes. This definition is consistent with the view that marketing mix elements can be adapted to social media and live-streaming commerce contexts (Ho et al., 2022).

Product Strategy

Product Strategy represents the extent to which consumers evaluate Nike's Douyin content as useful for understanding sportswear functions, quality cues, design characteristics, and suitability for specific sport or lifestyle scenarios. In this study, Product Strategy emphasizes whether Nike's Douyin-based content helps consumers understand the value of its sportswear products and evaluate whether these products meet their sports or lifestyle needs. Product-related information is treated as a core marketing mix element because it helps consumers evaluate product value before forming purchase intention (Wright et al., 2017).

Price Strategy

Price Strategy represents consumers' assessment of whether Nike sportswear prices on Douyin are fair, competitive, economically worthwhile, and supported by attractive price-based advantages (Ouyang, 2024). In this study, Price Strategy includes consumers' evaluation of Nike's product prices, discounts, coupons, promotional prices, and perceived price fairness in the Douyin social commerce context. Price perception is important because consumers' evaluations of price, quality, and value can influence their purchase-related judgments (Ho et al., 2022).

Place Strategy

Place Strategy refers to the accessibility and convenience of finding Nike product information and purchase channels within Douyin. In this study, Place Strategy does not refer to physical retail location; rather, it refers to platform-based access to Nike product pages, brand pages, live-streaming rooms, shopping carts, recommendation functions, and other purchase-related channels on Douyin. This definition reflects the transformation of place from physical distribution to platform-based access in social media marketing environments (Pantano et al., 2019).

Promotion Strategy

Promotion Strategy refers to Nike's promotional communication and purchase-stimulation activities on Douyin. In this study, Promotion Strategy includes advertisements, live-streaming offers, topic campaigns, influencer collaborations, discounts, coupons, giveaways, and other promotional activities designed to increase consumers' interest in Nike sportswear products and encourage purchase consideration. Promotional activities are included because promotion has been examined as an important marketing mix dimension in live-streaming purchase intention research (Ho et al., 2022).

People Strategy

People Strategy refers to the role of Nike-related individuals who communicate product value, provide information, answer questions, and build trust on Douyin. In this study, these individuals include streamers, creators, athletes, influencers, customer service personnel, and brand representatives. People Strategy emphasizes the professionalism, helpfulness, knowledge, responsiveness, and trustworthiness of these people-related touchpoints in the social commerce environment. People Strategy is included because consumers in livestream-based retail settings often rely on interpersonal communication, presenter credibility, and service responsiveness when evaluating whether to make a purchase (Yang et al., 2024).

Process Strategy

Process Strategy represents consumers' assessment of whether the Douyin-based purchasing and service procedures for Nike products are convenient, efficient, and reliable. In this study, Process Strategy covers the consumer journey from viewing Nike-related content to searching for product information, consulting service personnel, placing orders, making payments, tracking delivery, and obtaining after-sales support. It reflects whether the purchase and service process reduces consumer effort and perceived risk. Process is treated as a relevant marketing mix dimension because platform-based purchasing requires a smooth transition from information exposure to transaction completion (Ho et al., 2022).

Purchase Intention

Purchase Intention describes consumers' stated tendency to consider buying Nike sportswear after they are exposed to Nike-related videos, advertisements, livestreams, product pages, or shopping information on Douyin. In this research, it serves as the outcome variable because it captures consumers' expected buying response within the Douyin-based sportswear commerce setting. As suggested by Ajzen (1991), intention can be treated as a measurable signal of planned action and future purchasing possibility (Ajzen, 1991).

Nike Sportswear Products

Nike Sportswear Products refer to Nike athletic footwear, sports apparel, and related accessories used for exercise, sports participation, or everyday lifestyle wear. In this study, the term covers Nike products that consumers may encounter through Douyin content, advertisements, live-streaming rooms, product pages, shopping links, or other

platform-based marketing activities. Sportswear products are defined in this way because they involve both functional product evaluation and symbolic brand-related consumption (Wright et al., 2017).

Douyin

Douyin can be understood as a China-based content-commerce platform that combines short video, livestream interaction, algorithmic recommendation, advertising placement, product presentation, shopping-cart access, and in-app purchasing functions. In this study, Douyin is treated as the platform context in which consumers encounter Nike-related marketing activities and form purchase intention toward Nike sportswear products. Short-video and live-streaming platforms are relevant to purchase intention research because they combine content exposure, interaction, product presentation, and transaction functions within one platform environment (Meng et al., 2024).

In this study, concepts such as interactive experience, personalization, emotional connection, exclusivity, sensory appeal, and social relation are treated as background concepts rather than core research variables. Although these concepts help explain the wider features of platform-based brand communication, they are outside the scope of this study's research model, hypotheses, questionnaire design, and statistical analysis framework.

CHAPTER 2
LITERATURE REVIEW

2.1 Relevant Theories

2.1.1 Social Media Marketing and Social Commerce

Social media marketing can be understood as a brand communication approach in which digital networking channels are used to convey product or brand information, strengthen consumer connections, promote interaction, and influence purchase-related decision processes (Jamil et al., 2021). Different from one-way advertising, platform-based brand communication allows consumers to view brand materials, respond to product information, participate in discussions, enter livestream sessions, receive algorithm-driven recommendations, and complete transactions within one digital space (Dwivedi et al., 2021). Accordingly, in social commerce settings, platform-based marketing should be interpreted as more than brand message delivery; it represents an integrated commercial mechanism through which content exposure, consumer interaction, product assessment, and buying responses are connected.

With the rapid evolution of digital networking channels, many platforms now combine social interaction with shopping functions. In China, Douyin represents this transformation by bringing together short-video content, livestream sessions, influencer-based promotion, algorithm-driven recommendations, advertisements, brand homepages, shopping-cart tools, and payment access (Wu, 2023). This integrated platform design supports a continuous consumer pathway in which users can become aware of a product, assess its value, and develop a purchase decision without leaving the same digital environment. Short-form video advertising content characteristics on Douyin have been shown to influence consumer purchase behavior, suggesting that content design and platform-based communication are important in the Chinese social commerce context (Sohaib et al., 2022). Studies of livestream retail indicate that buying intention is linked to product demonstration, interactive communication, and trust formation, showing that presentation style and platform interaction are central to consumers' responses (Yang et al., 2024).

For sportswear brands, social media marketing is particularly significant because sportswear products involve both tangible product attributes and symbolic meanings. Consumers may evaluate sports shoes and apparel according to comfort, design, functional technology, brand identity, athlete association, and lifestyle image (Ge et al., 2024). Thus, Nike's Douyin marketing does not only communicate product information; it also constructs brand meaning through athlete stories, sports scenes, community participation, and interactive communication. These activities are distributed across product presentation, price communication, platform access, promotional campaigns, people-related interaction, and transaction-service processes. From a research perspective, it is therefore necessary to organize these diverse social media marketing practices into a coherent framework. The Social Media Marketing Mix (6P) provides such a framework for examining Nike's observable and consumer-perceived marketing practices on Douyin.

2.1.2 Marketing Mix Theory and the 6P Framework

Marketing mix theory provides a widely recognized analytical lens for examining how firms manage strategic factors in academic and practical marketing contexts. In conventional marketing, it helps explain how companies create value, distribute offerings, communicate with customers, and guide market responses through controllable marketing decisions (Wichmann et al., 2022). However, in platform-mediated and livestream retail settings, the marketing mix should be reinterpreted around digital interaction, platform functions, and online consumer participation, instead of being explained only through traditional store-based marketing logic. Verina et al. (2024) used the 7Ps approach in livestream retail research to explore how product-related features, pricing, channel arrangement, promotional design, human involvement, service procedures, and digital evidence are connected with viewers' watching intention and buying intention. Similarly, Rosário and Dias (2023) analyzed fitness-brand communication on Facebook by considering several marketing categories, including product, price, place, promotion, people, process, and physical evidence. Taken together, these findings suggest that the marketing-mix approach remains applicable in platform-based communication and livestream commerce settings.

Because the present study focuses on Douyin-based social commerce rather than offline service settings, the full 7Ps framework is adapted into a 6P framework. Physical Evidence is not treated as an independent dimension in this study because the observable

digital interface elements in Douyin-based commerce are already reflected in Place Strategy and Process Strategy. For example, access to product pages, brand pages, shopping carts, live-streaming rooms, and recommendation functions is captured by Place Strategy, while ordering procedures, customer service response, problem handling, payment, delivery, and after-sales support are captured by Process Strategy. Accordingly, the present research adopts a six-component 6P model for Douyin-based marketing analysis, covering product presentation, pricing communication, platform accessibility, promotional design, people-based interaction, and service-process management.

The 6P model adopted here is adapted for Douyin's digital commerce setting, rather than simply copied from conventional offline marketing assumptions. Product Strategy provides product-related information and helps reduce uncertainty about product functions, quality, and usage relevance. Price Strategy influences consumers' value evaluation through price reasonableness, discounts, coupons, and perceived competitiveness. Place Strategy reflects the accessibility and convenience of finding Nike product information and purchase channels within Douyin. Promotion Strategy stimulates consumer attention and purchase consideration through advertising, campaign messages, live-streaming offers, and other promotional activities. People Strategy represents the role of streamers, creators, influencers, athletes, service personnel, and brand representatives in communicating value and building trust. Process Strategy reflects whether the transaction and service journey is convenient, efficient, and reliable. User participation on digital platforms has changed the traditional marketing-mix logic, as these platforms now operate less as one-way advertising channels and more as interactive spaces that can guide consumers' buying decisions. Accordingly, the 6P model is suitable for analyzing how Nike manages its Douyin-based marketing activities in the sportswear consumption setting.

2.1.3 Purchase Intention

Purchase intention represents consumers' expected readiness to buy a product or service at a later point. It is frequently adopted in consumer behavior studies because, in the Theory of Planned Behavior, intention is positioned as the closest motivational condition before actual behavior occurs (Ajzen, 1991). Although intention does not equal actual buying behavior, it can still serve as a practical signal of consumers' decision orientation when real transaction records cannot be accessed easily. It may also be assessed

as a consumer reaction formed after brand exposure or advertising evaluation (Chen, 2024). In this research, Purchase Intention describes consumers' tendency and probability to buy Nike sportswear after viewing Nike-related videos, advertisements, livestream content, product pages, or shopping information on Douyin.

Within short-video and livestream retail settings, consumers' intention to buy is influenced not merely by long-term brand attitudes, but also by immediate platform experiences, information signals, perceived price value, streamer credibility, promotional appeal, and shopping convenience. Ghosh et al. (2025) suggested that platform-based marketing may guide buying intention through mechanisms such as online word-of-mouth, consumer involvement, and evaluative responses. This logic is highly relevant to Douyin, where users can obtain brand information, communicate with streamers or service staff, compare alternative products, use coupons, and enter purchase channels within a single digital environment. Therefore, Purchase Intention is selected as the outcome variable to assess consumers' buying-oriented responses to Nike's 6P marketing activities on Douyin.

2.1.4 Direct Purchase-Intention Logic of the 6P Framework in Social Commerce

The direct 6P to Purchase Intention logic is based on the assumption that each 6P dimension provides a specific consumer-evaluation cue that may predict purchase intention in the social commerce environment. Product Strategy may predict purchase intention by reducing information uncertainty and helping consumers understand product functions, quality, and usage relevance. Price Strategy may predict purchase intention by shaping consumers' perceived value, affordability, and price fairness. Place Strategy may predict purchase intention by improving platform accessibility and reducing the effort required to find product information and purchase channels. Promotion Strategy may predict purchase intention by increasing consumer attention, perceived benefits, and purchase encouragement. People Strategy may predict purchase intention by strengthening communicator credibility, service confidence, and interpersonal trust. Process Strategy may predict purchase intention by reducing transaction effort, perceived risk, and uncertainty during ordering and after-sales service.

This direct-effect reasoning aligns with prior studies on buying intention, where intention is treated as an important signal of consumers' likely future actions (Ajzen, 1991); It also follows value-oriented consumer research, which suggests that consumers' assessments of price, quality, and perceived value are connected with product judgments

and buying responses (Zeithaml, 1988). Moreover, studies on marketing-mix applications in livestream and platform-based environments support the examination of product presentation, pricing communication, channel accessibility, promotional design, people-related interaction, and service-process management as strategic components associated with consumers' intention to buy (Liu et al., 2022). Accordingly, analyzing the direct links between the six 6P components and Purchase Intention is theoretically suitable for this research, particularly within the Douyin-based Nike sportswear consumption setting.

2.2 Conceptualization of Core Constructs

2.2.1 Conceptualization of the Social Media Marketing Mix (6P)

In the present research, the 6P social-media marketing framework is conceptualized as a set of brand-managed strategic dimensions that Douyin users can perceive when they encounter Nike-related content, live-streaming, information about the products, promotional activities, and purchase channels via Douyin. The six dimensions include Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. These dimensions are adapted from the marketing mix perspective and contextualized in the Douyin-based social commerce environment, where product presentation, price communication, platform accessibility, promotional stimulation, human interaction, and transaction-service processes are integrated within the same platform. The use of these dimensions is consistent with prior research applying marketing mix logic to live-streaming and social media brand communication contexts (Ho et al., 2022; Wright et al., 2017).

Product Strategy is conceptualized as consumers' perception of Nike's product-related presentation on Douyin. It focuses on whether Nike clearly communicates product information, functions, quality, design features, and usage relevance through short videos, live-streaming explanations, product-detail content, and sports-scenario demonstrations. In the present study, Product Strategy does not refer only to the physical attributes of Nike sportswear products; rather, it refers to how these attributes are communicated and perceived through Douyin-based content. Product-related information is important because it helps consumers evaluate product value before forming purchase-related judgments (Wright et al., 2017).

Price Strategy is defined as consumers' assessment of whether Nike sportswear prices on Douyin are fair, competitive, economically worthwhile, and supported by attractive price-based advantages. In Douyin's social commerce setting, consumers do not judge price only from the displayed selling price; their evaluation is also influenced by platform discounts, coupons, membership privileges, time-limited promotions, and price comparisons with similar products. Since Nike operates as a premium sportswear brand, Price Strategy in this study does not simply refer to low price. Instead, it reflects whether consumers perceive Nike's price information and price-related benefits as fair and valuable. Price, quality, and value perceptions are closely related to consumers' product evaluation and purchase-related responses.

Place Strategy is conceptualized as consumers' perception of platform-based accessibility and channel convenience within Douyin. In traditional marketing, place is often associated with physical distribution and retail location. In this study, Place Strategy refers to whether consumers can conveniently find Nike product information, enter Nike-related product pages or live-streaming rooms, use shopping carts, and access purchase channels through Douyin's platform functions. Therefore, Place Strategy is understood as digital access and channel integration rather than offline retail location. This conceptualization reflects the transformation of place in social media environments, where platforms have become interactive channels connecting brand communication and consumer purchasing behavior (Pantano et al., 2019).

Promotion Strategy is conceptualized as consumers' perception of Nike's promotional communication and purchase-stimulation activities on Douyin. It includes advertisements, live-streaming offers, topic campaigns, influencer collaborations, coupons, giveaways, and other campaign-based activities designed to attract attention and encourage purchase consideration. Promotion Strategy is distinguished from Price Strategy because it focuses not only on price-related benefits but also on the communication, attractiveness, timeliness, and purchase encouragement generated by promotional activities. Promotion has been treated as an important marketing mix dimension in live-streaming purchase intention research (Ho et al., 2022).

People Strategy is conceptualized as consumers' perception of Nike-related individuals who communicate product value, provide information, answer questions, and build trust on Douyin. These individuals may include streamers, creators, athletes,

influencers, customer service personnel, and brand representatives. In social commerce, consumers often rely on people-related cues to evaluate product credibility, service confidence, and purchase risk. Therefore, People Strategy represents the human interface of Nike's Douyin marketing. In livestream retail and social-shopping settings, consumers often rely on interpersonal exchange and presenter credibility, which may affect trust development and subsequent buying responses (Yang et al., 2024).

Process Strategy represents consumers' evaluation of the smoothness, speed, and dependability of the purchasing and service journey for Nike products on Douyin. It covers the process through which consumers move from viewing Nike-related content to searching for information, consulting service personnel, comparing products, placing orders, making payments, tracking delivery, and obtaining after-sales support. In this study, Process Strategy is distinguished from Place Strategy because Place Strategy focuses on access to product information and purchase channels, whereas Process Strategy focuses on whether the purchase and service journey is smooth and reliable after consumers enter the transaction process. Process is a relevant marketing mix dimension because platform-based purchasing requires a smooth transition from information exposure to transaction completion (Ho et al., 2022).

2.2.2 Conceptualization of Purchase Intention

In this research, Purchase Intention is defined as consumers' self-reported tendency to consider, prefer, or choose Nike sportswear products on Douyin. It does not represent completed buying behavior; instead, it captures the expected likelihood of future purchase after consumers are exposed to Nike-related videos, advertisements, livestream content, product pages, shopping links, or product information. This distinction is necessary because, in social commerce settings, consumers may develop buying intention before an actual transaction takes place, especially when content viewing, product comparison, interaction, and final purchase occur at different stages. Intention is commonly treated as a measurable sign of planned action and future behavioral tendency (Ajzen, 1991).

In this research, purchase intention is measured through four indicators: consideration of Nike sportswear, readiness to buy, intended buying when sportswear is needed, and preference for Nike over comparable products available on Douyin. The item related to product choice is incorporated into the broader intention-to-buy construct, rather than being treated as an independent brand preference measure. This measurement design

is suitable because the construct reflects consumers' evaluative reaction to brand communication and marketing stimuli. Here, Purchase Intention is specified as the outcome variable, allowing the research to compare the predictive strength of the six 6P components in explaining buying-oriented responses toward Nike sportswear on Douyin.

2.3 Development of Research Hypotheses

2.3.1 Product Strategy and Purchase Intention

A positive relationship is proposed between Product Strategy and consumers' buying intention, as clear product information helps consumers judge Nike sportswear before making a purchase decision. In social media and live-streaming contexts, consumers often cannot physically inspect products before making purchase decisions (Yang, 2024). They therefore rely on platform-based product presentation to judge product functions, quality, design, and usage relevance. Product-related marketing mix communication has been treated as an important category for shaping consumer evaluation and purchase-related responses in social media (Ho et al., 2022). In Douyin context, Nike sportswear products are often presented through short videos, advertisements, live-streaming demonstrations, product-detail displays, and scenario-based content. Clear product information can reduce consumers' uncertainty, while quality signals and usage scenarios can help consumers judge whether Nike sportswear products fit their sports or lifestyle needs.In the Douyin setting, short-video advertising appears to influence consumers' buying responses, indicating that product-focused content presentation may play a role in shaping purchase decisions (Meng et al., 2024). Therefore, the following hypothesis is developed:

H1: Product Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.3.2 Price Strategy and Purchase Intention

In social commerce environments, price-related cues may include listed prices, discounts, coupons, membership prices, limited-time offers, and comparisons with similar products (Guo & Li, 2021). Price, quality, and value perceptions are closely related to consumers' product evaluation and purchase-related judgments. In Nike's case, Price Strategy should not be equated with low-price competition; instead, it needs to be understood in relation to the brand's premium position in the sportswear market.

Consumers may accept a relatively high price if they perceive that the product performance, brand reputation, design, and promotional benefits justify the cost. In Douyin-based social commerce, price communication can therefore strengthen purchase intention when consumers perceive Nike sportswear products as offering fair value rather than merely low prices. Price-related marketing conditions have also been included as part of the purchase decision environment in live-streaming marketing mix research (Ho et al., 2022). Therefore, this study proposes:

H2: Price Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.3.3 Place Strategy and Purchase Intention

A positive relationship is proposed between Place Strategy and consumers' buying intention because convenient access to Nike-related information and purchase routes can make the search process easier. In traditional marketing, place is commonly linked to distribution systems and physical retail outlets (Wu, 2023). In Douyin-based social commerce, however, Place Strategy is represented by platform-based accessibility, including recommendation feeds, search functions, brand pages, product links, shopping carts, live-streaming rooms, and payment pathways. Social media platforms have become interactive channels that connect brand communication with consumer purchasing behavior (Hu & Zhu, 2022). Place-related social media communication has also been examined as part of the marketing mix in platform-based brand communication research (Li et al., 2021). Therefore, the following hypothesis is developed:

H3: Place Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.3.4 Promotion Strategy and Purchase Intention

Promotion Strategy is hypothesized to have a positive effect on consumers' intention to buy, as promotional messages and incentives can attract attention, strengthen perceived value, and create a stronger sense of buying urgency (Rosário & Dias, 2023). In Douyin-based social commerce, promotion may include short-video advertisements, influencer collaborations, live-streaming discounts, topic campaigns, coupons, giveaways, and limited-time events. These activities can first increase consumer awareness by making Nike products more visible in the platform environment. They can also strengthen perceived benefits by offering purchase incentives, campaign-related value, or time-

sensitive opportunities. Research on livestream platforms has identified promotional strategy as an important marketing-mix element linked to consumers' buying intention (Ho et al., 2022). For Nike, Promotion Strategy should not be limited to discount stimulation alone. Since Nike is a well-known sportswear brand, effective promotion also needs to connect campaign messages, product value, brand image, and purchase encouragement. Promotional communication has also been treated as a core marketing mix category in social media brand communication research (Purwati & Ariyani, 2025). Therefore, this study proposes:

H4: Promotion Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.3.5 People Strategy and Purchase Intention

People Strategy is hypothesized to have a positive effect on consumers' intention to buy, as social-commerce consumers often use interpersonal signals to assess product trustworthiness, service dependability, and possible purchase risk (Sintia et al., 2023). In Douyin marketing, Nike-related streamers, creators, influencers, athletes, customer service personnel, and brand representatives act as human interfaces between the brand and consumers. These people-related touchpoints are especially important because sportswear consumers often need diagnostic product advice about size, comfort, performance, authenticity, product differences, and suitable usage scenarios. In livestream retail and social-commerce shopping situations, consumers' purchasing judgments are often affected by interpersonal communication and the credibility signals provided by presenters or service staff (Yang et al., 2024). In the Nike-on-Douyin context, professional and trustworthy streamers or service personnel can help consumers interpret product information, reduce uncertainty, and increase confidence in purchase decisions. Previous research on platform-based communication and livestream retail has incorporated people-centered interaction as one part of the marketing-mix structure (Ho et al., 2022). Therefore, this study proposes:

H5: People Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.3.6 Process Strategy and Purchase Intention

Process Strategy is hypothesized to have a positive effect on consumers' intention to buy, as a smooth, fast, and trustworthy purchasing-service process can make consumers more willing to complete a transaction (Ho et al., 2022). In social commerce, consumers may hesitate if they encounter unclear product links, slow responses, complicated ordering procedures, uncertain delivery information, or unreliable after-sales service (Xing et al., 2025). Conversely, a well-organized service flow can make transactions easier, reduce consumers' sense of uncertainty, and increase their confidence in completing the order. Prior livestream retail studies have also treated process as an essential component of the marketing-mix structure (Ho et al., 2022). In the Douyin context, Nike's Process Strategy may involve content browsing, product searching, customer consultation, coupon use, order placement, payment, delivery tracking, problem handling, and after-sales support. These process-related experiences influence whether consumers can move smoothly from interest to purchase consideration. Process-related communication has also been examined in social media marketing mix research, suggesting that transaction and service procedures are relevant to purchase-related responses (Manzoor et al., 2020). Therefore, this study proposes:

H6: Process Strategy positively predicts consumers' purchase intention toward Nike sportswear products on Douyin.

2.4 Theoretical Framework

On the basis of the literature review and hypothesis formulation, this research develops a direct-effect model to analyze how six Douyin-based marketing components are linked to Purchase Intention. The predictor variables include product presentation, price communication, platform accessibility, promotional design, people-related interaction, and process-service management. Purchase Intention is treated as the outcome variable, while Age, Prior Nike Purchase Experience, and Monthly Living Expenses are controlled in the model. These control variables are included as statistical controls rather than theoretical predictors because consumers' age, previous Nike purchase experience, and purchasing power may influence their willingness to purchase Nike sportswear products.

This framework draws on marketing mix theory and studies of consumer buying intention. Within the model, the six 6P components are treated as brand-managed marketing factors perceived by consumers in Douyin-based social commerce, whereas Purchase Intention is positioned as the main behavioral tendency to be explained. Since the research relies on cross-sectional survey data, the model aims to test predictive associations rather than establish strong causal claims. Accordingly, the framework examines whether consumers' evaluations of Nike's product presentation, pricing communication, platform accessibility, promotional design, people-related interaction, and service-process management on Douyin are positively linked to their intention to buy.

The theoretical logic of the model is that each 6P dimension provides a specific consumer-evaluation cue in the Douyin-based sportswear social commerce context. Product Strategy may predict Purchase Intention by communicating product value and reducing information uncertainty. Price Strategy may predict Purchase Intention by shaping perceived value, affordability, and price fairness. Place Strategy may predict Purchase Intention by improving platform accessibility and channel convenience. Promotion Strategy may predict Purchase Intention by increasing consumer attention, perceived benefits, and purchase urgency. People Strategy may predict Purchase Intention by strengthening credibility, trust, and service confidence. Process Strategy may predict Purchase Intention by reducing transaction friction, perceived risk, and service uncertainty.

Other social media marketing concepts, such as emotional connection, personalization, exclusivity, sensory appeal, and social relation, are treated as background concepts rather than empirical variables in this model. They are not included in the hypotheses, questionnaire measurement, or data analysis model. This design keeps the framework consistent with the research questions, research objectives, hypotheses, questionnaire, and hierarchical regression analysis.

Table 2. 1 Hypotheses and Expected Predictive Directions

Hypothesis	Path
H1	Product Strategy → Purchase Intention
H2	Price Strategy → Purchase Intention
H3	Place Strategy → Purchase Intention
H4	Promotion Strategy → Purchase Intention
H5	People Strategy → Purchase Intention
H6	Process Strategy → Purchase Intention

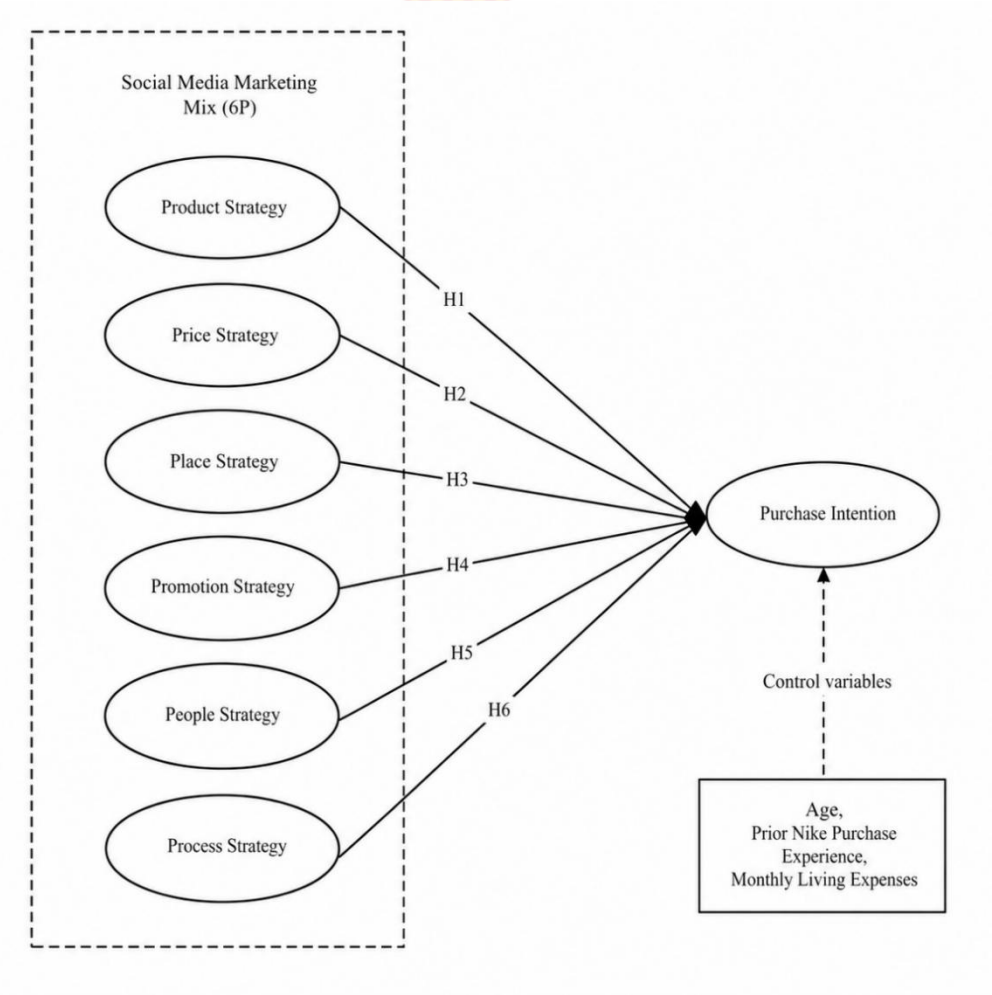

Figure 2. 1 Theoretical Framework

2.5 Conclusion

This chapter discussed the main theoretical basis and empirical support for the research. Platform-based marketing and social commerce explain why Douyin is an appropriate setting for analyzing Nike's online marketing practices. The 6P model is used to classify these practices into six strategic components: product presentation, pricing communication, platform accessibility, promotional design, people-related interaction, and service-process management. Purchase Intention is selected as the outcome variable because it captures consumers' tendency, possibility, and consideration to buy after they are exposed to Nike-related videos, advertisements, livestream content, product pages, or product information on Douyin. Drawing on the literature review and hypothesis formulation, six hypotheses were developed to test how the six 6P components predict Purchase Intention. This chapter also established a direct-effect framework aligned with the research questions, research objectives, hypotheses, and questionnaire structure. The following chapter explains the methodology, including the research design, questionnaire construction, variable measurement, sampling procedure, data collection process, and statistical analysis methods.

CHAPTER 3
RESEARCH METHODS

3.1 Research Design

This study employed a quantitative approach using a cross-sectional questionnaire method. Its main aim was to investigate the extent to which the six components of the Social Media Marketing Mix (6P) explain consumers' Purchase Intention toward Nike sportswear products on Douyin. The survey method was considered suitable because the study examined consumers' perceptions, judgments, and intention-related responses. These variables are psychological and attitudinal in nature, and therefore can be effectively assessed through standardized questionnaire items.

The proposed model included six predictor variables, one outcome variable, and three demographic or experience-related control factors. Specifically, the predictor variables consisted of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. Purchase Intention served as the outcome variable. Age, Prior Nike Purchase Experience, and Monthly Living Expenses were included as control factors. Accordingly, the statistical analysis examined whether each 6P dimension could significantly predict Purchase Intention after accounting for the influence of these control variables.

All main constructs were measured using a seven-point Likert scale, with responses ranging from 1 = strongly disagree to 7 = strongly agree. This scale format was adopted because it enables respondents to indicate varying levels of agreement and offers adequate variation for quantitative analysis. The questionnaire was administered online through Wenjuanxing. The target respondents were mainland Chinese consumers aged 18 years or above who had used Douyin during the previous three months and had been exposed to Nike-related content, such as advertisements, livestreams, product pages, shopping links, or product information on the platform.

After the data screening process, 530 valid questionnaires were retained for subsequent analysis. Since the data were collected at a single point in time, the results were interpreted as predictive associations rather than evidence of strong causal relationships.

3.2 Research Instrument and Variable Measurement

3.2.1 Questionnaire Structure

The survey instrument was organized into four main sections to ensure a clear and logical structure. The first section was used to confirm whether participants met the basic eligibility requirements of the study. The second section collected respondents' background characteristics and control-related information, including age, prior Nike purchase experience, and monthly living expenses. The third section focused on respondents' evaluations of Nike's 6P practices on Douyin, covering Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy. The final section measured Purchase Intention, which served as the dependent variable in the research model. This arrangement allowed the questionnaire to progress from eligibility screening to demographic information, then to the measurement of independent variables and the dependent variable, thereby improving the coherence of the instrument and supporting the subsequent data analysis.

Table 3. 1 Questionnaire Structure

Part	Content	Purpose
Part 1	Screening questions	To confirm that respondents were aged 18 or above, had used Douyin within the past three months, and had encountered Nike-related content on Douyin.
Part 2	Demographic and control variables	To collect age, gender, education, region, monthly living expenses, average daily Douyin usage, and prior Nike purchase experience.
Part 3	Social Media Marketing Mix (6P)	To measure Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy.
Part 4	Purchase Intention	To measure consumers' willingness, likelihood, and purchase choice tendency toward Nike sportswear products on Douyin.

3.2.2 Scale Development and Variable Measurement

The measurement items for the Social Media Marketing Mix (6P) were adapted and contextualized from prior 7Ps marketing mix studies in live-streaming shopping, Facebook-based brand marketing, and service marketing contexts. Within prior live-streaming research, the 7Ps framework has served as an analytical lens for explaining both platform-viewing intention and buying intention. Related studies on social media brand communication have also organized marketing activities around seven components, namely product, pricing, channel/place, promotion, personnel, physical evidence, and service process (Ho et al., 2022; Wright et al., 2017). As this research examines Nike-related social commerce activities within Douyin, rather than traditional offline service environments, Physical Evidence was excluded from the set of predictor constructs. Accordingly, the model retained six marketing strategy dimensions: product, price, place, promotion, people, and process. These six components were then contextualized for Nike sportswear marketing on Douyin. In addition, the item statements were adjusted to reflect the characteristics of Nike sportswear products, users' exposure to Douyin content, livestreaming-based selling practices, and platform-supported purchasing pathways.

Considering that the respondents were mainland Chinese consumers, the survey instrument was developed in Chinese to ensure that participants could accurately understand each question. The original English scale items were first rendered into Chinese and then examined by academic researchers with expertise in marketing, social media marketing, and social commerce. Their evaluation mainly considered the clarity of expression, the suitability of the items for the Douyin marketing context, and the alignment between each item and its corresponding construct. Before the main data collection, a preliminary pilot study was carried out to assess whether the questionnaire items were clear and whether the scales showed acceptable initial reliability. Based on the pilot feedback, slight revisions were made to the wording of several items before the questionnaire was officially administered.

Product Strategy was measured with four items assessing consumers' perceptions of Nike's product information clarity, functional presentation, quality presentation, and needs relevance on Douyin. Price Strategy was measured with four items assessing consumers' perceptions of price reasonableness, discounts or coupons, value for money, and price competitiveness. Place Strategy was measured with four items assessing

consumers' perceptions of platform accessibility, product-page access, recommendation functions, and information availability. Promotion Strategy was measured with four items assessing consumers' perceptions of promotional attractiveness, promotional messages, promotional variety, and purchase encouragement. People Strategy was measured with four items assessing consumers' perceptions of the professionalism, product knowledge, helpfulness, and trustworthiness of Nike-related streamers, creators, service personnel, and other people representing Nike on Douyin. Process Strategy was measured with four items assessing consumers' perceptions of ordering convenience, customer service efficiency, problem handling, and after-sales reliability. Purchase intention was assessed with four items assessing Douyin users' purchase consideration, willingness to purchase, buying willingness when sportswear is needed, and purchase choice tendency toward Nike sportswear items promoted via Douyin. The fourth item was retained as a purchase choice tendency within the broader Purchase Intention construct rather than as a separate brand preference variable.

All core construct items were measured on a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree. The final measurement items are presented in Table 3.2.

3.2.3 Measurement Items

Table 3.2 summarizes the final survey items used in the formal questionnaire. The table includes seven constructs and 28 core items, with four items for each latent construct. the product-, price-, place-, promotion-, people-, and process-related 6P dimensions were assessed as the six predictor variables, while intention to buy was assessed as the outcome variable.

All core items were measured using a seven-point Likert scale, ranging from 1 = strongly disagree to 7 = strongly agree. Higher scores indicated stronger respondent agreement with the corresponding statement and therefore a higher perceived level of the relevant construct.

Table 3. 2 Measurement Items

Variable	Code	Measurement Item	Main Sources
Product Strategy	PRO1	Nike provides clear information about its sportswear products on Douyin.	Ho et al. (2022); Wright et al. (2017)
	PRO2	Nike presents the functions and features of its sportswear products clearly on Douyin.	
	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	PRI1	The prices of Nike sportswear products on Douyin are reasonable.	Ho et al. (2022); Wang et al. (2023); Wright et al. (2017)
	PRI2	Nike provides attractive discounts or coupons on Douyin.	Ho et al. (2022); Wright et al. (2017)
	PRI3	Nike sportswear products on Douyin	
	PRI4	The prices of Nike sportswear products on Douyin are competitive compared with similar products.	
Place Strategy	PLA1	It is easy to find Nike sportswear products on Douyin.	Ho et al. (2022); Pantano et al. (2019); Wright et al. (2017)
	PLA2	Douyin provides convenient access to Nike product pages or live-streaming rooms.	Ho et al. (2022); Wright et al. (2017)
	PLA3	Douyin's recommendation function	Ho et al. (2022)
	PLA4	Nike product information is easily accessible through Douyin.	Ho et al. (2022); Wright et al. (2017)
Promotion Strategy	PRM1	Nike's promotional activities on Douyin are attractive.	Ho et al. (2022); Wright et al. (2017)
	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.	

Table 3. 2 (Continued)

Variable	Code	Measurement Item	Main Sources
People Strategy	PEO1	Nike-related streamers or creators on Douyin are professional.	Ho et al. (2022); Wang et al. (2023); Wright et al. (2017)
	PEO2	Nike-related streamers or creators on Douyin are knowledgeable about Nike sportswear products.	Ho et al. (2022); Wright et al. (2017)
	PEO3	Nike's online service personnel on Douyin provide helpful information.	Ho et al. (2022); Wright et al. (2017)
	PEO4	Nike-related people on Douyin are trustworthy.	Ho et al. (2022); Wang et al. (2023); Wright et al. (2017)
Process Strategy	PRC1	The ordering process for Nike sportswear products on Douyin is convenient.	Ho et al. (2022); Wang et al. (2023); Wright et al. (2017)
	PRC2	Nike's customer service on Douyin responds efficiently.	Ho et al. (2022); Wright et al. (2017)
	PRC3	Nike handles product-related problems on Douyin promptly.	Ho et al. (2022); Wright et al. (2017)
	PRC4	Nike's after-sales service on Douyin is reliable.	Ho et al. (2022); Wang et al. (2023); Wright et al. (2017)
Purchase Intention	PI1	I would consider purchasing Nike	Ho et al. (2022)
	PI2	I am willing to purchase Nike sportswear products on Douyin.	Ho et al. (2022); Wright et al. (2017)
	PI3	I intend to purchase Nike sportswear products when I need sportswear.	
	PI4	I would choose Nike sportswear products over similar alternatives on Douyin.	

As shown in Table 3.2, the measurement design is consistent with the theoretical framework and hypotheses developed in Chapter 2. The six Social-media Marketing Mix dimensions were assessed as predictor variables, while intention to buy was assessed as the outcome variable. The use of multiple items for each latent construct helped capture different aspects of each variable and provided a basis for evaluating internal consistency, convergent validity, and discriminant validity in the following dataset analysis.

3.3 Data Collection

3.3.1 Target Population and Sampling Method

The target population of this study was consumers in the Chinese mainland who had used Douyin and had encountered Nike-related content on Douyin. Respondents were required to meet three screening criteria. First, they 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.

Given the practical limits of research resources and the internet-mediated nature of the Douyin marketing environment, a non-probability convenience sampling strategy was adopted. Recruitment prioritized individuals who could be reached through online networks, were willing to complete the survey, and met the inclusion requirements of the research. The questionnaire was circulated through accessible digital channels, such as WeChat, QQ, Douyin direct messages, student networks, consumer groups, and other social media platforms. Participation was completely voluntary, and respondents were allowed to forward the survey link to other potential participants who were likely to satisfy the eligibility conditions. To improve the relevance of the sample, only mainland Chinese consumers who had previously encountered Nike-related product information, advertisements, livestreaming sessions, shopping links, or promotional materials on Douyin were included. This sampling method was suitable for the study because it helped the researcher reach Douyin users with relevant Nike-related platform experience efficiently, while also fitting the available time and resource conditions.

3.3.2 Data Collection Procedure and Sample Size

The formal survey was conducted online through Wenjuanxing April 20 to May 20, 2026 Before entering the main questionnaire, respondents answered screening questions concerning age, recent Douyin use, and exposure to Nike-related content on Douyin. Access to the full survey was granted only after participants satisfied the initial eligibility checks. To protect privacy, no personally identifiable information was collected, and participants were clearly advised that their responses would be used solely for scholarly purposes.

The proposed sample target was judged to be sufficient for the analytical needs of this research. The model comprised six predictor constructs, one outcome construct, and three control factors; therefore, an adequate number of valid cases was necessary to conduct reliability analysis, validity evaluation, correlation testing, and hierarchical multiple regression. In addition, prior survey studies related to social media marketing, consumer behavior, and social commerce have often relied on sample sizes ranging from about 350 to 550 participants. This provides methodological support for the sufficiency of the sample size used in the current research (Ghosh et al., 2025).

During the official data collection stage, 612 completed questionnaires were received. The returned responses were then screened based on established exclusion standards. Responses were removed when they failed the eligibility checks, showed an unusually short response time, contained clear straight-lining, presented repetitive answer patterns, included inconsistent responses, or had serious missing values. Following this screening procedure, 82 questionnaires were identified as unusable and deleted from the dataset. As a result, 530 valid cases remained for statistical analysis, producing an effective response rate of 86.6%. The number of usable responses was higher than the minimum sample requirement and was adequate for conducting reliability analysis, validity testing, correlation examination, and hierarchical multiple regression.

3.3.3 Coding of Control Variables

Age, Prior Nike Purchase Experience, and Monthly Living Expenses were included as control variables in the regression analysis. These variables were measured as categorical variables in the questionnaire and were coded as ordinal variables for statistical analysis.

These control variables were included because consumers of different ages, previous Nike purchase experiences, and spending capacities may differ in their responses to Nike’s social media marketing on Douyin. Including these variables helped reduce potential confounding effects when examining the predictive relationships between the six Social Media Marketing Mix dimensions and Purchase Intention.

3.4 Data Analysis Procedures

Data were processed with SPSS. The analytical procedures included initial screening, descriptive statistics, reliability testing, common method bias checking, correlation testing, multicollinearity evaluation, and hierarchical multiple regression. The analysis was carried out in sequence. The dataset was first cleaned, and descriptive results were then generated. Next, reliability, convergent validity, discriminant validity, and measurement model fit were evaluated. Since the responses came from self-reported questionnaires collected at a single time point, common method bias was also tested. Pearson correlations and collinearity statistics were subsequently examined. Lastly, hierarchical regression was applied to evaluate H1–H6 and compare the predictive contribution of the six 6P dimensions.

3.4.1 Data Screening and Descriptive Statistics

The first stage of data analysis was data screening. Invalid questionnaires were removed according to predefined criteria, including failure to pass the screening questions, extremely short response time, obvious straight-line responses, repeated response patterns, contradictory answers, and substantial missing data. After data screening, 530 valid questionnaires were retained for formal analysis.

Descriptive analysis was performed to present the profile of the respondents. Frequencies and percentages were applied to summarize background characteristics, such as gender, age, educational level, region, monthly living expenses, average daily Douyin use, and previous Nike purchase experience. Among these variables, Age, Prior Nike Purchase Experience, and Monthly Living Expenses were further entered into the hierarchical regression model as control factors. For the main constructs, mean scores and standard deviations were reported to reflect respondents' general evaluations of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, Process Strategy, and Purchase Intention.

3.4.2 Reliability, Validity, and Measurement Model Testing

The next stage involved assessing reliability, validity, and the measurement model. Internal consistency was evaluated using Cronbach's alpha, and values greater than .70 were regarded as acceptable. Construct reliability was further examined through composite reliability (CR), with a threshold of .70 or higher indicating satisfactory reliability. Convergent validity was evaluated by average variance extracted (AVE), and AVE values

exceeding .50 were considered acceptable. In addition, standardized factor loadings were reviewed, with loadings above .60 regarded as suitable for the measurement items.

Confirmatory factor analysis (CFA) was performed in AMOS to determine whether the proposed measurement model was consistent with the observed data. Model adequacy was judged through several fit statistics, namely χ^2/df, CFI, TLI, RMSEA, and SRMR. These indices were reported together because they capture different aspects of overall model fit. In this research, acceptable fit was indicated by χ^2/df less than 3, CFI and TLI greater than .90, RMSEA lower than .08, and SRMR lower than .08.

Discriminant validity was examined through two complementary approaches: the Fornell-Larcker criterion and the heterotrait–monotrait ratio (HTMT). For the Fornell–Larcker test, discriminant validity is supported when the square root of a construct's AVE is higher than its correlations with the remaining constructs. In addition, HTMT coefficients lower than .90 were regarded as acceptable, suggesting that the latent constructs could be clearly differentiated at the empirical level.

3.4.3 Common Method Bias Assessment

Since the data were obtained from respondents' self-reported answers at a single point in time, the possibility of common method bias was considered. To reduce this potential problem, several procedural controls were applied during the design and administration of the survey. Specifically, participants completed the questionnaire anonymously, and they were told that no response would be judged as right or wrong. In addition, the wording of the items was designed to be clear and objective, while the assumed links among the variables were not directly disclosed to respondents.

Harman's single-factor test was applied to diagnose potential common method bias. In this procedure, all main measurement items were included in an unrotated exploratory factor analysis. The proportion of variance captured by the first extracted factor was then examined. When this factor failed to explain a dominant share of the total variance, typically less than 40% or 50%, common method bias was regarded as unlikely to seriously affect the results.

3.4.4 Correlation and Multicollinearity Analysis

Pearson's correlation test was applied to identify the associations between the six 6P dimensions and Purchase Intention. These dimensions included Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy.

The correlation matrix offered an initial indication of whether the main constructs were positively or negatively related, as well as the relative strength of these associations. Nevertheless, the correlation results were treated as supportive descriptive evidence rather than as the basis for testing the proposed hypotheses.

As the six 6P dimensions may have theoretical connections, possible multicollinearity was checked in the regression model through variance inflation factor (VIF) statistics. A VIF score lower than 5 was regarded as acceptable, while a value below 3.3 suggested a relatively low level of collinearity risk. This procedure was used to confirm that the estimated regression coefficients were not seriously affected by strong overlap between the predictor variables.

3.4.5 Hierarchical Regression and Hypothesis Testing

H1–H6 were examined by using hierarchical multiple regression. This method was suitable because it made it possible to determine whether the six 6P dimensions contributed additional explanatory value to Purchase Intention after accounting for Age, Prior Nike Purchase Experience, and Monthly Living Expenses. In the first regression model, the three control factors were included. In the second model, the six marketing strategy variables, namely Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy, were introduced as predictor variables.

In Model 2, the statistical significance, effect direction, and standardized beta values of the six 6P predictors were examined to judge the results of H1–H6. A hypothesis was regarded as supported when its related regression coefficient showed a positive direction and reached the significance level of $p < .05$. The standardized beta values were further compared to evaluate which 6P dimension had a stronger predictive contribution. In addition, the increase in R^2 between Model 1 and Model 2 was examined to assess whether the six marketing strategy variables explained additional variance in Purchase Intention after the control factors had been considered.

3.5 Pre-test

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 evaluate whether the questionnaire items were understandable, whether the wording was appropriate, whether the questionnaire length was acceptable, and whether each construct showed acceptable

preliminary reliability. The pilot test also helped confirm that the online questionnaire system functioned properly before formal data collection.

Cronbach's alpha was applied to evaluate the reliability of each construct in the pilot survey. The results in Table 3.3 show that the alpha coefficients for all constructs exceeded the recommended threshold of .70, ranging between .899 and .945. This finding demonstrates that the pilot scales had strong internal consistency and that the items were suitable for use in the formal questionnaire.

Table 3. 3 Pilot Study Reliability Results (N=50)

Construct	No. of Items	Cronbach's Alpha
PRO	4	0.939
PRI	4	0.909
PLA	4	0.914
PRM	4	0.925
PEO	4	0.899
PRC	4	0.945
PI	4	0.925

3.6 Research Ethics

This research complied with the ethical requirements for anonymous survey studies. Respondents took part on a voluntary basis and were informed about the research purpose before completing the survey. They were also told that their responses would be used solely for academic purposes, that there were no correct or incorrect answers, and that they had the right to withdraw from the survey at any stage without facing any negative consequences.

The survey was conducted anonymously, and no information that could directly identify participants was requested, including names, ID numbers, mobile phone numbers, or specific home addresses. The responses were used solely for quantitative analysis and thesis writing. All collected data were kept securely and were not applied to any commercial use. Findings were presented only at the group level, so individual participants could not be recognized in the thesis. These measures were adopted to safeguard

respondents' privacy and to maintain ethical compliance throughout the questionnaire-based research process.

3.7 Questionnaire Design

The questionnaire consisted of four main sections. The first section contained three screening questions designed to confirm that respondents were at least 18 years old, had used Douyin within the previous three months, and had encountered Nike-related content on the platform. The second section included seven questions concerning respondents' demographic characteristics and control variables, including gender, age, geographical location, education level, average daily Douyin usage, monthly living expenses, and prior Nike purchase experience.

The third section measured respondents' perceptions of Nike's social-media marketing mix via Douyin. It included six predictor variables: product, price, place, promotion, people, and process strategies, with four survey items for each variable, resulting in 24 items. The fourth section measured the outcome variable, intention to buy, using four items. Thus, the survey instrument contained 38 questions in total, including 10 screening and demographic questions and 28 survey items. All survey items were assessed using a seven-point agreement scale ranging from 1, representing "completely disagree," to 7, representing "completely agree".

3.8 Conclusion

This chapter outlined the methodological approach adopted for the research. A quantitative cross-sectional survey design was used to investigate how the six dimensions of the Social Media Marketing Mix predict Purchase Intention toward Nike sportswear products on Douyin. The questionnaire was organized into several parts, including screening items, demographic and control-related questions, 6P scale items, and Purchase Intention items. The measurement scales were developed based on previous research and adjusted to fit the Nike sportswear and Douyin social commerce context. Expert review and pilot testing were conducted before the main data collection to improve the clarity and suitability of the questionnaire. After the screening process, 530 valid responses were used for the final analysis. The analytical procedures covered descriptive analysis, reliability and validity assessment, confirmatory factor analysis, common method

bias testing, correlation analysis, multicollinearity checking, and hierarchical multiple regression. In general, the methodological design, questionnaire arrangement, sampling strategy, and statistical techniques were consistent with the research questions, hypotheses, and direct-effect theoretical framework. The following chapter reports the empirical findings obtained from the formal survey.



CHAPTER 4
RESULTS

This chapter reports the empirical findings obtained from the formal survey. The results are organized according to the procedures of SPSS-based quantitative analysis. First, the pilot test findings are presented to evaluate the initial reliability of the questionnaire. Second, the characteristics of the 530 valid participants are described. Third, the chapter reports the results of descriptive analysis, reliability testing, KMO and Bartlett's test, common method bias examination, Pearson correlation analysis, and hierarchical multiple regression. Finally, the hypothesis testing results are summarized. The purpose of this chapter is to determine whether the six 6P dimensions, namely Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy, significantly predict consumers' Purchase Intention toward Nike sportswear products on Douyin after controlling for Age, Prior Nike Purchase Experience, and Monthly Living Expenses.

4.1 Demographic Profile of Respondents

Table 4.1 summarizes the characteristics of the 530 usable questionnaires. For gender, there were 215 men, accounting for 40.6%, and 299 women, accounting for 56.4%, while 16 participants, or 3.0%, chose not to report their gender. The age structure shows a clear concentration among younger respondents. Participants aged 18–25 made up the highest share at 44.0%, followed by the 26–35 age group at 31.9%. This pattern suggests that the respondents were largely young or early middle-aged consumers, which fits the general user base of Douyin and the major consumer segment for sportswear products. In terms of regional background, Eastern China represented the largest share at 37.4%, followed by Western China at 26.6% and Central China at 24.7%, whereas Northeast China accounted for 11.3%. With respect to educational attainment, 72.8% of the respondents held either a college diploma or an undergraduate degree, indicating that the surveyed group generally had a relatively strong educational background.

The respondents also showed sufficient relevance to the Douyin and Nike sportswear research context. Most respondents reported using 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. This suggests that the respondents had adequate exposure to Douyin-based content and social commerce activities. In terms of monthly living expenses, 39.2% reported RMB 1,000–2,999, followed by RMB 3,000–4,999 (31.7%), indicating that the sample mainly consisted of consumers with moderate spending capacity. For prior Nike purchase experience, 40.0% had purchased Nike products 1–2 times in the past year, while 23.2% had purchased Nike products three or more times.

Table 4. 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/	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

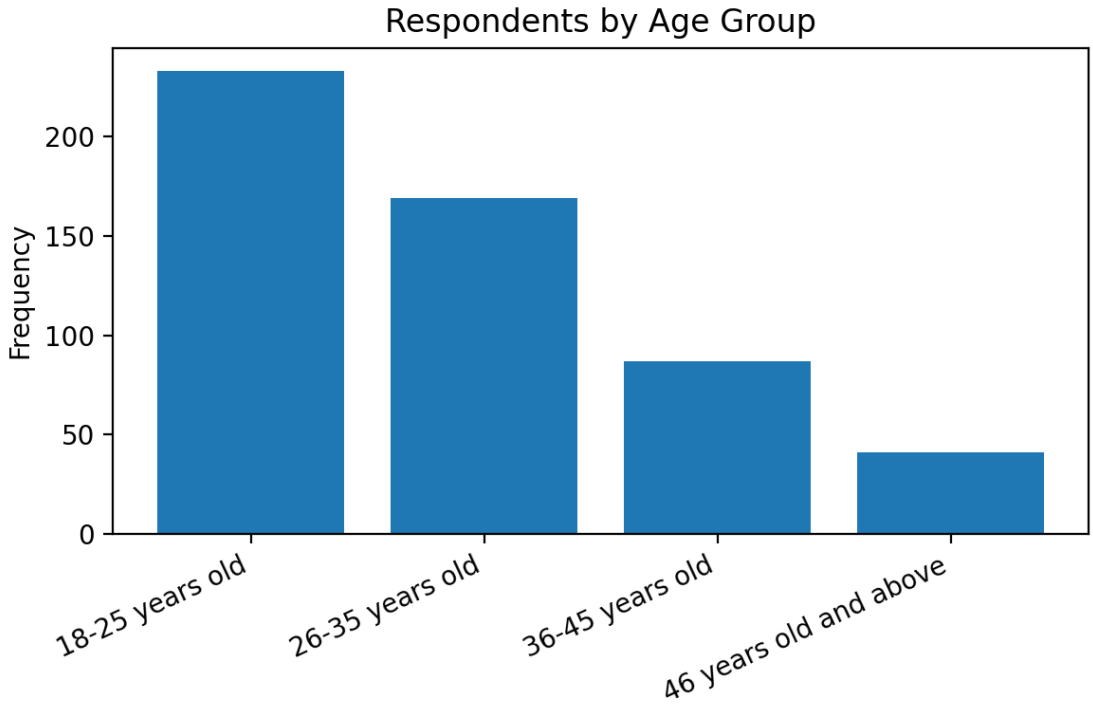

Figure 4. 1 Respondents by Age Group

Figure 4.1 shows the age composition of the surveyed participants. Among all respondents, the 18–25 age category formed the highest share, representing 44.0% of the sample. The second largest category was the 26–35 age group, accounting for 31.9%. Participants aged 36–45 made up 16.4%, whereas those aged 46 and above represented only 7.7%. Overall, the age pattern suggests that the survey participants were mainly young consumers, which is consistent with the active user base of Douyin and the typical consumer segment for sportswear products. Such a pattern is appropriate for this study because Douyin is widely used by younger consumer groups, and Nike sportswear products are closely associated with youth culture, sports participation, fashion expression, and digital consumption behavior.

4.2 Descriptive Statistics of Main Variables

Table 4.2 summarizes the mean scores and standard deviations for the key variables. Across all constructs, the mean scores fell between 4.631 and 4.790 on the seven-point Likert scale. This result suggests that participants held generally favorable evaluations of Nike's Douyin-based 6P marketing activities and showed a moderately

positive tendency to purchase. Among the six 6P components, Price Strategy recorded the highest average score (M = 4.790, SD = .891), showing that participants evaluated Nike's price information, discounts, and value-related messages on Douyin more positively than the other dimensions. Place Strategy also obtained a high average value (M = 4.719, SD = .892), which means that respondents tended to view Douyin as a convenient platform for obtaining Nike product information and using purchase-related functions.

The remaining dimensions, 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), The other constructs, 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), all obtained average scores higher than the scale midpoint. This result indicates that participants generally evaluated Nike's Douyin marketing practices in a favorable way. Purchase Intention recorded an average score of 4.631 (SD = .953), suggesting that participants showed a moderate level of intention to buy Nike sportswear in the Douyin setting. The standard deviation values varied between .874 and .953, which shows that the responses contained an appropriate degree of dispersion and were suitable for further correlation and regression testing.

Table 4. 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

As reported in Table 4.3, the main survey data showed strong reliability across all measurement scales. The Cronbach's alpha coefficients fell between .927 and .947, clearly exceeding the commonly accepted .70 benchmark for acceptable reliability. More specifically, the alpha values were .933 for Product Strategy, .929 for Price Strategy, .928 for Place Strategy, .927 for Promotion Strategy, .934 for People Strategy, .935 for Process Strategy, and .947 for Purchase Intention. These coefficients suggest that each scale had very strong internal reliability, and that the items under each construct coherently captured the intended latent concept.

The high reliability coefficients also suggest that the measurement instrument was suitable for subsequent statistical analyses, including correlation testing and stepwise hierarchical regression. Among all constructs, intention to buy showed the highest Cronbach's alpha value ($\alpha = .947$), indicating particularly strong consistency among the four items measuring respondents' willingness and likelihood to purchase Nike sportswear items promoted via Douyin.

Table 4. 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

As shown in Table 4.4, the KMO and Bartlett's test outcomes support the suitability of the dataset for factor-based examination. The KMO coefficient reached .932, exceeding the commonly accepted .70 standard and indicating a very strong level of sampling adequacy. This suggests that the correlations among the questionnaire items were strong enough to proceed with factor analysis. Bartlett's test of sphericity was significant, $\chi^2 = 13413.464$, $df = 378$, $p < .001$, demonstrating that the item correlation matrix differed significantly from an identity matrix. Overall, these findings show that the data met the requirements for subsequent validity assessment and factor-related analysis.

Table 4. 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 4.5 summarizes the inter-construct correlation results. The analysis indicates that each of the six 6P components had a significant positive association with Purchase Intention. Among these predictors, People Strategy displayed the strongest association with Purchase Intention ($r = .563$, $p < .001$). This was 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 offer initial empirical evidence that consumers' evaluations of Nike's Douyin-based 6P marketing activities are positively linked to their intention to buy.

The associations among the six predictor variables ranged from .223 to .447, showing only moderate relationships across the 6P components. As no coefficient was higher than .80, multicollinearity did not appear to be a major issue at this stage of analysis. Thus, the variables were related enough to support further hypothesis testing, while still maintaining sufficient conceptual distinction.

Table 4. 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 was applied to evaluate the hypotheses and to clarify how the control factors operated in the model. Model 1 included Age, Prior Nike Purchase Experience, and Monthly Living Expenses as control variables. Model 2 then incorporated the six Social Media Marketing Mix dimensions. By comparing the two models, the analysis could assess whether the 6P factors contributed extra explanatory power for Purchase Intention beyond the effects of demographic and consumption-related characteristics.

4.5.1 Control Variable Results

Table 4.6 summarizes the findings for the first step of the hierarchical regression, where only the control factors were included in the model. The baseline model reached statistical significance, $F = 21.496$, $p < .001$, with $R^2 = .109$ and Adjusted $R^2 = .104$. This means that Age, Prior Nike Purchase Experience, and Monthly Living Expenses jointly accounted for 10.9% of the variation in consumers' intention to buy Nike sportswear on Douyin. Thus, these control factors provided a meaningful explanatory baseline before the six 6P marketing dimensions were incorporated into the regression equation.

Regarding the individual control factors, Age was negatively related to Purchase Intention ($\beta = -.133$, $t = -3.220$, $p = .001$), indicating that younger participants reported stronger buying intention. Prior Nike Purchase Experience showed a positive and significant association with Purchase Intention ($\beta = .272$, $t = 6.584$, $p < .001$), suggesting that respondents with more previous Nike purchases were more inclined to express future buying intention. Monthly Living Expenses also had a positive effect ($\beta = .096$, $t = 2.327$, $p = .020$), which implies that participants with greater spending capacity tended to show stronger purchase willingness. Moreover, the VIF values were all close to 1.000, confirming that multicollinearity did not affect Model 1.

Table 4. 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 4.7 summarizes the second-step hierarchical regression findings after the six 6P marketing components were incorporated into the model. The full model reached statistical significance, $F = 75.995$, $p < .001$, with $R^2 = .568$ and Adjusted $R^2 = .561$. Relative to Model 1, adding the 6P predictors improved the explanatory capacity by 45.9% ($\Delta R^2 = .459$, F change = 92.077, $p < .001$). This result shows that Nike's Douyin-based marketing activities contributed considerable additional explanatory value for consumers' intention to buy, beyond the effects of age, previous Nike purchase experience, and monthly living expenses.

For the individual predictors, five 6P components were significantly and positively associated with Purchase Intention. People Strategy produced the largest standardized coefficient ($\beta = .290$, $p < .001$), followed by Product Strategy ($\beta = .215$, $p < .001$), Process Strategy ($\beta = .164$, $p < .001$), Price Strategy ($\beta = .142$, $p < .001$), and Promotion Strategy ($\beta = .120$, $p < .001$). By contrast, Place Strategy was not statistically significant ($\beta = .038$, $p = .248$). These findings suggest that consumers' intention to purchase Nike sportswear on Douyin is more closely linked to people-based interaction, product presentation, service-process quality, price value, and promotional design than to platform accessibility alone. The control factors remained significant in Model 2, with Age showing a negative association, whereas Prior Nike Purchase Experience and Monthly Living Expenses showed positive associations. The VIF values, ranging from 1.011 to 1.460, further indicate that multicollinearity did not pose a serious problem.

Table 4. 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 Strategy	.152	.035	.142	4.360	< .001	1.277
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 4.2 displays the standardized beta coefficients for the six 6P predictors of Purchase Intention. The findings indicate that People Strategy produced the largest positive coefficient (β = .290), suggesting that people-related interaction was the most powerful predictor in the model. Product Strategy ranked second (β = .215), followed by Process Strategy (β = .164), Price Strategy (β = .142), and Promotion Strategy (β = .120). By comparison, Place Strategy had the smallest coefficient (β = .038) and did not reach statistical significance. This result implies that consumers' intention to buy Nike sportswear on Douyin is more closely connected with interpersonal interaction, streamer or creator credibility, service support, product presentation, and trust-building communication than with platform access alone. Overall, the figure shows that People Strategy and Product Strategy were the most influential 6P components in explaining Purchase Intention in this research.

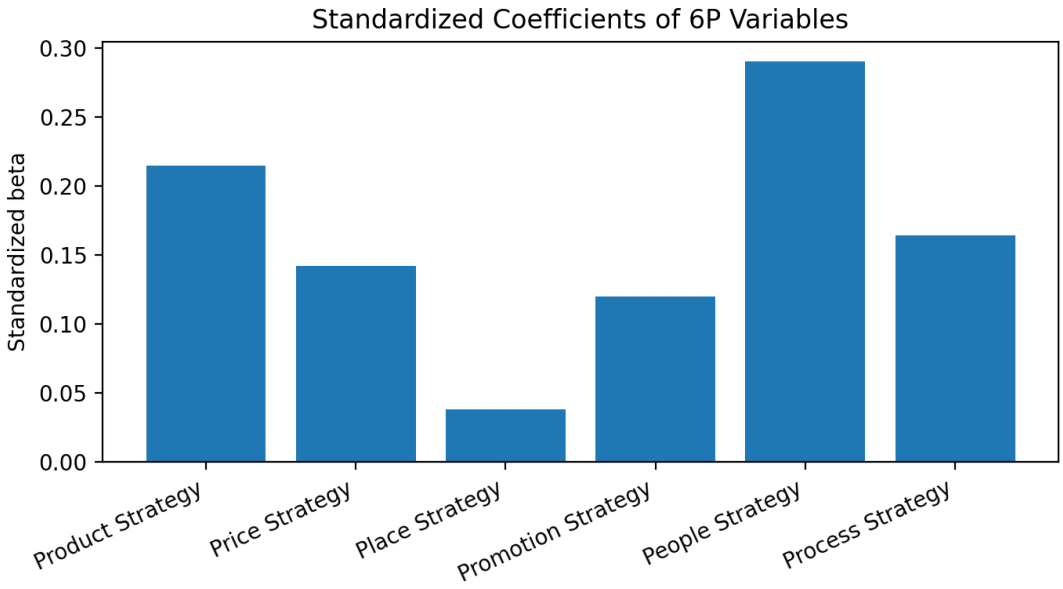

Figure 4. 2 Standardized Regression Coefficients of the 6P Variables

4.6 Summary of Hypothesis Testing

Table 4.8 reports the outcomes of hypothesis assessment derived from the hierarchical regression model. The analysis shows that five hypotheses received empirical support. More specifically, Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy were all positively and significantly linked to Purchase Intention, thereby confirming H1, H2, H4, H5, and H6. This means that consumers' intention to buy Nike sportswear on Douyin is closely connected with product presentation, perceived price value, promotional messages, people-based interaction, and service-process experience.

By contrast, H3 was rejected because Place Strategy produced a positive but non-significant coefficient for Purchase Intention. This finding implies that platform accessibility and channel convenience may help consumers access Nike-related information, but they do not exert an independent predictive role once the other 6P components and control factors are considered in the same regression model. Overall, the hypothesis-testing results show that the 6P model is generally applicable to Nike's Douyin-based sportswear marketing context. However, the contribution of each dimension is unequal, with people-related and product-related factors showing stronger explanatory value than place-related factors.

Table 4. 8 Table 4.8 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

Overall, the analysis supported five hypotheses. The results indicate that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy were significant predictors of consumers' intention to buy Nike sportswear on Douyin. Among these factors, People Strategy produced the largest standardized coefficient, showing that streamers, content creators, service staff, and other interpersonal signals play a particularly important role in Douyin-based social commerce. By contrast, Place Strategy produced a positive yet non-significant coefficient, implying that platform access and channel convenience alone may not meaningfully strengthen purchase intention once the other marketing dimensions are examined together.

4.7 Conclusion

This chapter presented the pilot-test findings and the results of the formal quantitative analysis. The pilot test showed that the questionnaire achieved an acceptable level of reliability. In the main survey, 530 valid responses were retained for analysis. The descriptive findings suggested that participants generally viewed Nike's Douyin-based 6P marketing practices in a favorable way. The reliability analysis confirmed strong consistency across all measurement scales, and the KMO and Bartlett's test results showed that the dataset met the requirements for factor analysis. Harman's single-factor test further indicated that common method bias did not pose a major problem. The correlation results revealed positive links between the 6P factors and Purchase Intention. Hierarchical

regression analysis further showed that, after Age, Prior Nike Purchase Experience, and Monthly Living Expenses were controlled, five 6P dimensions significantly explained Purchase Intention. The following chapter discusses these empirical results, explains their theoretical and managerial implications, and outlines the study limitations and future research directions.

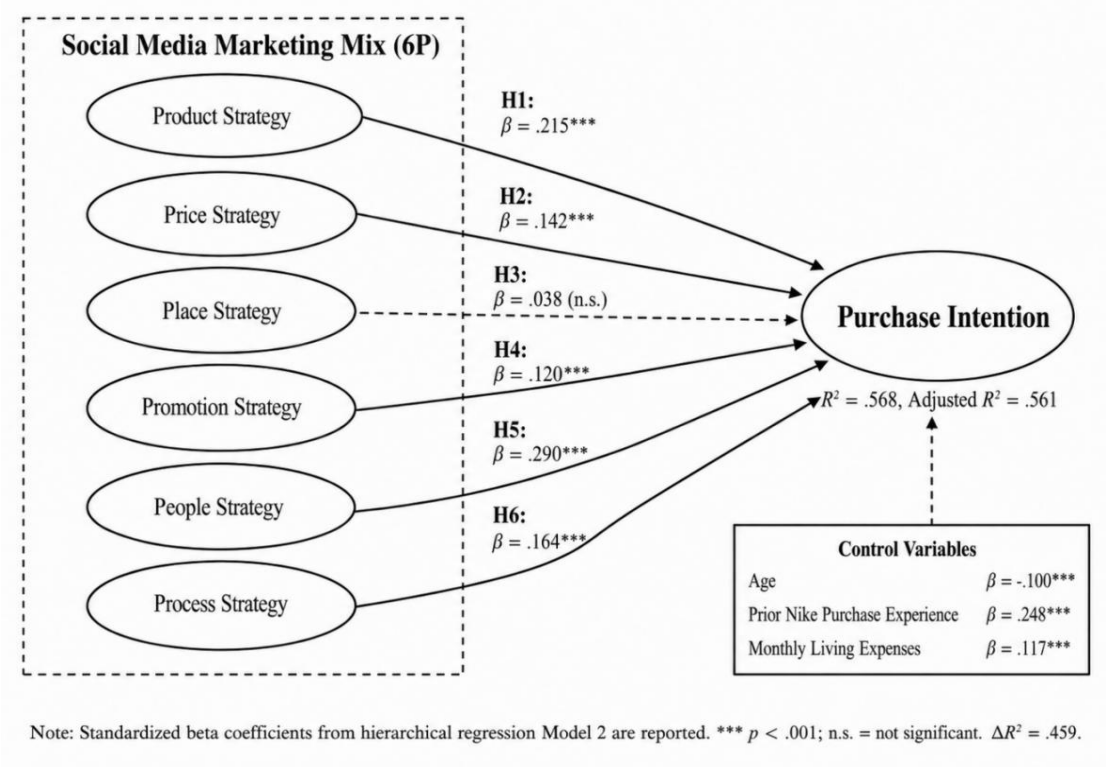

Figure 4. 3 Social Media Marketing Mix (6P) Prediction Model of Purchase Intention

Figure 4.3 shows the final predictive model linking the six 6P components with consumers' intention to buy Nike sportswear on Douyin. The model indicates that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy have significant positive links with Purchase Intention, whereas Place Strategy does not reach statistical significance. Among the six components, People Strategy shows the strongest predictive role, emphasizing that streamers, content creators, customer service staff, and other forms of interpersonal interaction are especially important in guiding consumers' purchase decisions.

CHAPTER 5
DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

This chapter interprets the empirical results in light of the research objectives and the proposed theoretical model. The analysis focused on whether Nike's Douyin-based 6P marketing components-product presentation, pricing communication, platform accessibility, promotional activities, people-related interaction, and service-process management-could explain consumers' intention to purchase Nike sportswear. Different from Chapter 4, which mainly presented statistical outcomes, this chapter further explains the meaning of the results, discusses the unequal predictive roles of the six 6P components, and connects the findings with prior studies on marketing mix, social commerce, livestream retail, and consumer buying intention.

The discussion is structured around the two research objectives. The first section examines whether the six 6P components significantly explained Purchase Intention. The second section compares their relative predictive power and discusses why People Strategy, Product Strategy, and Process Strategy showed stronger roles than the remaining dimensions. After that, the chapter outlines the theoretical contributions, managerial implications, research limitations, directions for future studies, and the final conclusion.

5.1 Discussion According to Research Objectives

5.1.1 RO1: Predictive Relationships between the 6P Dimensions and Purchase Intention

The first research objective focused on whether the six 6P components—product presentation, pricing communication, platform accessibility, promotional activities, people-related interaction, and service-process management—could explain consumers' intention to buy Nike sportswear on Douyin. The hierarchical regression findings indicated that the model had a strong explanatory capacity. When Age, Prior Nike Purchase Experience, and Monthly Living Expenses were included in Model 1, they accounted for 10.9% of the variation in Purchase Intention. After the six 6P predictors were incorporated

into Model 2, the explained variation rose to 56.8%. This marked increase shows that consumers' evaluations of Nike's Douyin-based 6P marketing practices offered substantial additional explanation beyond the effects of demographic and consumption-related control factors.

The hypothesis testing results supported five paths. Specifically, product presentation, price-related value, promotional communication, people-based interaction, and service-process experience all contributed positively to consumers' intention to buy. However, platform accessibility showed only a positive but insignificant relationship with Purchase Intention. This pattern suggests that consumers' intention to purchase Nike sportswear products on Douyin is shaped more strongly by product-related value presentation, price-value perception, promotional communication, people-related trust, and transaction-service reliability than by platform accessibility alone. The finding is broadly consistent with marketing mix research in social media and live-streaming contexts, where multiple controllable marketing elements are treated as important cues for consumer purchase responses (Ho et al., 2022; Wright et al., 2017).

Table 5. 1 Summary of Hypothesis Testing Results for RQ1

Hypothesis	Path	Standardized β	p-value	Result
H1	Product Strategy → Purchase Intention	0.215	<.001	Supported
H2	Price Strategy → Purchase Intention	0.142	<.001	Supported
H3	Place Strategy → Purchase Intention	0.038	0.248	Not supported
H4	Promotion Strategy → Purchase Intention	0.12	<.001	Supported
H5	People Strategy → Purchase Intention	0.29	<.001	Supported
H6	Process Strategy → Purchase Intention	0.164	<.001	Supported

The supported result for Product Strategy indicates that clear product information, product feature presentation, product quality presentation, and the match between Nike sportswear products and consumers' sports or lifestyle needs are important predictors of Purchase Intention. In the Douyin context, consumers often encounter Nike products

through short videos, live streams, product pages, advertisements, or campaign content rather than through direct offline product inspection. Product presentation therefore functions as an evaluative cue through which consumers assess product usefulness, suitability, and perceived value. This result supports the view that product-related information remains a core element of social media marketing and can shape consumers' purchase-related judgments before actual buying occurs (Wright et al., 2017). It also aligns with short-video advertising research showing that content characteristics can influence consumer purchase responses in Douyin-based environments (Meng et al., 2024).

The supported result for Price Strategy suggests that price reasonableness, discounts, coupons, perceived value for money, and price competitiveness remain meaningful predictors of Purchase Intention, even for a premium sportswear brand such as Nike. Rather, it suggests that consumers evaluate whether Nike's prices are justified by product quality, brand reputation, functional performance, and promotional benefits. In social commerce, platform-exclusive discounts, live-streaming coupons, and time-limited offers may strengthen perceived value and make premium products appear more attainable. This explanation aligns with consumer value theory, which argues that buyers' evaluations are formed through the combined assessment of price fairness, product quality, and perceived value.

The non-supported result for Place Strategy requires more careful interpretation. Place Strategy was positively correlated with Purchase Intention, but it became non-significant in the regression model after the other 6P variables and control variables were included. This does not mean that platform accessibility is unimportant. Rather, it suggests that accessibility may function as a basic condition in Douyin-based social commerce. Many users are already familiar with Douyin's search functions, recommendation feeds, shopping links, live rooms, and product pages. Once these platform functions become expected features, they may no longer strongly differentiate consumers' Purchase Intention. In this sense, Place Strategy may support the shopping process at a basic level, while Product Strategy, People Strategy, Process Strategy, Price Strategy, and Promotion Strategy provide more direct purchase-related cues.

The confirmed hypothesis for Promotion Strategy shows that Nike's promotional efforts, campaign communication, livestream deals, discount information, and platform-based promotional materials were positively associated with Purchase Intention. In the

Douyin environment, promotional content can improve product exposure, attract user attention, enhance perceived benefits, and encourage consumers to consider purchasing through short-video circulation and livestream interaction. Nevertheless, the standardized coefficient for Promotion Strategy was lower than those for People Strategy, Product Strategy, and Process Strategy. This implies that promotional incentives alone may have limited influence unless they are combined with trustworthy interpersonal communication, clearly communicated product value, and a dependable transaction process. This finding is in line with livestream marketing-mix studies, which regard promotion as an important but not independent driver of consumers' intention to buy. (Ho et al., 2022).

The supported result for People Strategy is one of the most important findings of this study. People Strategy showed the strongest standardized coefficient among all six 6P dimensions. This means that Nike-related streamers, creators, service personnel, influencers, and other brand representatives play a central role in predicting consumers' Purchase Intention on Douyin. Consumers are more likely to consider purchasing Nike sportswear products when the people presenting or supporting the products are perceived as professional, knowledgeable, helpful, and trustworthy. This result is particularly meaningful in social commerce because consumers often need diagnostic information about product authenticity, size selection, comfort, functional performance, delivery, and after-sales service. Human interaction can reduce uncertainty and strengthen purchase confidence in live-streaming and platform-based shopping contexts (Yang et al., 2024).

The supported result for Process Strategy shows that a convenient ordering process, efficient customer service, prompt problem handling, and reliable after-sales service positively predicted Purchase Intention. This result suggests that consumers' purchase intention cannot be explained solely by content appeal or promotional incentives. It also depends on whether consumers believe that the transaction and service journey will be smooth, efficient, and reliable. In Douyin-based social commerce, consumers may hesitate to purchase if they expect difficulties in ordering, payment, delivery, exchange, or after-sales communication. Therefore, Process Strategy works as a risk-reduction mechanism that helps convert consumer interest into purchase intention.

The three control variables also provided useful contextual information. In both Model 1 and Model 2, Age negatively predicted Purchase Intention, while Prior Nike Purchase Experience and Monthly Living Expenses positively predicted Purchase

Intention. This suggests that younger consumers, consumers with more previous Nike purchase experience, and consumers with higher spending capacity reported stronger Purchase Intention. However, the increase in explained variance from 10.9% in Model 1 to 56.8% in Model 2 indicates that the 6P variables provided much stronger explanatory value than demographic and consumption-related characteristics alone.

Table 5. 2 Control Variable Results in the Hierarchical Regression Models

Control Variable	**Model 1 β**	**Model 1 p**	**Model 2 β**	**Model 2 p**	**Interpretation**
Age	−.133	0.001	−.100	< .001	Younger consumers reported stronger Purchase Intention.
Prior Nike Purchase Experience	0.272	< .001	0.248	< .001	Consumers with more prior Nike purchases reported stronger Purchase Intention.
Monthly Living Expenses	0.096	0.02	0.117	< .001	Consumers with higher monthly living expenses reported stronger Purchase Intention.

The negative relationship between Age and Purchase Intention is understandable, as younger users are often more involved in short-video environments and may react more actively to online sportswear campaigns, fashion identity messages, and influencer communication. The positive coefficient of Prior Nike Purchase Experience suggests that previous consumption may reflect brand familiarity, accumulated trust, and repeated purchase tendency. The positive coefficient of Monthly Living Expenses indicates that purchasing power remains relevant because Nike sportswear products are generally positioned as relatively premium products.

5.1.2 RO2: Relative Predictive Strength of the 6P Dimensions

The second research objective was to identify which 6P dimensions had stronger predictive relationships with Purchase Intention. The standardized regression coefficients showed a clear ranking. People Strategy produced the highest standardized coefficient, followed in sequence by Product Strategy, Process Strategy, Price Strategy, Promotion Strategy, and Place Strategy. This order offers a clearer explanation of the different roles played by each marketing dimension in Nike's Douyin-based sportswear marketing context.

Table 5. 3 Relative Predictive Strength of the 6P Dimensions for RO2

Rank	6P Dimension	Standardized β	p-value	Interpretation
1	People Strategy	0.29	< .001	Human interaction, credibility, and trust-related cues showed the strongest predictive role.
2	Product Strategy	0.215	< .001	Clear product presentation and perceived product relevance strongly predicted Purchase Intention.
3	Process Strategy	0.164	< .001	Ordering convenience, service response, and after-sales reliability reduced purchase barriers.
4	Price Strategy	0.142	< .001	Reasonable prices, discounts, and value perception positively predicted Purchase Intention.
5	Promotion Strategy	0.12	< .001	Campaigns and promotional messages stimulated purchase consideration.
6	Place Strategy	0.038	0.248	Platform accessibility was positive but not significant after other dimensions were controlled.

The strongest standardized coefficient of People Strategy indicates that Douyin-based social commerce is not only a content-driven or price-driven environment; it is also a people-mediated purchase environment. Consumers rely on streamers, creators, influencers, and service personnel to interpret product information, demonstrate usage scenarios, answer questions, and provide reassurance before purchase. This finding suggests that people-related cues may be especially important for sportswear products because consumers often need advice about size, comfort, authenticity, product function, and suitable use scenarios. In this sense, People Strategy becomes a trust-building mechanism that strengthens consumers' confidence in the purchase decision.

Product Strategy ranked second, showing that Nike's product-related communication remains essential. Although Douyin is a highly interactive and entertainment-oriented platform, consumers still need clear information about product quality, functions, design, and relevance to their sports or lifestyle needs. This finding indicates that effective social media marketing should not rely only on emotional appeal or promotional stimulation. It must also provide concrete product value that consumers can evaluate.

Process Strategy ranked third, suggesting that the reliability of the purchase and service journey is an important condition for Purchase Intention. Consumers may become interested in Nike sportswear products because of content, promotion, or influencers, however, their intention to buy becomes stronger when they believe that ordering, customer support, problem resolution, and after-sales assistance are dependable. This result shows that buying intention in social commerce depends not only on visible marketing communication, but also on consumers' confidence in the service system behind the transaction.

Price Strategy and Promotion Strategy were both significant but showed smaller standardized coefficients. This suggests that price-related value and promotional activities are useful in encouraging purchase consideration, but they may not be the strongest drivers in the Nike sportswear context. For a premium brand such as Nike, consumers may respond to discounts and campaigns, but they also require credible product information, trustworthy people-related interaction, and a smooth service process before forming stronger Purchase Intention.

Finally, Place Strategy received the lowest ranking and did not reach statistical significance in the regression analysis. One possible explanation is that Douyin users may already regard platform access as a basic condition rather than a distinctive advantage. Product pages, livestream rooms, shopping links, and recommendation functions are generally expected to be readily available on the platform. Thus, Place Strategy may support purchasing behavior at a fundamental level, but it does not show an independent predictive role once the other 6P components are examined together. This result offers a useful managerial implication: simply improving access to platform channels may be insufficient to strengthen consumers' intention to buy Nike sportswear unless it is integrated with stronger people-based interaction, product presentation, service-process reliability, price value, and promotional communication.

5.2 Discussion in Relation to Previous Studies

This section situates the study's results within the broader literature on marketing mix, social commerce, sportswear buying intention, Nike-related digital communication, influencer-driven consumption, and platform interactivity. The comparison indicates that the findings generally align with earlier studies, which have shown that social media marketing and marketing-mix factors are connected with consumers' intention to buy. At the same time, this research adds further insight by applying a dimension-based 6P model and by comparing the predictive roles of product presentation, pricing communication, platform accessibility, promotional activities, people-related interaction, and service-process management in the Nike-on-Douyin sportswear setting.

Table 5. 4 Comparison between the Present Study and Previous Studies

Previous Study	Main Focus	Relevance to the Present Study
Aime et al. (2022)	Marketing mix, customer attitude, and purchase intention in social commerce	Supports the relevance of marketing mix elements in social commerce; the present study extends this logic by identifying the relative predictive strength of six 6P dimensions in the Nike-Douyin context.

Table 5. 4 (Continued)

Previous Study	Main Focus	Relevance to the Present Study
Nurhamidah and Fahlevi (2023)	Advertising factors affecting sportswear purchase intention	Supports the importance of promotional communication in sportswear purchase intention; the present study further shows that People Strategy and Product Strategy were stronger predictors than Promotion Strategy.
Bursan (2023)	Consumer value and risk perception in athletic shoe purchase intention	Supports the role of value and risk considerations in athletic footwear markets; the present study connects these mechanisms with Product Strategy, Price Strategy, and Process Strategy.
Perdana and Roostika (2023)	Social media communication, brand equity, and Nike purchase intention	Supports the importance of Nike-related social media communication; the present study shifts the focus from brand equity mechanisms to direct 6P strategy dimensions.
Khurram et al. (2023)	Social media opinion leaders and visually conspicuous consumption decisions	Supports the role of opinion leaders and influencers in social-media-driven consumption; the present study provides more specific evidence through the strong predictive role of People Strategy.
Wismiarsi et al. (2024)	Content interactivity, engagement, and purchase intention	Supports the importance of interactive social media content; the present study shows that interaction-related effects can be reflected through People Strategy and Promotion Strategy.
Ouyang and Xu (2025)	Social media marketing and consumers' purchase intention	Supports the general relationship between social media marketing and purchase intention; the present study provides a more operational explanation by decomposing social media marketing into six 6P dimensions.

5.2.1 Comparison with Social Commerce and Marketing Mix Research

The findings are broadly consistent with social commerce research in which marketing mix elements are treated as important factors related to customer attitude and purchase intention (Aime et al., 2022). The study supports this general conclusion by showing that the Social Media Marketing Mix is relevant in the Douyin-based Nike sportswear context. More importantly, it extends prior research by moving from a general marketing mix explanation to a dimension-specific 6P explanation. Rather than simply showing that marketing mix elements matter, this study identifies which specific dimensions are more strongly associated with Purchase Intention.

This difference matters because earlier studies often conceptualized social media marketing as a general variable. Although this approach can confirm the overall usefulness of social media marketing, it offers limited insight into which controllable strategic components deserve greater managerial attention. This research responds to that limitation by demonstrating that People Strategy, Product Strategy, and Process Strategy produced larger standardized coefficients than Price Strategy, Promotion Strategy, and Place Strategy. In the Nike-on-Douyin sportswear setting, this means that consumers' intention to buy is influenced not merely by exposure to social media marketing, but also by the particular type of marketing practice they experience.

The results also align with studies on digital marketing, which have found that online promotional activities can help explain consumers' purchase intention (Ouyang & Xu, 2025). Nevertheless, this research offers a more practice-oriented interpretation by showing that social media marketing should not be viewed as one broad and uniform influence. In Nike's Douyin marketing context, it can be separated into product presentation, pricing communication, platform accessibility, promotional activities, people-related interaction, and transaction-service process. The findings show that these components differ in their contribution to Purchase Intention. Therefore, this study enriches social commerce research by using the 6P framework to clarify how different parts of social media marketing operate internally.

5.2.2 Comparison with Sportswear and Athletic Shoe Purchase Intention Research

The significant result for Promotion Strategy is consistent with sportswear purchase intention research in which advertising and promotional factors are shown to be related to consumers' willingness to buy (Nurhamidah & Fahlevi, 2023). However, the present study provides a more nuanced finding. Although Promotion Strategy significantly predicted Purchase Intention, it was not the strongest predictor. People Strategy and Product Strategy showed stronger standardized coefficients. This indicates that, in Nike's Douyin-based sportswear setting, promotional appeal by itself may have limited ability to strengthen consumers' intention to buy unless it is reinforced by trustworthy interpersonal communication and clear presentation of product value.

This finding is meaningful because sportswear products involve both functional and symbolic evaluation. Consumers may be attracted by discounts, campaigns, or live-streaming offers, but they also need to understand product quality, functional features, size suitability, comfort, authenticity, and lifestyle relevance. Therefore, promotional content may stimulate attention, while Product Strategy and People Strategy provide the information and trust needed for stronger purchase-related responses. This helps explain why Promotion Strategy was significant but weaker than People Strategy and Product Strategy in the regression model.

The results also relate to value-risk explanations in athletic shoe purchase intention research. Consumer value and perceived risk have been shown to matter in athletic footwear markets, where consumers evaluate both product benefits and potential purchase uncertainty (Bursan, 2023). The present study extends this perspective by mapping value and risk mechanisms onto specific 6P strategy dimensions. Product Strategy communicates product quality, function, and need fit. Price Strategy shapes perceived value for money and price fairness. Process Strategy reduces uncertainty related to ordering, delivery, problem handling, and after-sales service. In this way, the present study shows how social media marketing strategies can create value and reduce perceived risk in the Nike-Douyin purchase environment.

5.2.3 Comparison with Social Media Communication, Influencer, and Interactivity Research

The findings are consistent with Nike-related social media communication research in which social media communication is linked to brand-related evaluation and purchase intention (Perdana & Roostika, 2023). However, the present study approaches this issue from a different angle. Instead of focusing on brand equity as the main mechanism, it examines six concrete strategy dimensions that consumers can perceive on Douyin. The significant results for Product Strategy, Promotion Strategy, People Strategy, and Process Strategy suggest that Nike's social media communication is more persuasive when it is supported by clear product presentation, credible people-related interaction, attractive promotional cues, and reliable transaction-service processes.

The strong effect of People Strategy also aligns with studies on influencer-driven consumption and digital opinion leadership. In visually oriented consumption settings, influencers and online opinion leaders can affect consumers' buying decisions by offering perceived credibility, social validation, and symbolic value (Khurram et al., 2023). Nike sportswear products can be understood as both functional and symbolically visible products because consumers may use them to express sport identity, fashion preference, lifestyle image, and social belonging. The finding that People Strategy had the strongest standardized coefficient suggests that streamers, creators, influencers, athletes, and service personnel can play a central role in helping consumers interpret product value and reduce purchase uncertainty.

The findings also relate to research on content interactivity and engagement. Interactive content has been linked to stronger purchase intention through consumer engagement in social media contexts (Wismiarsi et al., 2024). The significance of People Strategy and Promotion Strategy suggests that interaction-related mechanisms can also be captured at the strategy level. In Douyin-based Nike marketing, interaction is not limited to comments, likes, or entertainment. It may also appear in live-streaming explanations, influencer demonstrations, customer service responses, campaign participation, and real-time product consultation. Therefore, the present study complements interactivity-based research by showing how interactive and humanized communication can be represented through specific 6P strategy dimensions.

Overall, the comparison with previous studies shows that the present study both confirms and extends existing research. It confirms that social media marketing and marketing mix elements are relevant to purchase intention. At the same time, it extends previous research by showing that different 6P dimensions have unequal predictive strength in the Douyin-based Nike sportswear context. The strongest role of People Strategy highlights the importance of credibility, professional communication, and trust-building interaction, while the non-significant result for Place Strategy suggests that platform accessibility may function more as a baseline condition than as a strong independent predictor of Purchase Intention.

5.3 Key Findings and New Insights

This study provides several key findings and new insights into Nike's Douyin-based social media marketing. First, People Strategy was the strongest predictor of Purchase Intention. This finding suggests that, in Douyin-based sportswear social commerce, consumers do not respond only to product exposure, discounts, or platform convenience. Instead, the credibility, professionalism, helpfulness, and trustworthiness of streamers, creators, influencers, customer service personnel, and other brand-related communicators play a central role in shaping purchase-related responses. For Nike sportswear products, people-related cues are especially important because consumers often need guidance about product authenticity, size selection, comfort, functional performance, usage scenarios, delivery, and after-sales service.

Second, Product Strategy remained highly important even in a short-video and live-streaming platform environment. Although Douyin is often associated with entertainment, algorithmic recommendation, and interactive content, consumers still need clear and persuasive product information before forming Purchase Intention. The significant predictive role of Product Strategy indicates that product functions, quality presentation, design features, and sports or lifestyle relevance remain fundamental to consumers' purchase-related evaluation. This finding suggests that social media marketing should not rely only on visibility or emotional appeal; it must also provide information that helps consumers understand the product's practical and symbolic value.

Third, Process Strategy showed stronger predictive strength than Price Strategy and Promotion Strategy. This result indicates that consumers are sensitive not only to price incentives or promotional messages but also to the reliability of the ordering, customer service, problem-handling, and after-sales journey. In social commerce, a consumer may become interested in a product because of a video, live stream, or promotion, but purchase intention may weaken if the transaction process appears complicated or unreliable. Therefore, process reliability functions as an important risk-reduction mechanism in the Nike-Douyin context.

Fourth, Place Strategy was positive but not statistically significant after other 6P dimensions were controlled. This finding provides an important insight into Douyin-based commerce. Platform accessibility may be necessary, but it may no longer be a strong differentiating factor when consumers are already familiar with Douyin's search, recommendation, shopping cart, product page, and live-room functions. From this perspective, platform accessibility is better understood as a necessary condition for purchasing rather than as an independent source of Purchase Intention.

Overall, the results suggest that Nike's marketing effectiveness on Douyin should not be measured only by visibility indicators, such as exposure, views, likes, traffic, or discounts. Instead, Nike should emphasize the integration of trustworthy human interaction, persuasive product value communication, and reliable transaction-service arrangements. The key conclusion is that consumers' buying intention in Douyin-based sportswear social commerce is most strongly supported by the combined role of human credibility, product value clarity, and service reliability.

5.4 Theoretical Implications

First, it repositions the marketing mix framework within a platform-based commerce setting characterized by short videos, livestream interaction, and social shopping. Traditional marketing mix theory was developed mainly for general market exchange and offline or conventional retail settings. In the Douyin context, however, the 6P dimensions are expressed through platform-based product presentation, price communication, channel accessibility, promotional activities, people-related interaction, and transaction-service processes. By excluding Physical Evidence and focusing on Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, People Strategy, and Process Strategy, this

study shows how the marketing mix framework can be adapted to a digital platform environment where content exposure, interaction, and purchase functions are integrated.

Second, this research advances the purchase intention literature by adopting a more differentiated view of social media marketing. Rather than treating social media marketing as one general construct, this study separates it into specific strategic components. Although earlier studies have been useful in showing that online marketing is associated with consumers' intention to buy, they provide less detail about which controllable marketing elements have stronger effects (Sajjad & Shaikh, 2025). This study provides a dimension-specific explanation by showing that the six 6P dimensions do not have equal predictive strength. People Strategy, Product Strategy, and Process Strategy showed stronger standardized coefficients than Price Strategy, Promotion Strategy, and Place Strategy. This finding helps clarify the internal structure of social media marketing and provides a more precise explanation of how different strategic elements are associated with Purchase Intention.

Third, this research enriches sport brand marketing literature by comparing how different Douyin-based marketing strategies contribute to consumers' intention to buy Nike sportswear. Sportswear consumption involves both functional evaluation and symbolic expression. Consumers evaluate Nike products not only according to price and promotion but also according to product performance, lifestyle relevance, communicator credibility, and service reliability. The study therefore extends sport brand marketing research by showing that Douyin-based Purchase Intention is shaped by multiple strategic cues rather than by brand exposure or promotional stimulation alone.

A theoretical implication worth emphasizing is the centrality of People Strategy. Traditional marketing mix research often gives greater attention to product, price, place, and promotion (Xia, 2023). However, this study shows that people-related factors may become the strongest element in social commerce. This finding challenges the assumption that digital platform marketing is mainly driven by content exposure, algorithmic reach, or transaction convenience. Instead, it suggests that human credibility, professional explanation, interactive communication, and trust-building support may become central theoretical mechanisms in short-video and live-streaming commerce. In this sense, digitalization does not reduce the importance of human communication; it may increase the strategic value of streamers, creators, influencers, and service personnel.

5.5 Practical Implications

The findings provide several practical implications for Nike and other sportswear brands operating on Douyin. First, Nike should prioritize People Strategy as a central mechanism for converting consumer attention into Purchase Intention. People Strategy produced the strongest standardized coefficient among the six marketing mix dimensions, indicating that consumers place considerable importance on the individuals who communicate product information and provide service on the platform. Nike should therefore improve the professionalism, product knowledge, responsiveness, and trustworthiness of streamers, content creators, influencers, and customer service personnel. These individuals should be trained to explain product functions, materials, size selection, comfort, usage scenarios, product differences, and lifestyle suitability in a clear and credible manner. Customer service personnel should also provide timely and accurate responses to questions concerning product authenticity, delivery, exchanges, returns, and after-sales support. In selecting influencers and creators, Nike should consider brand fit, communication credibility, audience relevance, and product expertise rather than relying primarily on follower numbers or traffic volume.

Second, Nike should continue strengthening Product Strategy because clear and useful product presentation significantly predicts Purchase Intention. Product videos, live-streaming demonstrations, product-detail explanations, athlete usage scenarios, and lifestyle-oriented content should not only be visually appealing but also help consumers make informed product evaluations. Consumers need to understand how particular Nike sportswear products differ in function, design, material, comfort, size, and suitability for specific activities. Nike should therefore provide more detailed and scenario-based information showing whether a product is suitable for running, training, outdoor exercise, casual wear, commuting, or fashion-oriented use. Such content can reduce information uncertainty and enable consumers to connect product features with their personal sports and lifestyle needs.

Third, Nike should optimize Process Strategy across the entire Douyin consumer journey. The significant effect of Process Strategy indicates that consumers are more willing to consider purchasing when the transaction and service process is convenient, efficient, and reliable. Nike should ensure that product consultation, coupon use, order placement, payment, logistics tracking, returns, exchanges, and after-sales support are easy

to understand and complete. Information concerning delivery time, product authenticity, return conditions, refund procedures, and customer service access should be clearly displayed. Product-related complaints and service problems should also be handled promptly. In social commerce, even attractive product content may fail to generate purchase intention when consumers perceive the transaction process as complicated or risky. Process quality should therefore be treated as an integral component of social media marketing performance rather than merely as a back-end operational function.

Fourth, Nike should use Price Strategy and Promotion Strategy to reinforce perceived value rather than depending heavily on price reductions. Both strategies had significant positive effects on Purchase Intention, although their standardized effects were weaker than those of People Strategy, Product Strategy, and Process Strategy. This suggests that discounts, coupons, limited-time offers, live-streaming promotions, and campaign activities can increase purchase consideration, but they are more effective when combined with credible product information, trustworthy communication, and a smooth purchasing process. Because Nike maintains a premium sportswear positioning, price communication should explain the relationship between product quality, performance, design, brand meaning, and price. Promotional activities should also avoid excessive discount dependence, which may weaken brand value or encourage consumers to postpone purchases until future promotions become available.

Fifth, the unsupported effect of Place Strategy provides an important practical implication. The positive but statistically insignificant relationship between Place Strategy and Purchase Intention does not mean that platform accessibility is unimportant. Rather, it suggests that convenient access to Nike product pages, live-streaming rooms, recommendation feeds, shopping carts, and product information may already be regarded by consumers as a basic platform requirement. Because these functions are widely available on Douyin and are also offered by competing brands, they may no longer create sufficient differentiation to directly increase Purchase Intention after the other marketing mix dimensions are considered. Nike should therefore maintain the stability, visibility, and convenience of its platform channels, but it should not expect channel accessibility alone to produce stronger consumer purchase responses.

The non-significant Place Strategy result further suggests that Nike should shift from simply increasing the number of product links or traffic entrances to improving the quality of the consumer experience after consumers enter these channels. For example, recommendation links should direct consumers to relevant products, live-streaming rooms should provide useful explanations, product pages should contain complete and consistent information, and shopping links should connect smoothly with consultation, ordering, and after-sales services. Nike should therefore integrate channel accessibility with valuable content, credible human interaction, and reliable transaction processes instead of treating platform exposure and channel availability as sufficient outcomes in themselves.

Finally, the significant effects of the control variables also have managerial implications. The negative effect of age indicates that younger consumers may be more responsive to Nike's Douyin-based marketing, whereas older consumers may require clearer information, simpler purchasing procedures, and stronger service assurance. Prior Nike purchase experience had a positive effect, suggesting that customer retention, membership communication, repurchase reminders, and personalized recommendations may help strengthen Purchase Intention among existing consumers. Monthly living expenses also had a positive effect, indicating that consumers' spending capacity should be considered when designing product recommendations, price communication, and promotional offers. Nike may therefore use differentiated content and product combinations for consumers with different levels of brand experience, age, and spending ability.

Overall, the findings suggest that Nike should not allocate marketing resources equally across all six dimensions. People Strategy, Product Strategy, and Process Strategy should receive greater managerial attention because they provide stronger explanations of Purchase Intention. Price Strategy and Promotion Strategy should be used as value-enhancing tools, while Place Strategy should be maintained as essential digital infrastructure and integrated with the other marketing activities. Such a coordinated approach may be more effective than focusing narrowly on platform traffic, channel accessibility, or short-term promotional exposure.

5.6 Limitations and Future Research Directions

This study has several limitations. First, it used a cross-sectional questionnaire design, which limits strong causal inference. Although the regression results show predictive relationships between the 6P dimensions and Purchase Intention, they cannot fully confirm causal effects. Future studies may use experimental designs or longitudinal data to examine how changes in Nike's Douyin marketing strategies predict or shape Purchase Intention over time.

Second, this study focused only on Nike sportswear products on Douyin. Nike has a strong global brand image, and Douyin has distinctive short-video, live-streaming, algorithmic recommendation, and social commerce features. Therefore, the findings may be context-specific. Future research may compare Nike with Adidas, Anta, Li-Ning, Puma, or other sportswear brands to examine whether the relative predictive strength of the 6P dimensions differs across brands, market positions, or consumer groups.

Third, the study measured consumers' intention to buy rather than their actual purchasing actions. While intention can reflect a possible future buying tendency, it does not always result in real transaction behavior. Future studies may combine survey responses with clickstream data, platform behavioral data, order records, or transaction data to examine whether the 6P dimensions also predict actual purchase behavior.

Fourth, this study used a direct-effect model and did not include mediating or moderating mechanisms. Future research can extend, rather than replace, the present direct-effect model by examining psychological mechanisms such as brand trust, perceived value, brand attitude, perceived risk, perceived authenticity, or customer engagement. These variables may help explain why People Strategy, Product Strategy, and Process Strategy are more strongly associated with Purchase Intention.

Fifth, this study used non-probability sampling with quota considerations and snowball sampling, which limit the representativeness of the sample. Although the final sample included respondents from different demographic and regional groups, it cannot fully represent all Douyin users or all Nike sportswear consumers in China. Future research may use more systematic sampling methods or larger cross-regional samples to improve generalizability.

Finally, although Douyin is an important social commerce platform in China, consumers may also encounter Nike marketing through Xiaohongshu, TikTok, WeChat, Taobao Live, Bilibili, offline stores, and brand-owned channels. Future studies may compare multiple platforms to identify platform-specific marketing mix patterns and to examine whether the 6P dimensions operate differently across short-video platforms, live-streaming platforms, community-based platforms, and traditional e-commerce platforms.

5.7 Conclusion

The study analyzed how Nike's Douyin-based 6P marketing components affect consumers' intention to purchase sportswear products. The empirical results show that Product Strategy, Price Strategy, Promotion Strategy, People Strategy, and Process Strategy all made significant positive contributions to Purchase Intention, whereas Place Strategy showed only a positive but insignificant relationship. People Strategy played the most influential role, followed by Product Strategy, Process Strategy, Price Strategy, and Promotion Strategy. These results imply that, in the Douyin sportswear setting, consumers' intention to buy is driven more strongly by interpersonal credibility, effective product value communication, and dependable service processes than by platform access alone.

The study also found that younger consumers, consumers with more prior Nike purchase experience, and consumers with higher monthly living expenses reported stronger Purchase Intention. Nevertheless, the inclusion of the six 6P components greatly enhanced the explanatory strength of the model after the control factors had been considered. In general, the findings confirm that a systematic 6P perspective is useful for understanding Douyin-based social commerce and can guide sportswear brands in improving consumers' buying intention. For Nike, the evidence suggests that Douyin marketing effectiveness should go beyond visibility, traffic, and price promotions, and should place greater emphasis on trustworthy human communication, well-presented product value, and reliable transaction and service support.

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APPENDIXES



APPENDIX A

Questionnaire

Appendix A: Questionnaire (English Version)

Dear Sir/Madam,

Hello. This is an academic research questionnaire on Nike sportswear marketing on the Douyin platform. The purpose of this study is to examine how Nike's social media marketing mix influences consumers' purchase intention. The questionnaire is anonymous, and all data will be used only for academic research. There are no right or wrong answers. Please answer according to your true feelings and actual experience.

All scale items use a seven-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree.

Part 1: Screening Items

S1. Are you at least 18 years of age?

□ Yes □ No

S2. Have you used Douyin within the past three months?

□ Yes □ No

S3. Have you ever encountered Nike-related content on Douyin, such as short videos, live streams, advertisements, product links, or topic challenges?

□ Yes □ No

Part 2: Demographic and Control Variables

D1. Your gender:

□ Male □ Female

D2. Your age:

□ 18–25 years old □ 26–35 years old □ 36–45 years old

□ 46 years old and above

D3. Your location:

□ Eastern China □ Central China □ Western China

□ Northeast China

D4. Your highest education level:

□ High school or below □ College diploma/undergraduate degree

□ Master's degree or above

D5. Your average daily time spent on Douyin:

□ Less than 30 minutes □ 30 minutes to 1 hour □ 1 to 2 hours

□ More than 2 hours

D6. Your monthly living expenses:

□ Less than RMB 1,000 □ RMB 1,000–2,999 □ RMB 3,000–4,999

□ RMB 5,000 or above

D7. Number of times you purchased Nike products in the past year:

□ 0 times □ 1–2 times □ 3–5 times □ More than 5 times

Part 3: Social Media Marketing Mix (6P) Perception

Please evaluate your level of agreement with the following statements based on your actual experience of encountering Nike-related content on Douyin.

A. 1 Social Media Marketing Mix (6P) Perception

Variable	Code	Item	Response (1-7)
Product Strategy	PRO1	Nike provides clear information about its sportswear products on Douyin.	1-7
Product Strategy	PRO2	Nike presents the functions and features of its sportswear products clearly on Douyin.	1-7
Product Strategy	PRO3	Nike effectively presents the quality of its sportswear products on Douyin.	1-7
Product Strategy	PRO4	Nike's sportswear products shown on Douyin meet my sports or lifestyle needs.	1-7
Price Strategy	PRI1	The prices of Nike sportswear products on Douyin are reasonable.	1-7
Price Strategy	PRI2	Nike provides attractive discounts or coupons on Douyin.	1-7
Price Strategy	PRI3	Nike sportswear products on Douyin offer good value for money.	1-7

A. 1 (Continued)

Variable	Code	Item	Response (1-7)
Price Strategy	PRI4	The prices of Nike sportswear products on Douyin are competitive compared with similar products.	1-7
Place Strategy	PLA1	It is easy to find Nike sportswear products on Douyin.	1-7
Place Strategy	PLA2	Douyin provides convenient access to Nike product pages or live-streaming rooms.	1-7
Place Strategy	PLA3	Douyin's recommendation function helps me discover Nike sportswear products.	1-7
Place Strategy	PLA4	Nike product information is easily accessible through Douyin.	1-7
Promotion Strategy	PRM1	Nike's promotional activities on Douyin are attractive.	1-7
Promotion Strategy	PRM2	Nike's promotional messages on Douyin increase my interest in its products.	1-7
Promotion Strategy	PRM3	Nike offers various promotional activities on Douyin, such as discounts, coupons, or campaign events.	1-7
Promotion Strategy	PRM4	Nike's live-streaming or campaign promotions on Douyin encourage me to consider buying its products.	1-7
People Strategy	PEO1	Nike-related streamers or creators on Douyin are professional.	1-7
People Strategy	PEO2	Nike-related streamers or creators on Douyin are knowledgeable about Nike sportswear products.	1-7

A. 1 (Continued)

Variable	Code	Item	Response (1-7)
People Strategy	PEO3	Nike's online service personnel on Douyin provide helpful information.	1-7
People Strategy	PEO4	Nike-related people on Douyin are trustworthy.	1-7
Process Strategy	PRC1	The ordering process for Nike sportswear products on Douyin is convenient.	1-7
Process Strategy	PRC2	Nike's customer service on Douyin responds efficiently.	1-7
Process Strategy	PRC3	Nike handles product-related problems on Douyin promptly.	1-7
Process Strategy	PRC4	Nike's after-sales service on Douyin is reliable.	1-7

Part 4: Purchase Intention

Please evaluate your level of agreement with the following statements based on your true thoughts.

A. 2 Purchase Intention

Variable	Code	Item	Response (1-7)
Purchase Intention	PI1	I would consider purchasing Nike sportswear products on Douyin.	1-7
Purchase Intention	PI2	I am willing to purchase Nike sportswear products on Douyin.	1-7
Purchase Intention	PI3	I intend to purchase Nike sportswear products when I need sportswear.	1-7
Purchase Intention	PI4	I would choose Nike sportswear products over similar alternatives on Douyin.	1-7

The survey has ended. Thank you again for your participation.

Appendix B: Questionnaire (Chinese Version)

尊敬的先生/女士：

您好，这是一份关于耐克运动服饰在抖音平台营销效果的学术调研问卷。本研究旨在探讨耐克社交媒体营销组合策略如何影响消费者的购买意愿。问卷采用匿名形式填写，所有数据仅用于学术研究用途，不存在正确或错误答案，请根据您的真实感受和实际体验作答。

所有量表项目均采用七点李克特量表：1=强烈不同意，2=不同意，3=有些不同意，4=中立，5=有些同意，6=同意，7=强烈同意。

Part 1: 筛查项目

S1. 您是否年满 18 岁？

□ 是　　□ 否

S2. 您在过去三个月内使用过抖音吗？

□ 是　　□ 否

S3. 您是否曾在抖音上接触过与耐克相关的内容，例如短视频、直播、广告、商品链接或话题挑战？

□ 是　　□ 否

Part 2: 人口统计学变量及控制变量

D1. 性别:

□ 男　　□ 女

D2. 年龄:

□ 18–25 岁　　□ 26–35 岁　　□ 36–45 岁　　□ 46 岁及以上

D3. 居住地:

□ 华东　　□ 华中　　□ 华西　　□ 华北

D4. 您的最高教育水平:

□ 高中或以下学历　　□ 大学文凭/本科学位　　□ 硕士学位或更高学历

D5. 您每天平均在抖音上花费的时间:

□ 不到 30 分钟 □ 30 分钟-1 小时 □ 1- 2 小时 □ 超过 2 小时

D6. 您的每月生活开支:

□ 低于 1,000 元 □ 1,000–2,999 元 □ 3,000–4,999 元 □ 5000 元及以上

D7. 过去一年中您购买耐克产品的次数:

□ 0 次 □ 1–2 次 □ 3–5 次 □ 超过 5 次

Part 3: 社交媒体营销组合（6P）认知维度

请根据您在抖音上接触耐克相关内容的实际体验，评估您对以下陈述的认同程度。

B. 1 社交媒体营销组合（6P）：认知维度

变量	代码	项目	评分（1-7）
产品策略	PRO1	耐克在抖音平台上对其运动服饰产品提供了清晰的信息说明。	1-7
	PRO2	耐克在抖音平台上清晰地展示了其运动服饰产品的各项功能与特点。	1-7
	PRO3	耐克在抖音平台上能够有效展示其运动服饰产品的品质。	1-7
	PRO4	抖音上展示的耐克运动服饰产品符合我的运动或生活方式需求。	1-7
价格策略	PRI1	抖音平台上耐克运动服饰产品的价格是合理的。	1-7
	PRI2	耐克在抖音平台提供有吸引力的折扣或优惠券。	1-7
	PRI3	抖音上的耐克运动服饰产品具有较高的性价比。	1-7
	PRI4	抖音平台上耐克运动服饰产品的价格相较于同类产品具有竞争力。	1-7

B. 1 (Continued)

变量	代码	项目	评分（1-7）
布局策略	PLA1	在抖音上很容易找到耐克的运动服饰产品。	1-7
	PLA2	抖音可便捷地访问耐克产品页面或直播房间。	1-7
	PLA3	抖音的推荐功能帮我发现了耐克运动服饰产品。	1-7
	PLA4	通过抖音可以轻松获取耐克的产品信息。	1-7
推广策略	PRM1	耐克在抖音上的促销活动具有吸引力。	1-7
	PRM2	耐克在抖音平台发布的推广内容进一步提升了我对该公司产品的兴趣。	1-7
	PRM3	耐克在抖音平台推出多种促销活动，包括折扣优惠、优惠券以及主题活动等。	1-7
	PRM4	耐克在抖音平台上的直播活动或促销推广，让我产生了购买其产品的念头。	1-7
人员战略	PEO1	与耐克相关的主播或内容创作者表现出较高的专业性。	1-7
	PEO2	抖音平台上与耐克相关的主播或创作者均对耐克运动服饰产品非常熟悉。	1-7
	PEO3	耐克在抖音上的在线客服人员会提供实用信息。	1-7
	PEO4	抖音上与耐克相关的内容创作者都是值得信赖的。	1-7
流程策略	PRC1	在抖音上订购耐克运动服饰产品非常便捷。	1-7
	PRC2	耐克能够及时处理抖音平台上的产品相关问题。	1-7
	PRC3	耐克会迅速处理抖音平台上的产品相关问题。	1-7
	PRC4	耐克在抖音上的售后服务非常可靠。	1-7

Part 4: 购买意向

请根据您的真实想法，评估您对以下陈述的认同程度。

B. 2 购买意向

变量	代码	项目	评分 (1-7)
购买意向	PI1	我考虑在抖音上购买耐克的运动服饰产品。	1-7
	PI2	我愿意在抖音上购买耐克运动服饰产品。	1-7
	PI3	当我有运动服饰需求时，我会考虑购买耐克运动服饰产品。	1-7
	PI4	在抖音上购买运动服饰时，相较于其他类似品牌，我更倾向于选择耐克。	1-7

调查已经结束。再次感谢您的参与。

APPENDIX B

Article

Appendix B: Article.

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Research Paper

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

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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

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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

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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

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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

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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

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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

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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.

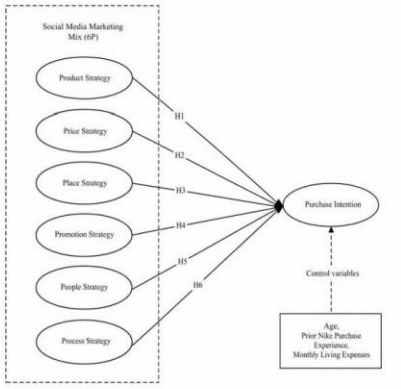

Figure 1. Theoretical Framework

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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

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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

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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.

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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

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Marketing Mix predicts Purchase Intention in the Douyin context.

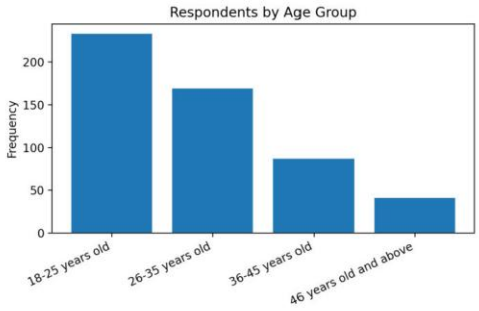

Figure 2. Respondents by Age Group

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

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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 (α = .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, χ^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

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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.

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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 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

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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.

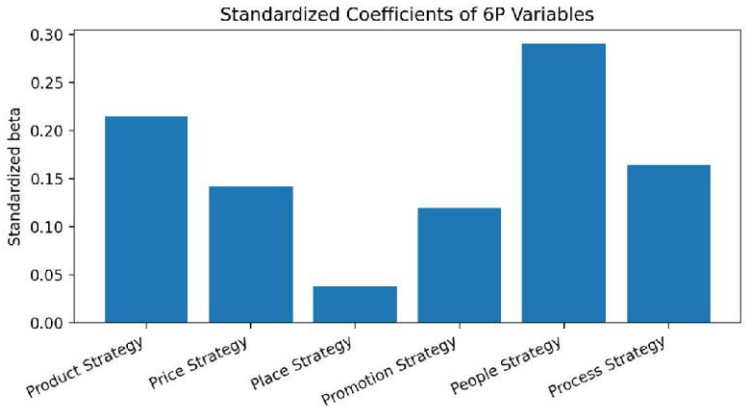

Figure 3. Standardized Regression Coefficients of the 6P Variables

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

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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

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(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

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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

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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

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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 Strategy	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.
	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	PRI1	The prices of Nike sportswear products on Douyin are reasonable.
	PRI2	Nike provides attractive discounts or coupons on Douyin.
	PRI3	Nike sportswear products on Douyin offer good value for money.
	PRI4	The prices of Nike sportswear products on Douyin are competitive compared with similar products.
Place Strategy	PLA1	It is easy to find Nike sportswear products on Douyin.
	PLA2	Douyin provides convenient access to Nike product pages or live-streaming rooms.
	PLA3	Douyin's recommendation function helps me discover Nike sportswear products.
	PLA4	Nike product information is easily accessible through Douyin.
Promotion Strategy	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.

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