



# A Study on the Influence of College Students' Perceived Anfu Sports Shoes e-Word of Mouth and Product Attitude on Purchase Intention

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**Abstract.** The purpose of this study is to analyse the effect of eWOM and product attitude on college students' intention to buy Anfu sport shoes in the online community. In this study, 767 valid questionnaires were obtained from college students who no purchase Anfu sports shoes by convenient sampling. After statistical analysis, the results show that: (1) Nike is the highest brand that students want to buy Anfu sport shoes. (2) There are significant differences in eWOM different gender. (3) eWOM and product attitude can predict purchase intention. According to the above results, this study puts forward relevant suggestions for practical management and future researchers.

**Keywords:** eWOM · product attitude · purchase intention · Anfu sport shoes

## 1 Introduction

Putian Anfu sports shoes are famous in China. Researchers have observed in Putian for several years. Every night, motorcycles and electric vehicles carrying sports shoes can be seen near Anfu e-commerce square. Especially in the double 11 Shopping Festival and before the new year, the sales volume of sports shoes reached the peak of the whole year. However, under the strict ban of the Chinese government in 2020, motorcycles and electric vehicles obviously carrying sports shoes for express delivery are still in use, but most of them are delivered privately.

In fact, Anfu sport shoes are counterfeits. Some people directly call them fake shoes. Their types are just like Cesareo [1] pointed out that there are three different types of counterfeits: high-quality counterfeits, low-quality counterfeits and imitations [1]. At present, the main channel of Anfu sports shoes is online sales. The source of product information purchased is mostly online shopping platforms, as well as relatives and friends.

Due to the continuous increase of social media, it provides consumers with new ways to access content and share information and views about products or experiences, resulting in electronic word of mouth (eWOM) [2]. At the university stage, students use social networks to the highest degree, and usually refer to eWOM on the website

when purchasing products [3]. eWOM is not only regarded as an important factor in participating in online communities, but also affects consumers' purchase intention [4].

In past studies, online reviews have been found to be an important source of information, enabling online shoppers to evaluate the quality of products / services. An important function of comments is to reduce the risks and uncertainties that online buyers believe are related to product purchase [5]. In addition, the research points out that the professionalism of information sources received by consumers in social media will affect the credibility and usefulness of eWOM. When the credibility and usefulness of eWOM are high, it will affect consumers' purchase intention [6].

Kim et al. [7] pointed out the importance of effective social media information, which will affect customers' attitudes and lead to higher eWOM intentions [7]. According to Hua et al. [8], the research on social media as a tool for selecting tourism destinations shows that consumers' cognition of the usefulness of social media, the ease of use of social media, cognitive risk and eWOM directly affect their attitudes, and indirectly affect their intentions through the existence of attitudes [8].

Therefore, the questions of this study are as follows: (1) will eWOM on online social platform affect college students' purchase intention of Anfu sports shoes? (2) Will college students' attitude towards Anfu sports shoes affect their purchase intention?

## 2 Methodology

### 2.1 Subject and Sampling

This study takes the students of Putian University, the only university in Putian City, Fujian Province, China as the research object. The main consideration is that the whole students of the University come from several provinces and municipalities directly under the central government. In addition, Anfu mall is also located near the middle campus of the University. This study uses convenient sampling method to ask students whether they have bought Anfu shoes on campus. If they answer "no", they will be asked to fill in the questionnaire. After one month's investigation, 767 valid questionnaires were obtained.

### 2.2 Questionnaire

The first part is the eWOM scale, which has five questions. It mainly refers to the research of Bansal and Voyer [9] develop word-of-mouth program model [9]. The second part is the product attitude scale, which has four questions. The main purpose is to understand consumers' attitude towards Anfu sports shoes. The preparation of the questionnaire mainly refers to Pavlou and Fygenon [10] research [10]. The third part is the purchase intention scale, which has three questions. It mainly refers to Zhao et al. [11] research on electronic word-of-mouth and consumer behaviour [11]. The fourth part is the students' personal background information, including gender, grade and the brand of Anfu sports shoes purchased.

## 2.3 Data Analysis Method

The valid questionnaires collected in this study were analysed by SPSS statistical software. Firstly, the distribution of students' gender, grade and the brand of Anfu sports shoes want to purchase are analysed by describing the frequency distribution and percentage of statistics. Secondly, using t-test and one-way ANOVA, students' differences in eWOM, product attitude and purchase intention. Finally, used multiple regression analysis, eWOM and product attitude to predict the purchase intention.

## 3 Results

### 3.1 Background Information of Students

Among the 767 valid questionnaires, 278 were male (36.2%) and 489 were female (63.8%). In the grade part, there are 46 (6%) in freshman, 433 (56.5%) in sophomore, 285 (37.2%) in junior and 3 (.4%) in senior. Among the brands that students want to buy sport shoes, the highest ranking is Nike with 273 people, followed by Anta with 267 people, Li-Ning with 228 people, Adidas with 213 people, and Xtep with 189 people.

### 3.2 Difference Analysis

In terms of gender, the results of t-test showed that there were significant differences in eWOM ( $t = 2.05$ ,  $p < .05$ ) and product attitude ( $t = 2.64$ ,  $p < .05$ ), but there was no significant difference in purchase intention ( $t = 1.71$ ,  $p > .05$ ). The results of average comparison showed that male ( $M = 12.79$ ) had higher eWOM than female. In terms of product attitude, male ( $M = 16.87$ ) are also higher than female ( $M = 16.21$ ). In different grades, the results of one-way ANOVA showed that there were no significant differences in eWOM ( $F = 1.41$ ,  $p < .05$ ) and product attitude ( $F = 1.29$ ,  $p < .05$ ), but there was no significant difference in purchase intention ( $F = 1.15$ ,  $p < .05$ ).

### 3.3 Regression Analysis

This study takes five eWOM items as the prediction variables, and the factor dimension of "purchase intention" as the criterion variables. Using the results of multiple stepwise regression analysis, it is found that I think the commentators' views and shortcomings of Anfu sports shoes mentioned in the online articles are as follows: "Having strong negative feelings" ( $t = 2.23$ ,  $p < .05$ ) and "being persuasive" ( $t = 1.96$ ,  $p = .05$ ), "having a deep impression" ( $t = 4.16$ ,  $p < .05$ ) and "his attitude is serious" ( $t = 5.26$ ,  $p < .05$ ). Four questions can predict the intention of college students to buy Anfu sports shoes,  $R^2 = .20$ . It can be predicted that the intention of college students to buy Anfu sports shoes is up to 20% (see Table 1).

This study takes the four items of product attitude as the prediction variables, and the factor dimension of "purchase intention" as the criterion variables. Using the results of multiple stepwise regression analysis, it is found that "I like Anfu sports shoes" ( $t = 9.44$ ,  $p < .05$ ), "I have a good impression of Anfu sports shoes" ( $t = 3.80$ ,  $p < .05$ ) "I think Anfu sports shoes are worth having" ( $t = 3.01$ ,  $p < .05$ ) and "I think the quality of

Anfu sports shoes is good" ( $t = 3.08$ ,  $p < .05$ ). The four items can predict,  $R^2 = .40$ . It can be predicted that the intention of college students to buy Anfu sports shoes is up to 40% (see Table 2).

## 4 Conclusion and Suggestion

### 4.1 Conclusion

According to the results of the analysis, this study has the following conclusions: (1) the highest brand of Anfu sports shoes purchased by students is Nike, followed by Anta, and the third is Li Ning. The main reason is that the price of genuine sports shoes in the first three items is more expensive, while the price of counterfeit products is cheaper. Due to the limited source of income of students, most of them come from family support and are unable to buy high-priced sports shoes. Therefore, Anfu sports shoes (counterfeits) with low price and not too poor quality have become their main choice. They can not only engage in sports, but also match clothes to pursue fashion. (2) Male college students have significantly higher eWOM than women, mainly because men have higher purchase and demand for sports shoes than women (engaged in sports). Therefore, they often refer to the eWOM of Anfu sports shoes on the online social platform before considering whether to buy them. (3) The study found that there was no significant difference in product attitude among different grades. It can be found that different grades are interested in Anfu sports shoes and have purchase intention. They will not only refer to eWOM in social groups, but also have the same attitude towards Anfu sports shoes. (4) The comments mentioned by social platform commentators on eWOM of Anfu sports shoes: "have a strong negative feeling", "are persuasive", "have a deep impression" and "their attitude is serious". The four items have a predictive effect on College Students' purchase intention of Anfu sports shoes. (5) On the whole, students have a positive attitude towards Anfu sports shoes. Among them, "I like Anfu sports shoes", "I have a good impression of Anfu sports shoes", "I think Anfu sports shoes are worth having" and "I think the quality of Anfu sports shoes is good". Four questions can predict college students' purchase intention of Anfu sports shoes.

### 4.2 Suggestion

According to the results of this study, the reason for the large number of counterfeit products is that the price is cheaper than the genuine products, and the quality will not be very poor. It is suggested that sports shoe manufacturers should also consider the consumption ability of college students when launching new products in the future. Launch products with price and style suitable for college students to reduce students' demand for counterfeit products. In addition, this study also suggests that the relevant judicial and industrial and commercial administration departments should strengthen the ban on the dissemination and sales of counterfeit sports shoes on Internet platforms, so as to safeguard the rights of genuine sports shoe manufacturers. In addition, this study suggests that future researchers can study the needs and motivation of college students who want to buy Anfu sports shoes, so as to have a more complete understanding of the consumption behavior of buying counterfeit sports shoes.

**Table 1.** Summary table of eWOM regression analysis on purchase intention

Items	$\beta$	Standard error	Beta	t-value	Sig
Having strong negative feelings	.23	.11	.08	2.23*	.026
Being persuasive	.23	.12	.08	1.96	.050
The tone is firm.	.12	.14	.04	.90	.370
Anfu sports shoes are worth having	.52	.12	.17	4.16*	.000
Attitude is serious	.64	.12	.21	5.26*	.000

$R = .443$   $R^2 = .20$  adjust  $R^2 = .19$   $F = 37.06^{**}$  ( $p < .01$ )

\*  $p < .05$ , \*\*  $p < .01$

**Table 2.** Summary of regression analysis of product attitude on purchase intention

Items	$\beta$	Standard error	Beta	t-value	Sig
I like Anfu sports shoes	.92	.09	.36	9.44*	.000
Good impression of Anfu sports shoes	.44	.12	.15	3.80*	.000
I think Anfu sports shoes are worth having	.35	.12	.12	3.01*	.003
The quality of Anfu sports shoes is good	.35	.12	.12	3.08*	.002

$R = .64$   $R^2 = .40$  adjust  $R^2 = .39$   $F = 128.39^{**}$  ( $p < .01$ )

\*  $p < .05$ , \*\*  $p < .01$

**Acknowledgments.** This study thanks Professor Chang Hsiao-Ming for the construction of research topics, the preparation of questionnaires and the application of statistical analysis.

**Authors' Contributions.** This work was carried out in collaboration between all authors. Author Lin designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author Chen managed the analyses of the study.

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