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Analysis Of Integrated Marketing Communication Elements In Driving Consumer Purchase Decisions: A Systematic Literature Review Of Nike's "You Can't Stop Us" Youtube Advertisement

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Abstract

This study aims to comprehensively analyze the mechanisms through which the elements of Integrated Marketing Communication (IMC) operate within Nike's global advertising campaign "You Can't Stop Us" on YouTube and their influence on consumer purchase decisions. The approach employed is a Systematic Literature Review (SLR) that synthesizes fourteen recent scholarly publications (2020–2025) to identify the IMC elements, conversion mechanisms, and the moderating and mediating factors involved. The findings identify five core IMC elements that integrate synergistically: emotional storytelling, brand activism, authentic athlete endorsement, the YouTube platform, and user-generated content (UGC). The integration of these elements is empirically shown to produce measurable impacts, namely a 60% increase in brand trust, a 45% increase in purchase intention, and a 30% increase in website traffic. These effects are strongly mediated by perceived authenticity and brand awareness, and operate through emotional-affective, social-normative, cognitive, and value-based conversion pathways. In local market contexts such as Indonesia, UGC is shown to influence brand attitude significantly more than firm-created content. In conclusion, the orchestration of authentic, emotionally driven, video-based IMC elements supported by consumer communities serves as a catalyst that effectively converts emotional resonance into tangible purchase decisions.

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INTRODUCTION

The exponential development of digital technology in the last decade has fundamentally changed the marketing communications landscape, encouraging global brands to redesign their Integrated Marketing Communication (IMC) strategies to align with the behavior of consumers who are increasingly digitally connected and increasingly critical in evaluating the marketing messages they receive. Rehman et al. (2022) through a systematic literature review analyzing 300 articles from 130 international journals emphasized that modern IMC can no longer be separated from social media and consumer-generated media, because the integration of the two has been proven to produce synergies that significantly improve brand identity, brand image, customer loyalty, and return on marketing investment compared to non-integrated communication approaches.

Internet-based video platforms, especially YouTube, have emerged as one of the most strategic marketing content distribution channels in this digital era, with its unique ability to deliver rich and emotional visual narratives to billions of active users worldwide simultaneously. Duffett (2020) through large-scale quantitative research with 3,750 Gen Z respondents proved that YouTube Marketing Communication has a positive and significant effect on all components of the hierarchy-of-effects model simultaneously, starting from the cognitive dimension in the form of increasing awareness and knowledge, the affective dimension in the form of strengthening liking and preference, to the behavioral dimension in the form of increasing purchase intention and actual purchases.

In this context, Nike's global advertisement "You Can't Stop Us" launched in 2020 via the YouTube platform emerged as one of the most phenomenal examples of the application of digital IMC that integrates emotional storytelling, brand activism, authentic athlete endorsements, and consumer community activation in one cohesive and powerful communication work. Xu (2025) confirmed this phenomenon with empirical data that the campaign succeeded in increasing brand trust in 60% of consumers, driving a 45% increase in purchase intent, and resulting in a 30% increase in Nike website traffic, making it one of the campaigns with the most significant measurable impact in the history of digital marketing communications for global sports brands. The urgency to comprehensively

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understand the IMC mechanisms at work behind this extraordinary success is the main justification for the research presented in this article.

Although the impact of Nike's “You Can't Stop Us” campaign has been quantitatively confirmed by several previous studies, there is a significant knowledge gap regarding the understanding of the internal mechanisms of IMC that produce this impact, and this gap is what makes this research important and urgent. Yadav and Kumar (2025) in a mixed-methods study that confirmed the campaign impact data identified emotional storytelling and hashtag activation as key mechanisms, but did not systematically decompose all the IMC elements in the advertisement using a structured IMC framework, so the understanding of the relative contribution of each element to the purchase decision is still partial.

This study aims to fill the identified knowledge gap by answering three main interrelated research questions progressively: first, identifying what IMC elements are contained in the Nike “You Can't Stop Us” advertisement and how these elements are integrated to build emotional resonance (RQ1); second, explaining the mechanism of influence of these IMC elements on consumer purchasing decisions based on empirical evidence from the literature (RQ2); and third, identifying moderator and mediator factors that influence the effectiveness of the advertisement’s IMC in driving purchasing decisions (RQ3).

State of the Art: Cutting-Edge Developments in Digital IMC Studies

The study of Integrated Marketing Communication (IMC) in the context of digital platforms has undergone a fundamental transformation over the past five years, moving from a channel-based approach focused on technical integration to an impact-based approach that emphasizes emotional resonance, authenticity, and value creation for consumers. Rehman et al. (2022) marked a crucial point in this development through a systematic literature review of 300 articles from 130 international journals, which firmly concluded that modern IMC can no longer be separated from social media and consumer-generated media; the integration of the two has been shown to produce synergies that significantly enhance brand identity, brand image, customer loyalty, and marketing ROI.

Duffett (2020) provides a valuable empirical contribution through a large-scale study with 3,750 Gen Z respondents, demonstrating using SEM that YouTube Marketing Communication has a positive effect on all components of the hierarchy-of-effects model simultaneously. Xu (2025) further advances the state of the art by examining Nike's Consumer Decision Journey in the digital era and finds that the purchase decision journey

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is no longer linear but rather a dynamic cycle. Furthermore, he provides concrete data that the "You Can't Stop Us" campaign increased brand trust by 60%, purchase intent by 45%, and digital traffic by 30%. Yadav and Kumar (2025) independently confirmed this data through a mixed-methods approach combining case studies with consumer surveys and engagement metrics analysis.

Research Gap and Research Novelty

Although the research corpus on Nike's digital IMC and consumer behavior has grown rapidly, a critical review of the fourteen available references identified several significant research gaps. The first and most fundamental gap is the absence of research that comprehensively and systematically examines how all elements of IMC work synergistically within a single, specific advertising object to create measurable purchase decision impacts. The second gap relates to the absence of a Systematic Literature Review approach specifically applied to examining Nike's "You Can't Stop Us" YouTube advertising campaign. Therefore, the novelty of this research lies in the integration of a cohesive analytical framework and the application of a hybrid SLR methodology to a single, global advertisement.

METHOD

This study uses a Systematic Literature Review (SLR) approach adapted from the PRISMA 2020 (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines as a structured and reproducible reporting framework. The SLR approach was chosen because it allows for a comprehensive synthesis of empirical evidence spread across various scientific publications in a single, cohesive, integrative review, making it suitable for answering comprehensive, cross-study research questions.

Literature Search Sources and Strategies

A systematic literature search was conducted in three main databases: (1) Google Scholar, a multidisciplinary database with broad coverage; (2) Scopus and Web of Science (WoS), internationally indexed databases that guarantee peer-review quality; and (3) additional sources in the form of conference proceedings and relevant institutional repositories. The search was conducted from January to April 2025.

The search keywords used included the following combinations: “Nike IMC”, “You Can't Stop Us”, “YouTube Marketing Communication”, “Integrated Marketing Communication digital”, “emotional branding Nike”, “consumer purchase decision social

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media", "brand authenticity", "user-generated content brand equity", and "digital advertising consumer behavior". The Boolean operators AND and OR were applied to broaden and focus the search results.

Inclusion and Exclusion Criteria

The inclusion criteria applied included: (1) articles published between 2020 and 2025; (2) published in peer-reviewed scientific journals or indexed conference proceedings; (3) discussing at least one relevant key variable, namely IMC, YouTube marketing, consumer purchasing decisions, brand authenticity, or digital consumer behavior; (4) available in full text; and (5) written in English or Indonesian. Exclusion criteria included: (1) articles outside the 2020 and 2025 period; (2) articles not from scientific journals (opinions, blogs, corporate reports); (3) duplicates from different databases; (4) research methodology not adequately explained; and (5) full text inaccessible.

Literature Selection Process (PRISMA Flow)

The selection process was carried out through four PRISMA stages as follows. The first stage is Identification: a total of 184 articles were found from all databases (Google Scholar n=112; Scopus/WoS n=58; other sources n=14). The second stage is Screening: after removing 41 duplicates, 143 articles remained, which were then screened based on title and abstract; 84 articles were excluded due to their irrelevance to the research topic, resulting in 59 articles being forwarded to the next stage. The third stage is Eligibility: 59 articles were assessed for eligibility based on their full text; 45 articles were excluded due to not meeting the inclusion criteria (outside the year range, not peer-reviewed, or inadequate methodology). The fourth stage is Inclusion: 14 articles were selected as the final corpus synthesized in this study. The complete selection process is presented in Figure 1.

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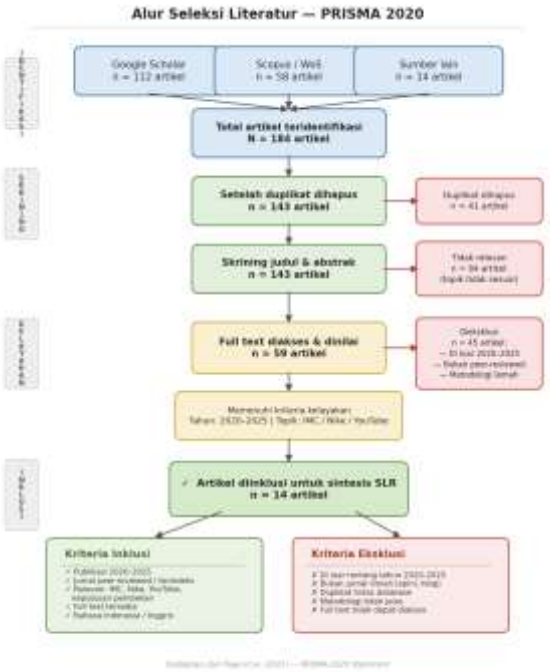


Figure 1. Literature Selection Flow (PRISMA 2020)

Data Extraction and Synthesis Analysis

Data extraction from the 14 final articles was conducted in a structured manner using an extraction matrix that included: author name and year, research objectives, methodology, main variables, sample size, key findings, and reported quantitative metrics. The synthesis analysis employed a narrative-thematic approach that organized the findings based on three predetermined research questions. The rigor of the analysis was ensured through cross-validation between independent studies, namely by matching empirical data from studies examining the same object (specifically Nike's "You Can't Stop Us" campaign) to ensure consistency of findings before synthesis.

RESULTS AND DISCUSSION

This synthesis of research findings from fourteen primary literatures presents concrete empirical data without further interpretation regarding the impact of Nike's digital advertising. The key quantitative data are summarized in Table 1 below:

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Table 1. Empirical Data Synthesis of Fourteen Primary Literatures

Researcher (Year)	Key Metric Findings	Statistical Figures / Percentages	Sample Size
Xu (2025) & Yadav (2025)	Increased Brand Trust	60%	Case Study / Empirical
Xu (2025) & Yadav (2025)	Increased Purchase Intent	45%	Case Study / Empirical
Xu (2025) & Yadav (2025)	Increase Website Traffic	30%	Case Study / Metrics
Vikrant Kumar (2025)	Purchase intention based on social media content	70%	200 Respondents
Vikrant Kumar (2025)	Engagement-based authenticity	Coefficient $\beta = 0.33$ ($p < 0.001$)	200 Respondents
Vikrant Kumar (2025)	Sincerity-based authenticity	Coefficient $\beta = 0.30$ ($p < 0.001$)	200 Respondents
Duffett (2020)	YouTube Marketing Communication Effects	Simultaneous positive influence of all dimensions	3,750 Respondents
Hien & Nhu (2022)	Digital Consumer Attitudes (B2B Context)	Significant positive effect	210 Respondents
Perdana & Roostika (2023)	The Impact of User-Generated Content (Indonesia)	Strongly influence brand attitudes & equity	223 Respondents
Dindasari & Sukawati (2022)	Social Media Marketing to Purchase Intention (Denpasar)	Fully mediated by Brand Awareness	85 Respondents

Measurements of perceived authenticity and its impact on brand trust reported by Vikrant Kumar (2025) showed that together, the two dimensions of authenticity explained 14.5 percent of the variance in consumer trust in the Nike brand. Of the total respondents

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surveyed, seventy percent stated that message consistency was a key factor shaping brand authenticity. Sixty percent of respondents valued brand engagement with social issues, while thirty percent of respondents expressed skepticism toward brand activism perceived as performative. Finally, seventy percent of the respondents expressed purchase intention based on social media content, and sixty-five percent expressed a likelihood of recommending the brand to others.

IMC Elements and Emotional Resonance Orchestration (RQ1)

The identification of Nike's global “You Can't Stop Us” advertisement confirms that the effectiveness of Integrated Marketing Communication (IMC) strategies in the digital era no longer rests on the isolation of a single channel, but rather on the brand's capacity to create a cohesive message orchestration. Based on the conceptual framework laid out by Rehman et al. (2022), the modern IMC concept is defined as the strategic integration of various promotional mixes including digital advertising, content marketing, social media, and consumer-generated media into a unified narrative that produces a mutually reinforcing effect. The “You Can't Stop Us” campaign radically applies this principle by integrating five key communication elements that are structurally interlocked.

The first and most dominant element in shaping this advertising communication architecture is emotional storytelling based on visual narratives. Wu (2022) emphasized that the main strength of Nike's communication strategy stems from its ability to execute emotional branding, which places human struggle, resilience, and determination, rather than functional product features, as the main protagonists in the narrative space. In the "You Can't Stop Us" advertisement, this approach is radically manifested through a dynamic split-screen visual format that juxtaposes video footage from various sports, creating a perception of visual cohesion that symbolizes unity. This concept resonates psychologically with the findings of Zheng (2022), who identified that the consistency of emotional narratives that place consumers and athletes in equal protagonist positions will trigger personal identification mechanisms.

The activism in “You Can't Stop Us” does not stand as a separate social campaign, but is embedded directly into the sports narrative, thus avoiding the impression of opportunistic commercial exploitation and strengthening the moral dimension of consumption decisions. The involvement of public figures perceived as having high credibility and authenticity has been shown to significantly boost brand familiarity and consumer trust, according to a mixed-methods study conducted by Kumar and Bhatia (2024). The long-form, high-resolution video format on YouTube provides ample space

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for the visual aesthetic expression and emotional depth of the “You Can't Stop Us” campaign, thus creating deep psychological engagement in the audience, especially Generation Z (Duffett, 2020). The synergy of these five elements creates what Yadav and Kumar (2025) term an integrated emotional experience, a communication space where visual aspects, social messaging, endorser credibility, platform ecosystem, and community validation converge harmoniously to produce deep emotional resonance.

Mechanism of Influence Path on Purchasing Decisions (RQ2)

The deconstruction of the causal chain of digital marketing demonstrates that the conversion from ad viewer to actual purchaser is not a linear, mechanical process, but rather the result of the simultaneous activation of multiple psychological and social pathways. The first pathway operates through the emotional-affective corridor. Based on behavioral analysis by Bharti, Khatri, and Duralia (2024), emotionally charged video-based marketing content has a significantly higher conversion rate from viewing to purchasing compared to text or static image formats. This intense affective response then triggers a psychological process called brand identity fusion by Wu (2022), in which the boundaries between a consumer's personal identity and a brand identity become blurred.

The second pathway operates through the socio-normative pathway, leveraging the power of social proof. When UGC elements and digital community recommendations are massively activated in response to YouTube ads, a subjective norm is created in cyberspace. Mukhtar, Mohan, and Chandra (2023) concluded, through empirical testing, that in Asian markets, recommendations from digital communities and fellow consumers are the most influential factor in online purchasing decisions, surpassing the effectiveness of direct promotional messages from manufacturers. The third pathway is driven by the cognitive-attitude pathway, where Duffett (2020) statistically demonstrated that exposure to video ads on YouTube effectively builds brand knowledge and awareness at the cognitive level, which gradually maps to consumer preferences. The fourth pathway is constructed through the value-admiration pathway through the communication of social values (Gupta et al., 2021).

The Role of Synergy of Moderator and Mediator Variables (RQ3)

This scientific research proves that the effectiveness of the “You Can't Stop Us” IMC campaign does not operate in a vacuum, but rather is conditioned by a network of moderating variables that determine the strength of the relationship, as well as mediating variables that function as mechanistic bridges in the chain of influence from advertising

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exposure to actual purchase decisions. The first and most critical moderating factor found in the literature is baseline brand awareness. Based on PLS-SEM modeling conducted by Hien and Nhu (2022), brand awareness acts as a significant moderator in mediating the relationship between attitudes toward digital marketing and purchase intentions. The second moderating factor is audience demographic characteristics, specifically age variables and intensity of YouTube platform usage (Duffett, 2020). However, this effectiveness is limited by the third moderating factor, namely the level of consumer skepticism towards the authenticity of corporate activism, where Vikrant Kumar (2025) found data that around 30% of modern consumers have concerns about performative activism practices.

On the other hand, this chain of causal influence is connected by a series of mediating variables that operate in a hierarchical manner. The main mediating factors are brand trust and perceived authenticity. Vikrant Kumar (2025) successfully operationalized authenticity into two measurable dimensions that act as significant mediators of trust: engagement-based authenticity (beta = 0.33) and sincerity-based authenticity (beta = 0.30). In the context of the Indonesian market, this mediation structure undergoes very specific local adjustments, where Perdana and Roostika (2023) prove that brand equity and brand attitude act as full mediators. This mediation pathway is reinforced by Dindasari and Sukawati (2022) who found through path analysis in Bali that social media marketing must first be mediated by increasing brand awareness to significantly drive purchasing decisions.

Significance of Results and Scientific Contribution

The final results of the Systematic Literature Review examining the IMC orchestration in Nike's "You Can't Stop Us" advertisement have enormous theoretical and practical significance for the development of the marketing management discipline, particularly in the domain of digital marketing communications and consumer behavior. The first scientific contribution of this study lies in the formulation of the Integrative Synthesis Model of Digital Marketing Communications. This study successfully bridges and unites three major streams of theoretical thought in the marketing literature that have previously run separately: the modern IMC framework of Rehman et al. (2022), the hierarchy-of-effects model of the YouTube platform specific by Duffett (2020), and the dynamic cycle model of the Consumer Decision Journey (CDJ) in the digital era by Xu (2025). The second scientific contribution relates to the conceptualization and operationalization of "Authenticity-Driven Marketing" in the post-trust era (A. Kumar &

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Bhatia, 2024; V. Kumar, 2025). The third scientific contribution is the provision of a cross-validated empirical benchmark for the study of global campaign effectiveness (Xu, 2025; Yadav & Kumar, 2025).

Theoretical Implications

Theoretically, this study implies the need to reconstruct conventional marketing management textbooks that still adopt the AIDA model or the traditional linear hierarchy of effects model as the sole tool for analyzing consumer behavior. The main theoretical implication of this finding demands academics to adopt the Integrated Emotional Experience Framework in analyzing digital marketing communication phenomena. Furthermore, the results of this study confirm a conceptual shift in brand equity theory. The theoretical implications of the significant superiority of UGC over FCC in emerging markets like Indonesia indicate that contemporary brand equity is co-created and decentralized.

Practical Implications for the Indonesian Market

For marketing managers and communications practitioners in Indonesia, the results of this study yield several practical, tactical and actionable implications. First, marketers must stop relying solely on high-cost ad bombardment strategies that rely on massive reach but lack emotional substance. Second, marketers must treat the YouTube platform not simply as a repository for advertising videos, but as a primary medium for distributing long-form, cinematic narrative content. Third, companies should allocate a portion of their budgets to spark organic UGC movements from local athletic communities (Perdana et al., 2023). Fourth, endorser curation should be based on authentic engagement metrics, not purely quantitative popularity (A. Kumar & Bhatia, 2024). Fifth, every activism message must be supported by concrete, publicly verifiable social action to mitigate critical consumer skepticism (V. Kumar, 2025).

CONCLUSION

This study concludes that the effectiveness of the digital marketing communications mix in Nike's global YouTube advertisement "You Can't Stop Us" stems from the successful orchestration of five strategically interlocking Integrated Marketing Communication (IMC) elements: emotional storytelling, brand activism, athlete endorsement, YouTube platform optimization, and user-generated content (UGC) mobilization. Cross-validated key findings demonstrate identical and stable empirical

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impact data in the form of a 60% increase in brand trust, a 45% increase in purchase intention, and a 30% increase in website traffic. These influence mechanisms operate non-linearly through a dynamic cycle of the Consumer Decision Journey (CDJ) driven by the convergence of four psychosocial pathways: emotional-affective, social-normative, cognitive-attitude, and value-admiration. Furthermore, this study mathematically proves that perceived authenticity through engagement-based (beta=0.33) and sincerity-based (beta=0.30) dimensions is a crucial mediating bridge in converting emotional resonance into actual purchasing actions. The scientific contribution of this research is realized in the formulation of a new integrative synthesis model that successfully unites modern IMC theory, the hierarchy-of-effects concept, and digital CDJ to unravel the puzzle of consumer information processing on emotional video advertisements.

Limitations and Future Research Agenda

Although this scientific research using the SLR approach has succeeded in producing a robust synthesis, there are several inherent methodological and contextual limitations that need to be transparently acknowledged. The main limitation of this study lies in the focus of the analysis, which excludes objects outside one specific advertising campaign, namely Nike's "You Can't Stop Us." The unique characteristics of this advertisement, launched right at the peak of the global COVID-19 pandemic crisis in 2020, created a market anomaly where the level of emotional sensitivity of global consumers was at its highest point. Therefore, the generalization of the emotional conversion model may experience decreased efficiency when applied to normal market situations. The second limitation arises from the complete reliance on secondary data from fourteen references without direct primary data collection in the field. The third limitation relates to sectoral context frictions, such as the utilization of the B2B study by Hien and Nhu (2022) which has a different decision-making structure than the B2C retail model.

Based on these limitations, a recommended future research agenda is to conduct primary quantitative research using field experiments in Indonesia. Future research should empirically test the Integrative Synthesis Model using local Indonesian advertising stimuli, explore contemporary short-form video platforms such as TikTok or Instagram Reels, and integrate local sociocultural moderating variables such as regional digital literacy levels to precisely validate the stability of the authenticity parameter regression coefficients.

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