

Social Media Marketing and Purchase Intention: The Mediating Role of Brand Awareness in Nike Products

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Abstract

Purpose: This study investigates the impact of Social Media Marketing (SMM) on consumers' purchase intentions toward Nike products, with brand awareness serving as a mediating variable.

Research Methodology: A quantitative approach with a causal-explanatory and cross-sectional design was employed. Data were collected through a survey of 361 valid respondents who were familiar with Nike products, actively used social media, and had been exposed to Nike SMM activities. A five-point Likert scale questionnaire was used to measure SMM, brand awareness, and purchase intention. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS.

Results: The results show that SMM has a significant and positive impact on both brand awareness and purchase intention. Brand awareness also positively and significantly influenced purchase intention. Furthermore, the indirect impact of SMM on purchase intention through brand awareness was significant, verifying the mediating role of brand awareness.

Conclusions: The results demonstrate that Nike's social media marketing can enhance consumers' purchase intentions both directly and indirectly by strengthening brand awareness. The existence of significant indirect and direct impacts indicates a partial mediation effect.

Limitations: This study is limited by its cross-sectional design, focus on Nike products, and examination of only three constructs.

Contributions: This study enriches the literature on social media marketing, brand awareness, purchase intention, sportswear marketing, and digital consumer behavior by extending the Stimulus-Organism-Response (S-O-R) framework within the context of Nike products.

Keywords: *Brand Awareness, Nike, Purchase Intention, Social Media Marketing, Stimulus-Organism-Response Theory*

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1. Introduction

Digital technology has changed how companies communicate with consumers, build brand relationships, and stimulate buying considerations. Social media is no longer only a communication channel; it has become a strategic marketing environment in which brands combine information, entertainment, interaction, persuasion, and visual identity. In this environment, consumers are

repeatedly exposed to brand content through feeds, videos, comments, campaigns, influencer communication, and peer discussions. These characteristics make social media particularly relevant for brands whose products depend on visual appeal, symbolic meaning, lifestyle associations, and consumer engagement. Contemporary marketing research also shows that social media creates opportunities for firms to strengthen brand awareness, improve brand equity, and influence consumer behavior ([Appel, Grewal, Hadi, & Stephen, 2020](#); [Dwivedi et al., 2021](#); [Godey et al., 2016](#); [Yadav & Rahman, 2017](#)).

The sportswear and lifestyle market is closely connected to the visual and interactive characteristics of social media. Consumers often encounter product images, athlete endorsements, campaign messages, user-generated content, and product reviews before making purchase decisions. Nike is a global sportswear brand that actively uses Social Media Marketing (SMM) to communicate lifestyle values, product innovation, athletic identity, and brand meaning. In the digital context, Nike marketing communication does not simply provide product information. It also reinforces consumers' familiarity with the brand, helps them recognize symbols and campaign messages, and encourages them to consider Nike products when evaluating sportswear and lifestyle alternatives.

Purchase intention is a fundamental outcome in digital marketing because it reflects consumers' willingness to consider buying a product after processing information and evaluating the value of the brand. Purchase intention in social media environments can be directly affected by marketing stimuli, including promotional content, interactions, product presentations, and brand communication. However, purchase intention can also be shaped indirectly through consumers' internal cognitive states. Brand awareness is an important cognitive state. Consumers who can recognize and recall a brand are more likely to include it in their consideration set. Therefore, brand awareness may serve as a mechanism through which SMM affects purchase intention ([Barreda, Bilgihan, Nusair, & Okumus, 2015](#); [Hutter, Hautz, Dennenhardt, & Fuller, 2013](#); [Majeed, Owusu-Ansah, & Ashmond, 2021](#)).

This study implements the Stimulus-Organism-Response (S-O-R) perspective to explain the relationship among social media marketing, brand awareness, and purchase intention. The S-O-R perspective explains how external marketing stimuli influence consumers' internal cognitive and emotional processes, which subsequently shape behavioral responses. In this framework, social media marketing functions as a stimulus that provides digital information, interaction, and engagement experiences. Brand awareness represents the internal cognitive mechanism developed through consumers' exposure to brand-related information, while purchase intention represents the behavioral response reflected in consumers' willingness to consider purchasing products. Recent studies demonstrate that social media marketing activities influence consumer decision-making through psychological mechanisms such as brand awareness, consumer engagement, trust, and perceived value ([Dwivedi et al., 2021](#); [Koay et al., 2021](#); [Liu et al., 2024](#)).

Although previous research has examined social media marketing and consumer responses, further evidence is needed in the context of global sportswear brands. Nike represents a relevant case because its brand meaning is strongly communicated through digital content, visual campaigns, athlete endorsements, and lifestyle-oriented messages. Recent digital marketing research highlights that global brands increasingly utilize social media platforms to strengthen consumer relationships, enhance brand equity, and maintain brand relevance in highly competitive markets ([Dwivedi et al., 2021](#); [Hollebeek & Macky, 2022](#)). In this context, social media marketing is not only a promotional tool but also a strategic mechanism for developing consumer-brand relationships.

This research provides practical insights for marketers who need to develop social media strategies that not only attract consumer attention but also strengthen brand recognition and purchase consideration. Previous studies indicate that social media marketing activities contribute to consumer responses by improving brand-related knowledge, engagement, and emotional attachment ([Koay et al., 2021](#); [Zhang et al., 2023](#)). Therefore, examining the relationship between social media marketing, brand awareness, and purchase intention provides valuable implications for digital branding strategies.

Although previous studies have investigated the relationship between social media marketing and purchase intention, several gaps remain. First, many studies examine social media marketing as a general predictor of consumer behavior, while limited attention has been given to established global sportswear brands with strong existing brand awareness. In such contexts, social media marketing may function not only to create awareness but also to maintain brand salience and strengthen consumers' memory structures toward the brand ([Dwivedi et al., 2021](#); [Zhang et al., 2023](#)).

Second, previous studies have frequently focused on the direct relationship between social media marketing and purchase intention, while fewer studies explain the cognitive mechanism underlying this relationship. Brand awareness is important because consumers are more likely to consider brands that are easily recognized and recalled during purchasing decisions. Recent studies confirm that brand awareness plays an important role in connecting digital marketing activities with consumer behavioral intentions ([Liu et al., 2024](#)).

Third, empirical evidence regarding social media marketing, brand awareness, and purchase intention in the context of global sportswear brands remains limited. This research context is important because Nike operates in a competitive lifestyle market where consumers are continuously exposed to competing brands, influencer marketing, and digital campaigns. Therefore, applying the S-O-R perspective provides a more comprehensive understanding of how digital marketing stimuli influence consumer purchase decisions.

Based on this background, this study aims to investigate the effect of SMM on purchase intention toward Nike products by examining the mediating role of brand awareness. This study employed a quantitative causal and explanatory design, a cross-sectional survey, purposive sampling, a 5-point Likert scale, and Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS. The final dataset consisted of 361 valid respondents who knew Nike products, actively used social media, and had been exposed to Nike SMM.

2. Literature Review and Hypotheses Development

2.1 Social Media Marketing

Social Media Marketing (SMM) refers to marketing activities conducted through social media platforms to communicate with consumers, distribute brand content, facilitate interactions, and build relationships. Compared with traditional one-way communication, social media marketing allows companies to engage in more interactive, dynamic, and consumer-centered communication. The dimensions of SMM commonly discussed in the literature include interaction, customization, entertainment, trendiness, and electronic Word-of-Mouth (e-WOM) ([Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, 2016](#); [Kim, & Ko, 2012](#); [Yadav, & Rahman, 2017](#)). These dimensions are important because consumers do not evaluate social media only as advertising tools. They also evaluate whether the content is useful, visually appealing, entertaining, relevant, and capable of supporting interactions with the brand.

In digital consumer behavior, SMM is linked to brand awareness, brand equity, consumer-brand engagement, and purchase intention. [Godey et al. \(2016\)](#) show that SMM efforts able to strengthen consumer behavior and brand equity in fashion-related contexts. [Yadav and Rahman \(2017\)](#) enhanced a scale for measuring consumer perceptions of SMM activities in e-commerce settings, indicating that SMM able to be understood as a multidimensional construct. [Cheung, Pires, and Rosenberger \(2020\)](#) further explain that perceived SMM elements can influence consumer-brand knowledge and brand engagement. These studies support the argument that SMM works not only as a promotion tool but also as a source of brand knowledge and consumer involvement.

In the Indonesian digital marketing context, [Shafira, Zaman, and Anisa \(2026\)](#) showed that Instagram-based promotion can enhance consumer engagement and support purchase intention. Similarly, [Walewangko, Mandagi, and Indrajit \(2024\)](#) demonstrated that social media marketing contributes to brand-related outcomes by shaping consumers' perceptions of brand personality and gestalt. Recent research has also highlighted the importance of SMM and platform engagement.

[Alalwan \(2018\)](#) found that social media advertising features can predict customer purchase intention. Voorveld, Van [Voorveld, Muntinga, and Bronner \(2018\)](#), argued that connection with social media and advertising differs across platform types, suggesting that marketers need to understand platform-specific consumer experiences. [Ji, Miei, and Huang \(2022\)](#) also show that social media advertising features can affect sharing and consumption intentions through customer engagement. In line with these findings, social media marketing can be seen as an important stimulus that attracts attention, communicates product value, and encourages consumers to develop positive responses to brands.

Social media marketing is especially relevant for Nike products because the brand uses visual images, campaign messages, product storytelling, athletic identity, and lifestyle content. Consumers can recognize Nike through product visuals, campaign themes, symbols, and brand communication on social media. When these marketing activities are perceived positively, they may strengthen consumers' brand awareness and encourage them to consider buying Nike products. Accordingly, SMM in this study refers to consumers' perception of Nike's marketing activities through social media, including promotional content, interaction, product information, visual presentation, and brand communication.

2.2 Brand Awareness

Brand awareness is a core component of brand knowledge and equity. It correlates with consumers' ability to recognize a brand among alternatives and recall it within a product category. Brand awareness includes the recognition of a brand name, logo, symbol, slogan, visual identity, product cues, and campaign messages. Consumers with brand awareness are more likely to remember it when making purchase decisions, especially in markets where many alternatives are available. In the sportswear and lifestyle market, brand awareness is important because consumers often compare brands based on their familiarity, symbolism, design identity, and perceived relevance to their lifestyle ([Rayo et al., 2024](#)).

Social media can strengthen brand awareness by repeatedly exposing consumers to brand-related contents. [Barreda et al. \(2015\)](#) discovered that online social networks able to support the progress of generate brand awareness. [Hutter et al. \(2013\)](#) also show that user interaction on social media able to influence brand awareness and purchase intention. In social media environments, brand awareness is developed not only through formal advertising but also through user interactions, campaign sharing, product visuals, and electronic word-of-mouth. Consumers may repeatedly see the same brand elements through different touchpoints, strengthening recognition and recall.

Brand awareness is also closely correlated with the consumer decision-making process. When consumers recognize a brand more easily, it becomes more accessible in their memory. This increases the probability that the brand will be included in the consumer's consideration set. Studies on digital marketing and brand equity propose that SMM can improve consumer knowledge and brand salience, which may influence subsequent purchase-related responses ([Ebrahim, 2020](#); [Godey et al., 2016](#); [Majeed et al., 2021](#); [Zegiri et al., 2025](#)). For Nike, brand awareness may be reflected in consumers' competence to discover the brand through its logo, slogan, product visuals, social media campaign messages, and lifestyle positioning. In this study, brand awareness plays the role of an internal cognitive mechanism. Consumers exposed to Nike's SMM may become more familiar with the brand and more likely to remember Nike when thinking about sportswear and lifestyle products. Therefore, brand awareness is not only an outcome of SMM but also a mechanism that may translate marketing exposure into purchase intention.

2.3 Purchase Intention

Purchase intention is related to consumers' willingness or tendency to buy a service or product in the future. It reflects a behavioral intention that emerges after consumers evaluate information, perceived value, brand image, and marketing communications. Although purchase intention is not the same as actual purchase behavior, it is a fundamental indicator of consumer response because it captures the likelihood that consumers will consider a brand when making buying decisions. In digital marketing research, purchase intention is often used to test the effectiveness of SMM and online

brand communication ([Alalwan, 2018](#); [Hasan & Sohail, 2021](#); [Sharma, Fadahunsi, Abbas, & Pathak, 2022](#)).

In social media contexts, purchase intentions may be affected by several mechanisms. SMM can directly affect purchase intention when consumers perceive the content to be attractive, informative, interactive, and relevant. It can also indirectly affect purchase intention by shaping the brand image, brand awareness, brand trust, or brand engagement. [Aji, Nadhila, and Sanny \(2020\)](#), [Hasan and Sohail \(2021\)](#), and [Majeed et al. \(2021\)](#) show that SMM can impact consumer purchase decisions and purchase intention in different consumer markets. [Hussain, Ting, and Mazhar \(2022\)](#) also suggest that social media advertising value can support consumer value co-creation and purchase intention. In the context of fashion products, [Walewangko, Mandagi, and Indrajit \(2024\)](#) indicate that integrated brand elements can strengthen consumers' purchase intentions, suggesting that purchase intention is shaped not only by promotional exposure but also by how consumers perceive and connect with the brand.

For sportswear products, purchase intention is influenced not only by functional considerations but also by brand familiarity, symbolic value, lifestyle association, and the perceived attractiveness of product communication. Nike's SMM may encourage consumers to consider buying Nike products by communicating product benefits, brand identity, visual appeal, campaign meaning, and consumer engagement. Consumers who repeatedly see Nike's social media content may become more interested in the products and more likely to include Nike in their purchase consideration. Thus, purchase intention in this study relates to consumers' willingness to consider buying Nike products after being exposed to brand information or promotion through social media.

2.4 Stimulus-Organism-Response Theory

The S-O-R theory describes how an external stimulus influences an individual's internal state and subsequently produces a behavioral response. In marketing research, stimuli may take the form of communication, advertising, content, product presentation, or other external cues. The organism refers to the consumer's internal cognitive or affective state, while the response refers to the behavioral intention or action that follows. This framework is useful for digital marketing because online communication can influence consumers through both direct and indirect psychological processes.

In this study is placed as the stimulus because it represents external marketing communication delivered through digital channels. Brand awareness is positioned as an organism because it represents consumers' internal cognitive recognition and recall of Nike after exposure to SMM. Purchase intention was positioned as the response because it reflects consumers' willingness to consider buying Nike products. This structure follows studies that apply the S-O-R logic to social commerce, fashion products, and digital consumer behavior ([Hewei, & Youngsook, 2022](#); [Khan, Yang, Shafi, & Yang, 2019](#)).

The S-O-R framework is relevant because SMM may not always directly impact purchase intention. Consumers may first process the stimulus by forming or strengthening their awareness of the brand. When brand awareness increases, consumers are more likely to remember the brand and evaluate it positively during purchase consideration. Thus, the S-O-R framework supports the proposed mediation mechanism, in which brand awareness explains how SMM affects purchase intention.

2.5 Hypotheses Development

SMM, and brand awareness. SMM can enhance brand awareness by exposing consumers to brand identity, visual cues, campaign messages, product information, and interactive content. Repeated exposure to Nike's logo, slogan, product visuals, and lifestyle campaigns can improve consumers' ability to discover and recall the brand. Prior research supports the correlation between SMM and brand awareness. [Hutter et al. \(2013\)](#) discovered that social media interaction impacts purchase intention and brand awareness, while [Barreda et al. \(2015\)](#) show that online social networks can generate brand awareness. [Godey et al. \(2016\)](#) and [Zeqiri et al. \(2025\)](#) also support the positive part of SMM in brand-related outcomes. Therefore, H_1 is proposed as follows:

H₁: SMM positively impacts brand awareness

SMM, and purchase intention. SMM can also directly influence purchase intention because consumers may respond to promotional content, product information, visual presentation, and interactive communication. Attractive and informative social media content can stimulate interest, create product relevance, and encourage consumers to consider purchasing. Previous studies have shown that SMM and social media advertising can influence purchase intentions across different sectors ([Alalwan, 2018](#); [Hanaysha, 2022](#); [Hasan & Sohail, 2021](#); [Sharma et al., 2022](#)). In the Nike context, SMM may encourage consumers to consider Nike products by communicating the brand's value and product attractiveness. Therefore, the *H₂* is proposed:

H₂: SMM positively affects purchase intention

Brand awareness and purchase intention: Brand awareness can increase purchase intention because consumers tend to consider brands that they recognize and remember. Awareness makes the brand more accessible in memory and can influence the formation of consumer preferences. Previous studies have suggested that brand awareness is correlated with purchase intention and consumer response ([Barreda et al., 2015](#); [Hutter et al., 2013](#); [Majeed et al., 2021](#)). In the sportswear market, consumers who are more aware of Nike may be more likely to consider buying Nike products. Therefore, *H₃* is proposed:

H₃: Brand awareness positively affects purchase intention

Mediating Role of Brand Awareness. The S-O-R framework suggests that the impact of a stimulus on a response may occur through an internal organismic process. In this study, SMM is expected to improve brand awareness, which then increases the purchase intention. This suggests that brand awareness may serve as a mediating variable that explains part of the correlation between SMM and purchase intention. Prior research on SMM, brand equity, and consumer behavior supports the fundamental internal brand-related mechanisms in shaping purchase intention ([Cheung et al., 2020](#); [Ebrahim, 2020](#); [Godey et al., 2016](#); [Zollo, Filieri, Rialti, & Yoon, 2020](#)). Therefore, *H₄* is proposed.

H₄: Brand awareness mediates the relationship between SMM and purchase intention

2.6 Conceptual Framework

Derived from the S-O-R perspective and the proposed hypotheses, the conceptual framework explains the indirect and direct relationships among SMM, brand awareness, and purchase intention. SMM was treated as the stimulus, brand awareness as the organism or mediating construct, and purchase intention as the response. The framework also shows that SMM is expected to directly and indirectly impact purchase intention through brand awareness. As shown in Figure 1, SMM is hypothesized to influence brand awareness and purchase intention, and brand awareness is expected to mediate the relationship between SMM and purchase intention.

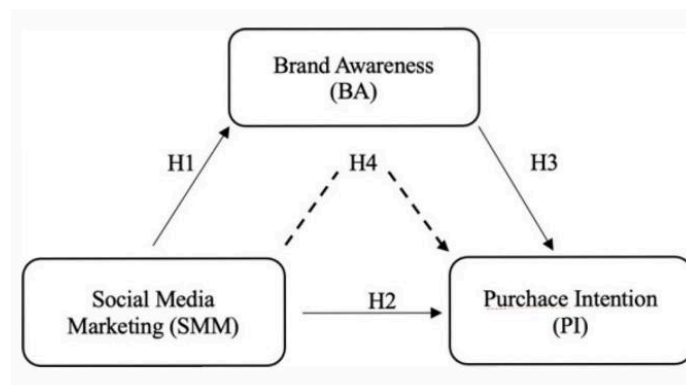


Figure 1. Conceptual framework

Figure 1 presents the four relationships. H_1 links SMM to brand awareness, H_2 links SMM to purchase intention, H_3 links brand awareness to purchase intention, and H_4 represents the mediating effect of brand awareness on the relationship between SMM and purchase intention.

3. Research Methodology

3.1 Research Design

This study used a quantitative explanatory and causal study design. The design was appropriate because the objective was to scrutinize the causal correlations among SMM, brand awareness, and purchase intention. The study was cross-sectional because the data were collected from respondents at one point in time. A survey-based approach was employed to gather standardized responses from consumers who met the research criteria of this study. The quantitative approach allowed the relationships among latent variables to be statistically analyzed using PLS-SEM. The theoretical basis for this study is the S-O-R framework. In the research model, SMM is the stimulus, brand awareness is the organism or mediating variable, and purchase intention is the response variable. This theoretical model was tested using SmartPLS, which is suitable for estimating latent variable relationships, examining measurement quality, and testing mediation effects.

3.2 Population, Sample, and Sampling Technique

The population of this study consisted of individual consumers who knew about Nike products, actively used social media, and had been exposed to Nike's SMM. The sample was selected using purposive sampling because the respondents needed to meet specific criteria related to product knowledge, social media use, and exposure to Nike's SMM. The final analysis included 361 valid responses. The use of 361 valid responses was considered adequate for this study for the following reasons. First, the sample consisted of respondents who met the purposive sampling criteria, such as consumers who were familiar with Nike products, actively used social media, and had been exposed to Nike SMM activities. Therefore, the respondents were relevant to evaluate the correlation among SMM, brand awareness, and purchase intention for Nike products.

Second, the sample size was appropriate for the PLS-SEM analysis because the research model was relatively simple and consisted of three latent constructs: SMM, brand awareness, and purchase intention. The model included 20 measurement indicators, consisting of eight indicators for SMM, eight indicators for brand awareness, and four indicators for purchase intention. Because the number of valid responses was substantially higher than the number of indicators and exceeded the commonly recommended minimum sample requirement for PLS-SEM, the sample size was considered sufficient to examine both the measurement and structural models.

Third, the use of 361 valid responses increased the statistical stability of the estimation results. A larger sample size provides better support for testing indicator internal consistency reliability, reliability, discriminant validity, convergent validity, path coefficients, R-squared values, and mediation effects. Nevertheless, the final sample size was adequate to assess the proposed hypotheses and explain the correlation between SMM, brand awareness, and purchase intention.

3.3 Data Collection

Data were gathered using a structured questionnaire. The questionnaire measured respondents' perceptions of Nike's SMM, brand awareness of Nike, and purchase intention toward Nike products. A 5-point Likert scale was employed to capture respondents' level of agreement with each measurement item. The use of a Likert scale was appropriate because the research measured perceptions, cognitive awareness, and behavioral intention. Respondents were screened to ensure that they were familiar with Nike products, actively used social media, and had experience with Nike's SMM.

3.4 Measurement of Variables

This study measured three latent variables: SMM, brand awareness, and purchase intention. SMM was examined using eight indicators, brand awareness using eight indicators, and purchase intention using four indicators. The measurement items were adjusted based on previous research on advertising

awareness, SMM, brand awareness, brand equity, and purchase intention. The operational definitions and measurement items are listed in Table 1.

Table 1. Measurement items

Variables	Variable Description	Items
Social Media Marketing (SMM)	Social media marketing refers to consumers' perception of Nike marketing activities on social media, including promotional content, interaction, product information, visual presentation, and brand communication.	SMM1-SMM8
Brand Awareness (BA)	Brand awareness relates to consumers' capability to recognize and remember Nike as a sportswear and lifestyle brand through its logo, slogan, product visuals, and campaign messages.	BA1-BA8
Purchase Intention (PI)	Purchase intention refers to consumers' willingness to consider buying Nike products after being exposed to brand information or promotions through social media.	PI1-PI4

Adapted from [Barreda et al. \(2015\)](#); [Godey et al. \(2016\)](#); [Kim and Ko \(2012\)](#); [Prameswari and Giri \(2022\)](#); [Putri and Tantra \(2023\)](#); [Tantra, Rachmawati, and Pamungkas \(2022\)](#); [Yadav and Rahman \(2017\)](#) and [Hutter et al. \(2013\)](#).

3.5 Data Analysis Technique

The data were scrutinized using PLS-SEM with SmartPLS. The analysis was conducted in two stages. First, the measurement model was appraised to test the indicator internal consistency reliability, reliability, discriminant validity, and convergent validity. The criteria involved outer loading, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), HTMT, and the Fornell-Larcker Criterion. Outer loadings > 0.70 indicate acceptable indicator reliability. Cronbach's Alpha and Composite Reliability values > 0.70 indicate adequate reliability, while AVE > 0.50 indicates convergent validity. HTMT values below 0.85 indicate discriminant validity ([Hair, Risher, Sarstedt, & Ringle, 2019](#); [Henseler, Ringle, & Sarstedt, 2015](#)).

Second, the structural model was evaluated using the R-squared, adjusted R-squared, SRMR, path coefficients, t-statistics, and p-values. Bootstrapping was used to test the significance of hypothesized correlations. Hypotheses were considered supported when the t-statistics were > 1.96 and the p-values were < 0.05. The mediation impact was tested by scrutinizing the significance of both indirect and direct impacts. When both indirect and direct impacts were significant, mediation was categorized as partial.

4. Results and Discussions

4.1 Respondent Profile

The final dataset consisted of 361 collected and usable responses from the participants. The respondents were considered relevant to the study context because they were familiar with Nike products and could evaluate Nike SMM, brand awareness, and purchase intention. The demographic profiles of the respondents are presented in Table 2.

Table 2. Demographic profile of respondents

Demographic Category	Classification	Frequency	Percentage
Gender	Female	200	55.4
	Male	161	44.6
Year of Birth	1995-2009	258	71.5
	1980-1994	73	20.2
	2010-2025	21	5.8
	1960-1979	9	2.5
Domicile	Bandung area	360	99.7

Demographic Category	Classification	Frequency	Percentage
Domicile	Other/unclear response	1	0.3

Table 2 shows that the respondents were predominantly female, with 200 respondents (55.4 %), while male respondents accounted for 161 respondents (44.6 %). Based on the year of birth, most respondents were born between 1995 and 2009, representing 258 respondents or 71.5% of the total sample. This indicates that the sample was dominated by younger consumers who are close to digital media use in general and are relevant to the context of SMM. In terms of domicile, almost all respondents were from the Bandung area, with 360 respondents (99.7 %). This profile shows that the respondents were appropriate for analyzing consumers' perceptions of Nike SMM, brand awareness, and purchase intention in this research context.

4.2 Measurement Model Evaluation

The measurement model was appraised using outer loadings, Cronbach's alpha, composite reliability, Average Variance Extracted (AVE), HTMT, and the Fornell-Larcker criterion. The outer loading values for all the constructs met the recommended threshold. The outer loading range for SMM was 0.704-0.771, the range for brand awareness was 0.727-0.807, and for purchase intention was 0.739-0.789. These values indicate an acceptable reliability. The Cronbach's alpha values were 0.876 for SMM, 0.901 for brand awareness, and 0.760 for purchase intention. The composite Reliability values were 0.902 for SMM, 0.920 for brand awareness, and 0.847 for purchase intention. The AVE values were 0.535, 0.591, and 0.581, respectively, indicating convergent validity because all values were above 0.50.

The analysis also showed that HTMT values ranged from 0.44-0.49, which were below 0.85. In addition, the Fornell-Larcker criterion showed that the square root of the AVE for each construct was higher than its relationship with the other constructs. These results indicate that discriminant validity has been established. Therefore, the measurement model was considered valid and reliable for further structural model analyses. As shown in Table 3, all constructs demonstrated satisfactory levels of internal consistency reliability, indicator reliability, and convergent validity.

Table 3. Measurement model

Construct	Outer Loading Range	CA	CR	AVE
Social Media Marketing (SMM)	0.704-0.771	0.876	0.902	0.535
Brand Awareness (BA)	0.727-0.807	0.901	0.920	0.591
Purchase Intention (PI)	0.739-0.789	0.760	0.847	0.581

Note: CA = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted. Source: Processed by the authors.

4.3 Structural Model Evaluation

The structural model was assessed using the R-squared, adjusted R-squared, and SRMR. The R-squared value for brand awareness was 0.180, with an adjusted R-squared value of 0.178. This indicates that SMM explained 18.0% of the variance in brand awareness, while the remaining 82.0% was explained by other factors outside the model. This outcome does not imply that SMM is unimportant because the path coefficient from SMM to brand awareness was positive and significant. However, the relatively limited explanatory power suggests that Nike brand awareness is shaped by broader brand-related factors beyond SMM alone. This finding is reasonable because Nike is a globally established brand with strong pre-existing brand awareness in the country. Consumers may recognize and remember Nike not only from SMM but also from its iconic logo, the "Just Do It" slogan, product usage experience, athlete endorsements, sponsorships, retail store exposure, peer recommendations, word of mouth, previous purchases, and long-term brand reputation.

Therefore, SMM contributes to strengthening brand awareness, but it is not the only or dominant source of awareness for a mature global brand, such as Nike. In this context, SMM plays a reinforcing role rather than a sole awareness-building role. Nike social media activities help maintain brand salience, remind consumers of the brand, communicate current campaigns, and keep the brand relevant in consumers' minds. However, because many respondents may already have known Nike before being exposed to its SMM, a large proportion of brand awareness variation is naturally influenced by other historical, experiential, and brand equity-related factors that were not included in this model. The R-squared value for purchase intention was 0.217, with an adjusted R-squared value of 0.213. This means that SMM and brand awareness explained 21.7% of the variance in consumers' purchase intention toward Nike products, while the remaining 78.3% was explained by other factors outside the model.

This result shows that purchase intention is a complex consumer behavior outcome that cannot be fully explained by SMM and brand awareness alone. The relatively large unexplained proportion is reasonable because consumers' purchase intention toward sportswear and lifestyle products may also be influenced by other factors, namely, brand image, brand trust, brand loyalty, perceived product quality, price perception, product design, comfort, product availability, promotional offers, electronic word of mouth, peer influence, lifestyle preference, income level, and previous purchase experience. In the context of Nike, consumers may already be aware of the brand and may respond positively to its SMM; however, their intention to purchase still depends on whether the product fits their needs, budget, fashion preference, perceived value, and prior experience with the brand.

Thus, the R-squared value of 0.217 should be interpreted as evidence that the model has limited but meaningful explanatory power. The significant path coefficients indicate that SMM and brand awareness are statistically relevant predictors of purchase intention, but they are not the only determinants of purchase intention. This finding also supports the need for future studies to include additional variables, namely brand image, brand trust, perceived quality, price perception, e-WOM, customer engagement, and purchase experience, to obtain a more comprehensive explanation of purchase intention toward Nike products. The SRMR value was 0.059, which is < 0.08 . This indicates that the model fit was acceptable. The results of the structural model are presented in Table 4. The findings indicate that the model is statistically acceptable and can be used to test the proposed hypotheses.

Table 4. Structural model

Endogenous Construct	R2	Adjusted R2	SRMR	Remark
Brand Awareness	0.180	0.178	0.059	Acceptable model fit
Purchase Intention	0.217	0.213	0.059	Acceptable model fit

Note: R2 = coefficient of determination; adjusted R2 indicates the adjusted explanatory power of the model; SRMR = Standardized Root Mean Square Residual.

4.4 Hypotheses Testing

Hypothesis testing was performed by examining the path coefficients, t-statistics, and p-values. A correlation was considered significant when the t-statistic was > 1.96 and the p-value was < 0.05 . The results showed that all hypotheses were supported. SMM had a significant and positive impact on brand awareness, with a path coefficient of 0.424, t-statistic of 5.224, and p-value of 0.000. Thus, H_1 is supported. SMM also had a significant and positive impact on purchase intention, with a path coefficient of 0.312, t-statistic of 4.079, and p-value of 0.000. Therefore, H_2 is supported.

Brand awareness had a significant and positive influence on purchase intention, with a path coefficient of 0.239, t-statistic of 3.509, and p-value of 0.000. Thus, H_3 is supported. The indirect impact of SMM on purchase intention through brand awareness was also significant, with an indirect effect of 0.101, a t-statistic of 2.467, and a p-value of 0.014. Therefore, H_4 is supported. Because both the direct effect of SMM on purchase intention and the indirect impact through brand awareness were significant, the

mediation type was classified as a partial mediation. As reported in Table 5, SMM significantly impacts brand awareness and purchase intention, whereas brand awareness significantly impacts purchase intention and mediates the relationship between SMM and purchase intention.

Table 5. Hypotheses testing

Direction of Influence	Path Coefficient	T-statistics	P-values	Decision
Social Media Marketing → Brand Awareness	0.424	5.224	0.000	Supported
Social Media Marketing → Purchase Intention	0.312	4.079	0.000	Supported
Brand Awareness → Purchase Intention	0.239	3.509	0.000	Supported
Social Media Marketing → Brand Awareness → Purchase Intention	0.101	2.467	0.014	Supported

Note: Hypotheses are supported when t-statistics > 1.96 and p-values < 0.05.

4.5 Discussion

The results show that SMM positively and significantly affects brand awareness. This finding indicates that Nike's SMM helps consumers recognize and remember the brand. This effect is theoretically consistent with the S-O-R framework because SMM function as an external stimulus that shapes consumers' internal cognitive state. This finding is also consistent with prior research indicating that social media activities, online brand communication, and consumer interactions can strengthen brand awareness and knowledge ([Barreda et al., 2015](#); [Cheung et al., 2020](#); [Godey et al., 2016](#); [Hutter et al., 2013](#)). For Nike, product visuals, campaign messages, logos, slogans, and social media content are important elements for reinforcing brand familiarity.

The study also found that SMM significantly and positively impacted purchase intention. This result implies that Nike's SMM can directly stimulate consumers' willingness to consider buying Nike products. SMM may impact purchase intention because consumers receive product information, visual stimulation, promotional messages, and interactive communication that make the brand more appealing. This result is aligned with studies showing that social media advertising and marketing activities can predict purchase intention ([Alalwan, 2018](#); [Hanaysha, 2022](#); [Hasan & Sohail, 2021](#); [Sharma et al., 2022](#)). In Nike's case, SMM can be effective when the content communicates product relevance, lifestyle meaning, and brand values in a way that resonates with consumers.

Brand awareness also had a significant positive effect on purchase intention. This finding confirms that consumers who are more aware of Nike are more likely to consider buying Nike products. Brand awareness makes the brand easier to recognize and recall, which enhances the probability that Nike will be included in consumers' consideration set. This result supports previous research that positions brand awareness as a meaningful antecedent of purchase intention and consumer response ([Hutter et al., 2013](#); [Majeed et al., 2021](#); [Zegiri et al., 2025](#)). Brand awareness is particularly important in competitive sportswear and lifestyle markets because consumers are exposed to many brands with similar product categories.

The mediation test indicated that brand awareness significantly mediated the correlation between SMM and purchase intention. The indirect impact was significant, and the direct effect of SMM on purchase intention was also significant. Thus, the mediation type was partial. This result indicates that SMM impacts purchase intention in two ways. First, it directly encourages consumers to consider purchasing Nike products. Second, it indirectly increases purchase intention by strengthening the brand awareness. This finding supports the S-O-R logic, in which an external stimulus can influence consumer responses through an internal cognitive mechanism ([Hewei & Youngsook, 2022](#)).

The partial mediation result is important because it shows that Nike should not rely only on short-term promotional messages. Although SMM can directly stimulate purchase intention, its effectiveness can

be strengthened when it consistently improves brand awareness. Therefore, Nike's social media strategy should maintain a consistent visual identity, clear brand messages, distinctive product presentation, and interactive communication. The stronger consumers' recognition and recall of Nike, the greater the likelihood that SMM will translate into purchase intention.

The R-squared value for purchase intention also needs to be interpreted together with the hypothesis testing results. The finding that H_1 , H_2 , H_3 , and H_4 were supported indicates that the correlations among SMM, brand awareness, and purchase intention were statistically significant. However, the R-square value of 0.217 indicates that SMM and brand awareness explain 21.7% of the variance in purchase intention, while 78.3% is explained by factors outside the model. Therefore, statistical significance does not imply that the model explains all variations in purchase intention. This means that the tested relationships are meaningful, but purchase intention is also influenced by many other factors.

This result is reasonable because the purchase intention toward Nike products is a complex consumer decision outcome. Consumers may be influenced by Nike SMM and brand awareness, but their purchase intention can also depend on brand trust, brand image, product comfort, perceived product quality, price perception, design preference, product availability, income level, e-WOM, promotional offers, peer influence, lifestyle orientation, and previous purchase experiences. In other words, consumers may recognize Nike and respond positively to its social media content, but the final intention to purchase may still depend on whether the product matches their needs, budget, style preference, and perceived value.

Thus, the relatively low R-squared value should not be interpreted as a rejection of the research model. Instead, this suggests that the model has limited but meaningful explanatory power. The significant direct and indirect impacts confirm that SMM and brand awareness are relevant predictors of purchase intention, while unexplained variance highlights opportunities for future research to include additional determinants of purchase intention. This interpretation is also consistent with the nature of consumer behavior research, where behavioral intention is often shaped by the integration of marketing, psychological, social, economic, and experiential factors.

4.6 Theoretical and Managerial Implications

Theoretically, this research contributes to the literature on SMM and digital consumer behavior by applying the Stimulus-Organism-Response framework to the Nike sportswear context. These findings suggest that SMM can function as a stimulus that affects both brand awareness and purchase intention. The results also support brand awareness as an organismic mechanism that partially mediates the effect of SMM on purchase intention. Therefore, this study extends S-O-R-based digital marketing research by showing how SMM works through brand awareness in a sportswear and lifestyle brand context.

This study also contributes to research on brand awareness and purchase intention. This confirms that brand awareness remains important in digital environments where consumers are exposed to a large volume of brand content. Even when consumers receive direct marketing stimuli, the cognitive ability to recognize and recall the brand still plays a role in shaping their purchase intentions. This supports the argument that brand awareness is not replaced by social media engagement; instead, SMM can strengthen awareness and make consumers more likely to consider purchasing the brand.

Managerially, the findings suggest that Nike and similar sportswear brands should design SMM strategies that combine attention-grabbing content with consistent brand-building. The content should be visually consistent, informative, interactive, and aligned with the brand identity. Nike should continue to emphasize recognizable symbols, product visuals, campaign messages, and lifestyle associations so that social media content strengthens consumers' memory. Interactive campaigns, user-generated content, and relevant product information can also encourage consumers to process the brand more deeply and consider making a purchase.

The findings also imply that managers should appraise SMM not only through engagement metrics, namely comments and shares, but also through brand awareness and purchase intention indicators. As brand awareness partially mediates the correlation between SMM and purchase intention, marketing managers should monitor whether social media activities improve consumer recognition and recall. For campaign planning, Nike should ensure that social media communication creates immediate interest while reinforcing long-term brand awareness.

5. Conclusions

5.1 Conclusion

This study examined the impact of SMM on purchase intention for Nike products by testing the mediating role of brand awareness. Using 361 valid respondents and PLS-SEM analysis with SmartPLS, the study found that SMM significantly and positively impacted brand awareness and purchase intention. Brand awareness also significantly and positively influenced purchase intention. The mediation analysis showed that brand awareness significantly mediated the correlation between SMM and purchase intention. As both direct and indirect impacts were significant, the mediation type was classified as partial mediation. These findings indicate that Nike SMM can directly encourage consumers to consider buying Nike products and indirectly strengthen purchase intention by improving brand awareness.

Although Nike already has strong brand awareness as a global sportswear and lifestyle brand, SMM remains important in maintaining consumers' purchase intentions. In this context, SMM not only functions to create initial awareness but also to maintain brand salience, remind consumers of Nike product relevance, communicate current campaigns, and reinforce the brand's symbolic and lifestyle value. Continuous exposure to Nike social media content can keep the brand active in consumers' minds, especially when they evaluate sportswear or lifestyle product alternatives. Therefore, for an established brand such as Nike, SMM plays a role in maintaining and reinforcing the brand. It helps transform existing brand awareness into sustained purchase consideration by presenting updated product information, visual identities, campaign messages, influencer communication, user-generated content, and interactive engagement. This means that even when consumers already recognize Nike, consistent SMM is still needed to preserve brand relevance, strengthen consumer memory, and encourage consumers to continue considering Nike products in their purchasing decisions.

The direct impact of SMM on purchase intention was 0.312, indicating that Nike SMM directly increased consumers' purchase intention. This means that when consumers perceive Nike SMM as attractive, informative, interactive, and relevant, they are more likely to consider purchasing Nike products without necessarily passing through other variables. The indirect effect of SMM on purchase intention through brand awareness was 0.101. This indicates that SMM also enhances purchase intention by first strengthening consumers' awareness of Nike products. In other words, SMM helps consumers recognize, recall, and keep Nike in their consideration set, which subsequently increases their purchase intention. The total impact of SMM on purchase intention can be understood as the combination of the direct and indirect effects, namely $0.312 + 0.101 = 0.413$. This shows that the direct path is stronger than the indirect path; however, the mediating role of brand awareness remains meaningful and statistically significant.

5.2 Research Limitations

This study has several limitations. First, the research used a cross-sectional design, meaning that the data were gathered at a single point in time. Therefore, this study cannot explain how consumer awareness and purchase intentions develop or change over time. Second, the study focused only on Nike products, which limits the generalizability of the findings to other sportswear, fashion, or lifestyle brands. Third, the model includes only three constructs: SMM, brand awareness, and purchase intention. Although all hypothesized relationships were statistically significant, the R-squared values indicated that other variables may also explain brand awareness and purchase intention. Fourth, the respondent profile was dominated by respondents from the Bandung area, which may limit the broader applicability of the findings to consumers in other regions of Indonesia.

Therefore, future studies should involve more diverse respondents and include additional variables to obtain a more comprehensive explanation of consumers' purchase intentions.

5.3 Suggestions and Directions for Future Research

Future studies can use longitudinal designs to examine whether the impact of SMM on brand awareness and purchase intention changes over time. Researchers can also compare Nike with other sportswear or fashion brands to develop the generalizability of their findings. Future research may include additional variables, such as brand image, brand trust, brand loyalty, perceived quality, electronic word-of-mouth, price perception, product availability, customer engagement, and purchase experience. Further research can compare social media platforms, such as TikTok, Instagram, YouTube, and X, to understand whether different platform characteristics generate different consumer responses. For practitioners, future studies should examine which types of social media content most effectively improve brand awareness and purchase intentions in the sportswear market.

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Author Contributions

ADP contributed to the conceptualization, research design, data collection, data analysis, interpretation of results, manuscript drafting, and manuscript revision. TT contributed to the conceptualization, research supervision, methodological guidance, critical review of the manuscript, and final approval of the version to be published. All authors have read and approved the final manuscript and agree to be accountable for all aspects of this work.

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