

# The Impact Of Social Media Marketing On Consumer Purchasing Decisions On Nike Shoes

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## ABSTRACT

*This research article examines the impact of social media marketing on consumer purchasing decisions, specifically focusing on Nike shoes. With the rapid growth of digital platforms, social media has become a critical tool for brands to engage with consumers, build brand loyalty, and influence buying behavior. The study explores how Nike's strategic use of social media marketing—through targeted advertisements, influencer collaborations, user-generated content, and interactive campaigns—shapes consumer perceptions and drives purchasing decisions. By analyzing consumer behavior, engagement metrics, and sales data, the research highlights the effectiveness of social media in creating brand awareness, fostering emotional connections, and ultimately converting online engagement into sales. The findings suggest that social media marketing significantly influences consumer preferences, particularly among younger demographics, by leveraging authenticity, relatability, and real-time interaction. This study provides valuable insights for marketers and brands aiming to optimize their social media strategies to enhance consumer engagement and drive purchase intent in the competitive sportswear industry.*

*Keywords: Social Media Marketing, Consumer Behaviour, Brand Loyalty, User-Generated Content, Digital Strategies*

## INTRODUCTION

Nike, a global leader in sportswear and footwear, has revolutionized marketing through its innovative use of social media, influencer collaborations, and AI-driven strategies. With a mission to "bring inspiration and innovation to every athlete in the world," Nike leverages platforms like Instagram, Facebook, and TikTok to engage consumers through motivational campaigns, such as "You Can't Stop Us" and "Breaking2," which emphasize resilience, performance, and social impact. The brand's partnerships with iconic athletes like Serena Williams and LeBron James, combined with its focus on storytelling and emotional branding, have solidified its position as a cultural icon. Nike's digital transformation, including personalized marketing and direct-to-consumer strategies, has driven its impressive \$51.2 billion revenue in 2023, with footwear accounting for 65-70% of sales. The company's sustainability initiatives, like the Move to Zero campaign, and collaborations with designers and cultural figures, such as Off-White and Travis Scott, further enhance its appeal. By blending innovation, inclusivity, and environmental responsibility, Nike continues to dominate the sportswear industry, inspiring athletes and consumers worldwide while maintaining its competitive edge through cutting-edge technology and global market expansion.

### Objectives:

1. To analyse how social media marketing influences consumer awareness and perception of Nike shoes.

2. To analyse the impact of social media marketing on consumer purchasing decisions
3. To evaluate the effectiveness of different social media platforms (e.g., Instagram, Facebook) in shaping consumer preferences for Nike shoes.

### REVIEW OF LITERATURE

1. Li (2024) examines how social media marketing shapes consumer purchase decisions through brand engagement, trust, and digital word-of-mouth. The study highlights the impact of targeted ads, influencer endorsements, and interactive content on consumer behaviour. Using models like the Theory of Planned Behaviour, it emphasizes how social media fosters brand awareness and emotional connections, ultimately influencing purchase intentions.
2. Hariyawan et al. (2025) examine how social media marketing influences purchase intention for Converse shoes, with brand awareness as a mediator. Prior studies highlight that effective social media strategies enhance brand visibility and consumer trust, ultimately driving purchase decisions (Aaker, 1991; Keller, 2013). Research also shows that higher brand awareness strengthens consumer preference and engagement (Hutter et al., 2013). This study builds on these insights, emphasizing the role of digital marketing in shaping consumer behavior in the footwear industry.
3. Wallace and Andrews (2025) examine how sneaker culture has been reshaped by racial capitalism, digital consumerism, and social media. They highlight the shift from its roots in marginalized communities to corporate commodification through branding, influencer marketing, and resale markets. The study explores how digital platforms amplify consumer engagement while reinforcing economic disparities, illustrating the intersection of race, class, and capitalism in shaping sneaker culture.

### RESEARCH DESIGN

The study employs a survey-based research design to collect primary data from individuals who have engaged with Nike's social media content. Structured questionnaires are used to evaluate consumer perceptions, purchasing motivations, and engagement patterns, enabling quantitative analysis of responses. This approach ensures real-time insights from actively influenced consumers, minimizes biases associated with secondary data, and allows for broad demographic representation, making the findings generalizable to Nike's target market.

#### . Data Collection Methods

##### Primary Data Collection

The study primarily relies on primary data collection methods to obtain direct responses from consumers. The following methods will be used:

- **Online Surveys:** Surveys will be distributed via platforms such as Google Forms, The questionnaire is designed to collect both quantitative and qualitative data, enabling a comprehensive analysis of consumer perceptions and behaviours.

##### Sampling Method

The study employs a non-probability sampling method, combining purposive and convenience sampling, to intentionally select participants who have interacted with Nike's social media marketing. Convenience sampling targets active social media users following Nike's official pages or engaging with influencer endorsements, enabling quick and efficient data collection from a diverse set of respondents. This approach ensures a mix of

participants, including those who have made purchases and those influenced by Nike’s online presence but yet to convert, providing relevant and comprehensive insights.

**Tools Used:**

Percentage analysis

Chi-Square

Correlation

**DATA ANALYSIS AND INTERPRETATION**

**SIMPLE PERCENTAGE ANALYSIS**

Age of the respondents

Age	Frequency	Percentage
18-23	178	64.96%
24-29	76	27.74%
30-35	12	4.38%
36-40	8	2.92%
Total	274	100

**INTERPRETATION:**

The data represents the age distribution of a sample population of 274 individuals. The majority of respondents, 178 individuals (64.96%), fall within the 18-23 age group, indicating that young adults make up the largest portion of the sample. The second-largest group, aged 24-29, consists of 76 individuals (27.74%), showing a significant but smaller representation. The 30-35 age group accounts for only 12 individuals (4.38%), while the smallest proportion, 8 individuals (2.92%), belongs to the 36-40 age range. This suggests that the population is predominantly young, with a sharp decline in representation as age increases.

**TABLE NO 4.1.2**

Gender of the respondents

**Percentage Analysis:** It provides a clear comparison of responses regarding gender frequency

Gender	Frequency	Percentage
Male	210	76.64%
Female	64	23.36%
Total	274	100%

**Interpretation:**

The data presents the gender distribution of a sample population of 274 individuals. The majority of the respondents are male, with 210 individuals accounting for 76.64% of the total. In contrast, females make up a significantly smaller portion, with 64 individuals representing 23.36% of the sample. This indicates a gender imbalance, with males being the dominant group in this population. The disparity suggests that the sample may be skewed towards male participation, which could be influenced by factors such as industry demographics, societal trends, or sampling methods.

**Null Hypothesis (H<sub>0</sub>):**

There is no association between gender and the type of influencer trusted the most for Nike product recommendations. In other words, the preference for a specific influencer type is independent of gender.

**Alternative Hypothesis (H<sub>1</sub>):**

There is an association between gender and the type of influencer trusted the most for Nike product recommendations. This means that the preference for a specific influencer type varies by gender.

Since the Pearson Chi-Square test result shows a significance value of **0.000** (which is less than 0.05), I reject the **null hypothesis** and conclude that **there is a significant relationship between gender and the type of influencer trusted for Nike product recommendations.**

- **Chi-Square:** To Assess the Impact of gender and product recommendation

<b>GENDER * Which type of influencer do you trust the most for Nike product recommendations?</b>						
<b>Crosstabulation</b>						
Count						
		Which type of influencer do you trust the most for Nike product recommendations?				Total
		(a) Professional athletes	(b) Celebrity influencers	(c) Fitness/sports influencers	(d) Regular users (micro-influencers)	
GENDER	1	64	67	50	29	210
	2	20	24	0	20	64
Total		84	91	50	49	274

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.053 <sup>a</sup>	3	.000
Likelihood Ratio	34.394	3	.000
N of Valid Cases	274		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.45.

**INTERPRETATION:**

The chi-square test results indicate a significant association between gender and the type of influencer trusted for Nike product recommendations ( $\chi^2 = 24.053$ ,  $df = 3$ ,  $p = .000$ ). This suggests that trust in different types of influencers varies by gender. From the crosstab, a larger proportion of respondents identifying as "1" (potentially male) trust professional athletes (64) and fitness/sports influencers (50) compared to those identifying as "2" (potentially female), who show lower trust in these categories (20 and 0, respectively). Conversely, "2" respondents have a slightly higher trust in celebrity influencers (24) and regular users (20) compared to their "1"

counterparts (67 and 29, respectively). The absence of female trust in fitness/sports influencers (0) is particularly notable. Since  $p < 0.05$ , these differences are statistically significant, meaning gender likely plays a role in influencer preference for Nike recommendations.

- **Chi-Square:** To Assess the Impact of gender on advertisements on social media

Crosstab								
Count								
		How often do you come across Nike shoe advertisements on social media?					Total	
			(a) Daily	(b) Weekly	(c) Monthly	(d) Rarely		(e) Never
GENDER		24	0	0	0	0	0	24
	Female	0	20	11	16	17	0	64
	Male	0	17	79	68	42	4	210
Total		24	37	90	84	59	4	298

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	329.302 <sup>a</sup>	10	.000
Likelihood Ratio	194.253	10	.000
N of Valid Cases	298		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .32.

**Interpretation:**

The Chi-Square test results indicate a significant association between gender and the frequency of encountering Nike shoe advertisements on social media ( $\chi^2 = 329.302$ ,  $df = 10$ ,  $p < 0.001$ ). This suggests that the frequency of ad exposure differs by gender. Notably, all 24 respondents who reported seeing ads daily were from an unspecified category, while females had a more evenly distributed response pattern across weekly, monthly, and rarely. Males predominantly reported seeing ads weekly (17), monthly (79), or rarely (68), with a few stating they never see them. However, six cells have expected counts below five, which may affect the reliability of the Chi-Square test. Nonetheless, the overall results imply that Nike's ad exposure on social media varies significantly between genders.

**Correlations:** Used to find the relationship between Brand awareness in social media presence

Correlations
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		How do social media advertisements influence your awareness of new Nike shoe releases?	Do you feel that Nike's social media presence makes the brand more appealing?
How do social media advertisements influence your awareness of new Nike shoe releases?	Pearson Correlation	1	.166**
	Sig. (2-tailed)		.006
	N	274	274
Do you feel that Nike's social media presence makes the brand more appealing?	Pearson Correlation	.166**	1
	Sig. (2-tailed)	.006	
	N	274	274
**. Correlation is significant at the 0.01 level (2-tailed).			

**Interpretation:**

The Pearson correlation coefficient of **0.166** indicates a weak positive relationship between social media advertisements increasing awareness of new Nike shoe releases and the perception that Nike's social media presence enhances brand appeal. While the correlation is statistically significant at the **0.01 level (p = 0.006)**, the strength of the relationship is low, suggesting that while engagement with Nike's social media does have some impact on brand appeal, other factors likely play a more substantial role. The sample size (N = 274) provides a reliable basis for this finding, but the modest correlation suggests that Nike's social media efforts contribute only marginally to shaping brand perception.

**Correlations:** Used to find the relationship between advertisements and social media presence

Correlations				
		How do social media advertisements influence your awareness of new Nike shoe releases?	Do you feel that Nike's social media presence makes the brand more appealing?	
Spearman's rho	How do social media advertisements influence your awareness of new Nike shoe releases?	Correlation Coefficient	1.000	.204**
		Sig. (2-tailed)	.	.001
		N	274	274
		Correlation Coefficient	.204**	1.000

	Do you feel that Nike’s social media presence makes the brand more appealing?	Sig. (2-tailed)	.001	.
		N	274	274
Correlation is significant at the 0.01 level (2-tailed).				

**Interpretation:**

The Spearman’s rho correlation analysis examines the relationship between social media advertisements influencing awareness of new Nike shoe releases and the perception that Nike’s social media presence makes the brand more appealing. The results indicate a weak but statistically significant positive correlation ( $r = 0.204$ ,  $p = 0.001$ ), suggesting that as social media advertisements increase awareness of Nike shoe releases, there is a slight tendency for consumers to also perceive Nike’s social media presence as more appealing. While the correlation is not strong, the significance level ( $p < 0.01$ ) confirms that the relationship is unlikely to be due to chance. This implies that effective social media advertising not only raises product awareness but may also enhance the overall brand perception among consumers. However, other factors may contribute more significantly to brand appeal, as the correlation remains relatively low.

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