



# A Study on the Purchase Intention of College Students' Anfu Sports Shoes by Social Networking Sites Review and Peer Communication

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**Abstract.** The purpose of this study is to analyse the effect of reviews and peer communication on college students' intention to buy Anfu sport shoes in the SNS (Social Networking Sites). In this study, 324 valid questionnaires were collected from college students who had bought Anfu sports shoes by convenient sampling. After statistical analysis, the results show that: 1. Nike is the highest brand that students buy Anfu sport shoes. 2. There are significant differences in SNS review and peer communication between different gender and grade. 3. SNS review and peer communication can predict purchase intention. According to the above results, this study puts forward relevant suggestions for practical management and future researchers.

**Keywords:** 1 · SNS review · 2 · peer communication · 3 · purchase intention · 4. Anfu sport shoes

## 1 Introduction

Putian Anfu sports shoes are well-known 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 severe 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 sports shoes are counterfeits. Some people directly call them fake shoes. Their types are just like Cesareo (2016) 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]. Therefore, consumers' behaviour on social media can also be used as recognition or suggestions to other customers, which can affect their purchase intention [3]. In the modern society with developed information, most consumers are used to searching for word-of-mouth information about products before consumption.

In the model developed by Bansal and Voyer (2000), the disseminator's professionalism is classified as a non-interpersonal influence variable, and it is found that the disseminator's WOM will affect the receiver's purchase decision [4]. Asada and Ko (2016) studied the impact of word-of-mouth on sports consumers' word-of-mouth on Sports audiences. The results found that determining the characteristics of message disseminators (i.e. professional knowledge and credibility) and messages (i.e. the richness of message content and the intensity of message transmission) are the determinants of word-of-mouth cognition. The results show that credibility, the richness of information content and the intensity of information transmission have a positive effect on word-of-mouth [5].

Lis (2013) found on eWOM that the higher the professional knowledge level of commentators, their suggestions will be adopted, which will have a greater impact on procurement decisions [6]. 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 [7].

According to the consumer socialization theory (CST), parents, peers and mass media play an important role in the process of consumer socialization [8], and it is the social environment in which children learn to become consumers [9]. Mangleburg, Doney, and Bristol (2004) found that peer influence exists when consumers make purchase decisions, because individuals want to get a good evaluation in the group [10]. When individuals Shop in groups, they are more likely to buy products [11].

Although there are many studies on online consumption, there are few studies on the purchase of non-genuine sports shoes, especially the empirical study on the consumption behaviour of Anfu sports shoes. In college students, individuals use social networks to the highest degree, and they usually refer to eWOM on the website when purchasing products [12]. Therefore, the questions of this study are as follows: (1) will SNS review on the online social platform affect college students' purchase intention of Anfu sports shoes? (2) Will peers affect college students' purchase intention of Anfu sports shoes?

## 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 “yes”, they will be asked to fill in the questionnaire. After one month’s investigation, 324 valid questionnaires were obtained.

## 2.2 Questionnaire

The first part is the SNS review scale, which has seven questions. It mainly refers to the research of Bansal and Voyer (2000) word-of-mouth program model. The second part is the peer communication scale, which has three questions [4]. The main research scale mainly refers to the research on consumer socialization by Wang et al. [4]. The third part is the purchase intention scale, which has three questions. It mainly refers to Zhao, Wang, Tang, & Zhang, (2020) research on electronic word-of-mouth and consumer behaviour [13]. 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 purchased are analysed by describing the frequency distribution and percentage of statistics. Secondly, using t-test and one-way ANOVA, students’ differences in SNS review, peer communication and purchase intention. Finally, use multiple regression analysis, SNS review and peer communication to predict the purchase intention.

# 3 Results

## 3.1 Background Information of Students

Among the 324 valid questionnaires, 219 were male (67.6%) and 105 were female (32.4%). In the grade part, there are 33 (10.2%) in freshman, 120 (37%) in sophomore, 160 (49.4%) in junior and 11 (3.4%) in senior. Among the brands that students buy Anfu sport shoes, the highest ranking is Nike with 144 people, followed by Adidas with 116 people, Li-Ning with 106 people, Anta with 96 people, and New Balance with 55 people.

## 3.2 Difference Analysis

In terms of gender, the results of t-test showed that there were significant differences in SNS review ( $t = 3.74, p < .05$ ) and peer communication ( $t = 2.05, p < .05$ ), but there was no significant difference in purchase intention ( $t = 1.65, p > .05$ ). The results of average comparison showed that male ( $M = 23.82$ ) had higher SNS review than female. In terms of peer communication, male ( $M = 11.81$ ) are also higher than female ( $M = 11.22$ ). In different grades, the results of one-way ANOVA showed that there were significant differences in SNS review ( $F = 5.19, p < .05$ ) and peer communication ( $F = 4.39, p < .05$ ), but there was no significant difference in purchase intention ( $F = 1.40, p < .05$ ). After post comparison, it is found that the SNS review and peer communication factors of sophomore are higher than those of junior.

**3.3 Regression Analysis**

In this study, seven items of SNS review were used as the prediction variables, and the factor dimension of “purchase intention” was used as the criterion variable. Using the results of multiple stepwise regression analysis, it was found that “1. I think the commentators’ evaluation of Anfu shoes is honest ( $t = 2.13, p < .05$ ) and” 6. I think the commentators have a good impression of Anfu sports shoes “( $t = 2.59, p < .05$ ),  $R^2 = .25$ , It can be predicted that the intention of college students to buy Anfu sports shoes is up to 25% (see Table 1).

This study takes three items of peer communication as the prediction variable, and the factor dimension of “purchase intention” as the criterion variable. Using the results of multiple stepwise regression analysis, it is found that “1. I will have relevant discussions and exchanges with other people interested in Anfu shoes ( $t = 3.56, p < .05$ ) and” I will ask others for information about Anfu shoes “( $t = 4.47, p < .05$ ) have a predictive effect,  $R^2 = .25$ , It can be predicted that the intention of college students to buy Anfu sports shoes is up to 25% (see Table 2).

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

Items	$\beta$	Standard error	Beta	t-value	Sig
The evaluation is honest.	.412	.194	.150	2.13*	.034
The evaluation is reliable.	.137	.191	.050	.72	.475
Have enough use experience.	.198	.190	.076	1.05	.297
Have a certain degree of understanding.	.271	.187	.104	1.45	.147
An expert with knowledge of sports shoes.	.104	.155	.044	.67	.503
Have a good impression.	.434	.168	.169	2.59*	.010
With personal characteristics.	.137	.178	.049	.77	.441

$R = .50 R^2 = .25$  adjust  $R^2 = .25 F = 15.08^{**}$  ( $p < .01$ )

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

**Table 2.** Summary of regression analysis of peer communication on purchase intention

Items	$\beta$	Standard error	Beta	t-value	Sig
Discussions with other people.	.63	.18	.23	3.56*	.000
Ask others for information.	.76	.17	.27	4.47*	.000
I can get more information with others.	.28	.17	.10	1.64	.103

$R = .49 R^2 = .25$  adjust  $R^2 = .24 F = 34.65^{**}$  ( $p < .01$ )

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

## 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 Adidas, and the third is Li Ning. The main reason is that the price of genuine sports shoes is more expensive, while the price of counterfeit shoes is cheaper. In particular, the price of genuine Nike is not affordable for students, so students will buy Anfu sports shoes. (2) Male college students are significantly higher than female in SNS review and peer communication. The main reason is that male have higher purchase and demand for sports shoes than female (engaged in sports). Therefore, the above differences exist. (3) The study found that the SNS review and peer communication factors in grade 2 were higher than those in junior. The main factor was that they had a preliminary understanding of Anfu sports shoes in sophomore, which was not as clear as that in freshman. Therefore, I am interested in Anfu sports shoes and have the intention to buy. I will not only refer to sender's comments in social groups, but also ask other people's opinions. (4) In SNS review, the two items of "commentators' evaluation of Anfu sports shoes is honest" and "commentators have a good impression of Anfu sports shoes", the two items have the function of prediction. In addition, in the communication between students and their peers, "I will discuss and communicate with other people interested in Anfu sports shoes" and "I will ask others for information about Anfu sports shoes" are predictive, the two items have the function of prediction.

### 4.2 Suggestion

According to the results of this study, the main reason for the emergence 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 capacity of different regions when constantly launching new products. Set the price of products suitable for the region to reduce students' demand for counterfeit products. In addition, this study also suggests that relevant legal 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 motivation and satisfaction of college students to buy Anfu sports shoes, so as to have a more complete understanding of the consumption behaviour of buying counterfeit sports shoes.

### 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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