

# Study on the Factors of Social Media Marketing of Sporting Goods Companies on College Students' Willingness to Consume Behavior

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## Abstract

The objectives of this research were:(1)Identify the factors that influence college students' purchase intention in social media marketing of sports brands;(2)Explore the relationship between social media content quality, opinion leaders, perceived value and college students' purchase intentions;(3)To build an effective management framework to promote the social media marketing of sports brands to college students. This article adopts a quantitative research method. This study focuses on the factors of social media marketing of sports brands that affect the willingness of college students to purchase. This study utilized SPSS and AMOS as research tools to organize and analyze the collected questionnaire data. Descriptive analysis and reliability and validity tests were conducted to ensure the feasibility of the study, followed by exploratory factor analysis using principal component analysis to extract common factors from the scale data. Major Findings:(1) There are two factors in the social media marketing of sports brands that can affect the purchase intention of college students. Firstly, the quality of social media content. Secondly, opinion leaders in social media.(2) The quality of social media content and opinion leaders in social media have a positive impact on college students' willingness to purchase through the mediating variable of perceived value.(3) Reasonable social media marketing planning to promote college students' willingness to consume and purchase. Firstly, it is necessary to reasonably select and plan the content published by official accounts on social media platforms of sports goods enterprises. Secondly, the research results indicate that the individual characteristics and professionalism of opinion leaders have a significant positive impact on consumers' perceived value and purchase intention, and attention should be paid to the social relationships between opinion leaders. This research report concludes with three suggestions.Firstly, it is necessary to reasonably select and plan the content published by official accounts on social media platforms of sports goods enterprises. Secondly, sports goods enterprises should put forward higher requirements for the theme and positioning of the content published on their official accounts. Thirdly, companies also need to pay attention to the timing and frequency of their content posting on social media.

## Keywords

Social Media; Purchase Intention; Opinion.

## 1. Introduction

With the rapid development of the Internet, the research on sports brand social media marketing is slowly becoming more and more, but the literature on the study of sports brand social media marketing on college students' consumption and purchase intention is relatively small. Moreover, as far as the current research results are concerned, there are more qualitative

studies analyzing sports brand social media marketing strategies and other related issues. There are fewer related quantitative analyses, which can be referred to in a limited way. Therefore, this paper mainly applies quantitative research methods to quantitatively analyze the impact of the influencing factors of sports brand social media marketing on college students' purchasing intention by constructing a model and conducting a questionnaire survey, so as to enrich the relevant theories of sports brand social media marketing.

The research of this paper can find out a series of influencing factors of social media marketing on college students' willingness to consume sports, and provide practical basis for the effective development of social media marketing activities of sporting goods enterprises. At the same time, we find out the focus of the marketing strategy targeting college sports consumers and the factors that need to be paid attention to in order to maximize the advantages of social media marketing, promote the purchasing behavior of college sports consumers, and thus maintain a long-term friendly interactive relationship with consumers.

## 2. Theoretical Analysis and Research Hypothesis

### 2.1. Theory of Customer Perceived Value

The meaning of "customer value" was first proposed by Jackson in 1983, he believes that the ratio between the customer's perceived benefits and the price of goods is the true meaning of value, the price of goods, including the price of purchase, as well as the cost of ordering, obtaining, transporting, installing goods and the risk of failure. Woodruff (1997) suggests that "customer-perceived value refers to the customer's perceived preference for the product's performance in the process of using it to generate (or eliminate) their willingness to buy, as well as the evaluation of the generation of preference". How to maximize, the most effective sporting goods enterprise resources into sporting goods consumers' customer perceived value, is the key to its advantage in the sporting goods market competition. With the increasingly high requirements of marketing, the theory of customer perceived value provides a very important theoretical basis for the development of social media marketing of sporting goods enterprises and the improvement of core competitiveness of sporting goods enterprises.

### 2.2. Opinion Leader Theory

Opinion Leader (Opinion Leader) is also called by some scholars as opinion leader, which is a small number of influential and appealing but not well-known figures produced through election in the process of information dissemination and interactive communication through social media in the Internet era. In the era when social media has penetrated into the life of college students, opinion leaders usually refer to social media users whose accounts are more active, whose fan base is better, and whose comments can make consumers' knowledge and attitudes towards products have some influence. College students, as the main force using social media, many of them will search for the product information they want to know through social media before they want to buy a certain type of product and pay attention to the consumption experience of other consumers who have already purchased the product. At this time, those who are willing to share information on social media and get the recognition of the user becomes an opinion leader, other users in reading the information released, will invariably have an impact on their own perception of the product they want to buy, attitude, thus affecting the perceived value and willingness to consume behavior.

### 2.3. "Wet Marketing" Theory

The so-called "wet marketing" refers to the use of social media platforms, aggregating a part of the crowd of people who buy the enterprise's products to form a group, and such groups will be converted into brand followers in a gentle way, and these brand followers are encouraged to share the product information and brand content with the people around them, so as to

influence the new product development, market research and other marketing strategies deployment of enterprises. Deployment of new marketing strategies. From the perspective of social media, let a part of the population through the information on social media platforms to the sporting goods enterprise's products to produce a strong positive consumer behavior willingness, and then promote their online or offline consumer behavior. In this process, it is important to make consumers feel their dominant position in the process and make them voluntarily make secondary endorsement for the brand or a product of the sporting goods enterprise to promote the word-of-mouth effect of brand communication in the network.

Based on the theory of customer perceived value, the theory of opinion leaders and the theory of "wet marketing", this study proposes a dependent variable (willingness to buy), two independent variables and a mediating variable (perceived value), and then we will elaborate the relationship between the variables.

H1: The content quality of the information posted on the social media platforms of sporting goods companies has a positive impact on the perceived value of college sports consumers.

H2: The content quality of the information released on the social media platform of sporting goods enterprises has a positive influence on consumer purchase intention.

H3: Opinion leaders selected by sporting goods enterprises' social media have a positive influence on the perceived customer value of college sports consumers.

H4: Opinion leaders selected by sporting goods enterprises' social media have a positive effect on consumer purchase intention.

H5: Customer perceived value of college sports consumers has a positive effect on consumer purchase intention.

H6: Customer perceived value mediates the relationship between the content quality of information posted on social media platforms and purchase intention.

H7: Customer perceived value mediates the relationship between opinion leaders selected by sports companies in social media and purchase intention.

This study adopts quantitative research methods, in the form of questionnaires on sporting goods social media marketing on college students' consumer purchase willingness to carry out investigation and research through SPSS25.0 and AMOS24.0 data processing tools to analyze the data. In this study, SPSS25.0 and AMOS24.0 are used as research tools to organize and analyze the recovered questionnaire data, through the descriptive analysis of the recovered data and the analysis of the reliability and validity test, and then complete the sample description and reliability analysis of the recovered data, so as to ensure the feasibility of the study. Exploratory factor analysis was performed on the scale data, and the common factors were extracted by principal component analysis. Structural equation modeling was performed using AMOS 24.0 software to validate the constructed model and to test the hypotheses. The fitness of the structural equation model was tested by the commonly used fit indicators, and the final structural equation model was further modified according to the indicators to obtain the final structural equation model, and the final structural equation model was subjected to path analysis to determine the significance of the malefactor to test the hypotheses.

### 3. Data Analysis

#### 3.1. Descriptive Statistical Analysis

The analysis of the demographic information of the sample of participants in the survey included: gender, education level, time of use of social media, so that whether or not they have seen information related to the category of sporting goods in the social media platforms they have access to and the analysis of the time of each use of social media platforms, as shown in Table 1:

**Table 1.** Analysis of demographic information of the sample

Items	Categories	N	Percent (%)	Cumulative Percent (%)
distinguishing between the sexes	male	228	51.94	51.94
	women	211	48.06	100
educational attainment	specialized training school	161	36.67	36.67
	undergraduate (adjective)	183	41.69	78.36
	bachelor's degree	80	18.22	96.58
	PhD and above	15	3.42	100
Time spent using social media	Within three months	20	4.56	4.56
	Three to six months	81	18.45	23.01
	Six months to one year	137	31.21	54.21
	More than one year	201	45.79	100
Whether or not you've seen anything related to the sporting goods category on the social media platforms you've been exposed to	be	365	83.14	83.14
	clogged	74	16.86	100
Time spent per use of social media platforms	Less than 1 hour	115	26.2	26.2
	1-2 hours	190	43.28	69.48
	2-3hours	82	18.68	88.15
	More than 3 hours	52	11.85	100
add up the total		439	100	100

As can be seen from the above table, there are 439 samples in total, and from the gender point of view, men accounted for 51.94% and women accounted for 48.06%, indicating that the gender distribution of the survey sample is more balanced, with slightly more men than women. From the point of view of education, the proportion of survey users in the specialty is 36.67%, the proportion of undergraduates is 41.69%, the proportion of master's degree is 18.22%, and the proportion of doctoral degree and above is 3.42%, which shows that the distribution of the sample grade is more balanced in this survey, in which the proportion of users with undergraduate degree of education is the largest.

From the point of view of the time of using social media, 4.56% of the users used it for less than three months, 18.45% for three months to half a year, 31.21% for half a year to one year, and 45.79% for more than one year, with the largest number of people using it for more than a year and most of them for more than half a year; and the vast majority of the people saw sports in the social media platforms they contacted. From the point of view of the time of each use of social media platforms, 26.2% of users used the platform for 1 hour, 43.28% of users used the platform for 1-2 hours, 18.68% of users used the platform for 2-3 hours, and 11.85% of users used the platform for more than 3 hours, and the majority of users did not use the platform for more than 2 hours. The majority of them do not exceed 2 hours. The results of the above analysis show that the total duration of college students' use of social media is longer, and the average use time is reasonable, which is more suitable as the target of this study.

And by describing the overall statistical analysis of each variable in the model constructed in this study, mainly including the minimum value, maximum value, mean, standard deviation and median value, the descriptive statistical analysis results of each variable are shown in Table 2.

**Table 2.** Results of descriptive statistical analysis of variables

Items	N of samples	Min	Max	Mean	Std. Deviation	Median
Content Quality	439	1	7	4.755	1.125	4.75
Opinion Leaders	439	1.5	7	4.742	1.2	4.75
Perceived Value	439	1	7	4.732	1.191	5
Purchase intention	439	1.333	7	4.841	1.132	5

As can be seen from the table above, the questionnaire used in this study was a 7-point Likert scale, and the mean value of the variable measurement item is greater than 4 indicates that most of the respondents agree with this view. The mean values of the variables are Content Quality 4.755, Opinion Leaders 4.742, Perceived Value 4.73, Purchase intention 4.841, of which Purchase intention has the highest score. Perceived Value score is slightly lower, the standard deviation is around 1, and the degree of dispersion is low. Among them, Content Quality and Purchase intention scores are higher, indicating that college students' use of social media to browse the content released by the sporting goods industry has a greater impact on their willingness to learn about and purchase sports products; Opinion Leaders and Perceived Value scores are also higher, indicating that college students have a greater impact on their willingness to learn about and purchase sports products in the process of using social media. Opinion Leaders and Perceived Value scores are also higher, indicating that the advice of the opinion leaders of the sporting goods companies in the process of using social media has a greater impact on the purchase intention of college students and also affects the satisfaction level of college students with the products of the sporting goods companies.

**3.2. Reliability Test**

**Table 3.** Reliability analysis of variables

Factor	Items	Corrected Correlation(CITC)	Item-Total	Cronbach Alpha if Item Deleted	Cronbach $\alpha$
Content Quality	Q1	0.705		0.841	0.87
	Q2	0.719		0.836	
	Q3	0.747		0.824	
	Q4	0.721		0.835	
Opinion Leaders	Q5	0.765		0.845	0.885
	Q6	0.74		0.855	
	Q7	0.746		0.853	
	Q8	0.743		0.854	
Perceived Value	Q9	0.722		0.774	0.845
	Q10	0.731		0.766	
	Q11	0.682		0.812	
Purchase intention	Q12	0.715		0.812	0.856
	Q13	0.735		0.793	
	Q14	0.738		0.791	

Reliability is the degree of consistency of measurement results, i.e., whether the measurement tool can consistently measure what it is intended to measure. Before the data analysis of the collected questionnaires can be launched, reliability analysis is needed. Several approximate

measures of reliability have been proposed, including retest reliability, replica reliability, folded half reliability and internal consistency reliability (Li Chan, 2008). In general, if the Cronbach's  $\alpha$  coefficient value of the total scale is above 0.8, it indicates that the reliability of the total scale is high; if the Cronbach's  $\alpha$  coefficient value of the total scale is between 0.7 and 0.8, it indicates that the reliability of the total scale is acceptable; if the Cronbach's  $\alpha$  coefficient value is below 0.7, the scale needs to be revised or questions need to be added or deleted. If the scale is a subscale, the Cronbach's alpha coefficient value should preferably be above 0.7; if the Cronbach's alpha coefficient value is between 0.6 and 0.7, the reliability of the subscale is acceptable; if the Cronbach's alpha coefficient value of the subscale is below 0.6, it is unacceptable (the scale is not acceptable if it is below 0.6). 0.6 or below is unacceptable (Qiu Jinghan, 2020). The reliability of the measurement items for each variable in this study is shown in Table 3.

From the above table, it can be seen that the Cronbach Alpha coefficients of the variables content quality, opinion leaders, perceived value and purchase intention are all greater than 0.8, thus indicating that the research data has high reliability quality. For the "alpha coefficient of item deleted", the reliability coefficient does not increase significantly after any item is deleted, thus indicating that the item should not be deleted. Regarding the "CITC value", the CITC values of the analyzed items are all greater than 0.4, which indicates that there is a good correlation between the analyzed items, and at the same time, it also indicates that the reliability level is good. To summarize, the data reliability coefficient value of the study is higher than 0.8, which comprehensively indicates that the data reliability is of high quality, and the measurement items in this study should be retained for subsequent analysis, and the four variables and 14 measurement items in the questionnaire should be retained.

### 3.3. Validation Factor Analysis

#### 3.3.1. Validity

Validity is the degree of correctness, which reflects the extent to which a measurement instrument is able to measure the characteristics of the object being measured. The higher the validity, the higher the degree of conformity of the measurement results with the object of measurement. Validity can be measured from the following perspectives: surface validity, content validity, scale validity, and structural validity, which are selected in this study. Among them, content validity refers to the suitability and conformity of the measurement content, i.e., the conformity of the measurement question items with the measurement purpose. This study designed the questionnaire on the basis of extensive literature reading and the characteristics of the research subjects, and after repeated refinement and modification, so that the content validity of the questionnaire can be guaranteed.

**Table 4.** KMO and Bartlett's Test

KMO		0.913
Bartlett's Test of Sphericity	Chi-Square	3520.041
	df	91
	p	0

Using factor analysis to conduct information concentration research, first analyze whether the research data is suitable for factor analysis, as can be seen from the above table: the KMO is 0.913, which is greater than 0.6 and meets the prerequisite requirements of factor analysis, which means that the data can be used for factor analysis research and the data passes the Bartlett's test of sphericity ( $p < 0.05$ ), which indicates that the research data is suitable for factor analysis.

In this paper, Amos software was used to conduct a validated factor analysis (CFA) to construct the factor model of this study, as shown in Figure 1 below.

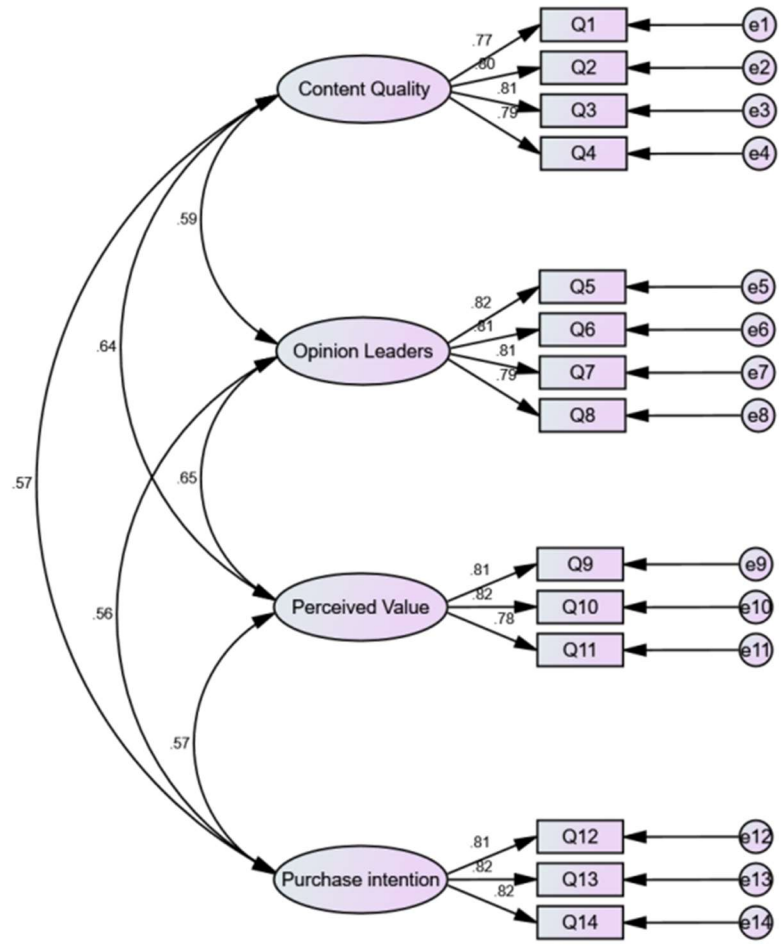


Figure 1. Validation factor analysis

Before the validation factor analysis, the factor model is first analyzed for the degree of fit, with the purpose of judging the degree of fit between the research model and the actual data through various fit indicators. As can be seen from Table 5 below.

Table 5. Model fitting indicators

Index	$\chi^2$	df	$\chi^2/df$	GFI	RMSEA	RMR	CFI	NFI	TLI	IFI
Judgment criteria	-	-	<3	>0.9	<0.10	<0.08	>0.9	>0.9	>0.9	>0.9
Value	112.138	71	1.579	0.964	0.036	0.051	0.988	0.969	0.985	0.988

The fitting indexes of the validated factor analysis model used in this study are:  $\chi^2/df$ , TLI, GFI, RMSEA, IFI, CFI, NFI, RMR, the fitting criterion of  $\chi^2/df$  is less than 3, and the fitting index of  $\chi^2/df$  in this study is 1.579; the fitting criterion of RMSEA is less than 0.10, and the fitting index of RMSEA in this study is 0.036, which meets the criteria; the fitting criteria of TLI, GFI, IFI, CFI, NFI are all greater than 0.9, and the fitting indices of this study are within the reference range,

so the factor model is well fitted, and convergent validity and discriminant validity are analyzed next, respectively.

### 3.3.2. Convergent Validity Test

**Table 6.** Convergent validity test

			Estimate	STD.Estimate	S.E.	C.R.	P	CR	AVE
Q1	<---	Content Quality	1	0.775				0.87	0.627
Q2	<---	Content Quality	1.054	0.796	0.062	16.926	***		
Q3	<---	Content Quality	1.082	0.81	0.063	17.24	***		
Q4	<---	Content Quality	1.049	0.787	0.063	16.712	***		
Q5	<---	Opinion Leaders	1	0.825				0.885	0.657
Q6	<---	Opinion Leaders	0.994	0.812	0.052	19.064	***		
Q7	<---	Opinion Leaders	0.993	0.814	0.052	19.102	***		
Q8	<---	Opinion Leaders	0.93	0.792	0.05	18.455	***		
Q9	<---	Perceived Value	1	0.811				0.846	0.647
Q10	<---	Perceived Value	1.011	0.821	0.057	17.731	***		
Q11	<---	Perceived Value	0.954	0.781	0.056	16.893	***		
Q12	<---	Purchase intention	1	0.807				0.857	0.666
Q13	<---	Purchase intention	1.044	0.821	0.059	17.73	***		
Q14	<---	Purchase intention	1.02	0.82	0.058	17.705	***		

From the above table, it can be seen that the validated factor analysis (CFA) analysis was conducted for a total of 4 factors, as well as 14 analysis items. From the above table, it can be seen that all the AVE values corresponding to the total 4 factors are greater than 0.5, and all the CR values are higher than 0.7, which means that the data of this analysis have good convergent (convergent) validity. For the measurement relationship: the absolute value of the standardized factor loadings are all greater than 0.6 and show significance in each measurement relationship, which means that there is a good measurement relationship.

### 3.3.3. Distinguishing Validity Test

**Table 7.** Discriminant validity test

	Content Quality	Opinion Leaders	Perceived Value	Purchase intention
Content Quality	0.792			
Opinion Leaders	0.517***	0.811		
Perceived Value	0.556***	0.559***	0.804	
Purchase intention	0.498***	0.489***	0.486***	0.816

The diagonal line in the above table is the AVE square root value, for the analysis of discriminant validity, for Content Quality, the AVE square root value is 0.792, which is greater than the maximum value of the absolute value of the correlation coefficient between the factors, 0.556, which means that it has a good discriminant validity. For Opinion Leaders, the AVE square root value is 0.811, which is greater than the maximum absolute value of the correlation coefficient between factors of 0.559, meaning that it has good discriminant validity. For Perceived Value, the AVE square root value is 0.804, which is greater than the maximum absolute value of the inter-factor correlation coefficient of 0.559, meaning that it has good discriminant validity. For Purchase intention, its AVE square root value is 0.816, which is greater than the maximum value of the absolute value of the correlation coefficient between the factors, 0.498, implying that it has good discriminant validity.

### 3.4. Structural Equation Modeling

#### 3.4.1. Construction of Structural Equation Modeling

This study adopts structural equation modeling to empirically test the relationship between variables and research hypotheses. Through the four factors of content quality, opinion leaders, perceived value and purchase intention on the specific role of social media marketing of sporting goods industry on college students' purchase intention, and determine the structural equation model of college students' purchase intention influencing factors, as shown in Figure 2 below.

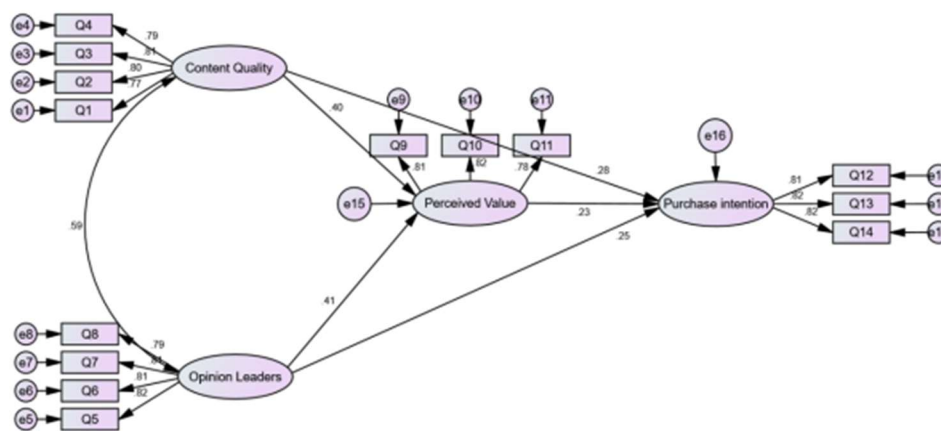


Figure 2. Structural equation model

#### 3.4.2. Fit Index Detection

Table 8. Fit index detection

Model fitting indicators										
Index	$\chi^2$	df	$\chi^2/df$	GFI	RMSEA	RMR	CFI	NFI	TLI	IFI
Judgment criteria	-	-	<3	>0.9	<0.10	<0.08	>0.9	>0.9	>0.9	>0.9
Value	112.138	71	1.579	0.964	0.036	0.051	0.988	0.969	0.985	0.988

As can be seen from the above table, the model fitting indicators are all up to standard, indicating that the model fits well.

Table 9. Direct effect path detection

Path	Estimate	STD.Estimate	S.E.	C.R.	P
Perceived Value <--- Content Quality	0.443	0.4	0.067	6.66	***
Perceived Value <--- Opinion Leaders	0.397	0.411	0.057	6.952	***
Purchase intention <--- Content Quality	0.29	0.284	0.07	4.158	***
Purchase intention <--- Opinion Leaders	0.221	0.248	0.06	3.687	***
Purchase intention <--- Perceived Value	0.208	0.226	0.068	3.044	0.002

As can be seen from the above table, the paths all hold ( $p < 0.05$ ) and the standardized path coefficients are all greater than 0, which can prove that hypotheses H1-H5 are valid.

### 3.4.3. Indirect Effect Path Detection

**Table 10.** Indirect effect path detection

Effect	Parameter	Estimate	Lower	Upper	P	Effect Ratio
direct effect	Content intention Quality→Purchase	0.284	0.049	0.507	0.02	75.94%
	Perceived intention Value→Purchase	0.248	0.027	0.471	0.027	72.73%
indirect effect	Content Value→Purchase intention Quality→Perceived intention	0.09	0.011	0.215	0.02	24.06%
	Perceived Value→Purchase intention Value→Perceived intention	0.093	0.01	0.217	0.023	27.27%
aggregate effect	Content intention Quality→Purchase	0.374	0.166	0.569	0.001	-
	Perceived intention Value→Purchase	0.341	0.136	0.55	0.001	-

As can be seen from the above table, the 95% confidence intervals for both paths of the indirect effect do not include 0, indicating that the mediating effect is established, i.e., proving that hypotheses H6-H7 are valid. The 95% confidence interval of the direct effect also does not include 0, indicating partial mediation.

### 3.5. Verification of Variable Correlation

**Table 11.** Verification of variable correlation

Pearson Correlation				
	Purchase intention	Content Quality	Opinion Leaders	Perceived Value
Purchase intention	1			
Content Quality	0.498**	1		
Opinion Leaders	0.489**	0.517**	1	
Perceived Value	0.486**	0.556**	0.559**	1
* $p < 0.05$ ** $p < 0.01$ *** $p < 0.001$				

As can be seen from the above table, correlation analysis is used to study the correlation between Purchase intention and Content Quality, Opinion Leaders, Perceived Value, and Pearson's correlation coefficient is used to indicate the strength of the correlation. Specific analysis shows that the correlation coefficients between Purchase intention and Content Quality, Opinion Leaders, Perceived Value are all significant, and the correlation coefficients are 0.498, 0.489, 0.486, and the correlation coefficients are greater than 0, which means that the correlation coefficients between Purchase intention and Content Quality, Opinion Leaders, and Perceived Value are all significant. The correlation coefficient values are 0.498, 0.489, 0.486, and the correlation coefficient values are all greater than 0, which means that there is a positive correlation between Purchase and Content Quality, Opinion Leaders, Perceived Value.

### 3.6. Research Hypotheses Verification

Based on the analysis of the previous empirical research, the following research conclusions are now drawn:

**Table 12.** hypotheses verification

Hypothetical content	Test results
H1: The content quality of information posted on social media platforms of sporting goods companies has a positive effect on the perceived customer value of college sports consumers	set up
H2: Content quality of information posted on social media platforms of sporting goods companies has a positive effect on consumer purchase intention	set up
H3: Opinion Leaders Selected by Sporting Goods Firms' Social Media Have a Positive Impact on the Perceived Customer Value of College Sports Consumers	set up
H4: Opinion Leaders Selected by Sporting Goods Companies' Social Media Have a Positive Influence on Consumer Purchase Intention	set up
H5: Customer Perceived Value of College Sports Consumers Has a Positive Effect on Consumer Purchase Intention	set up
H6: Customer perceived value mediates the relationship between content quality of information posted on social media platforms and purchase intention	set up
H7: Customer Perceived Value Mediates the Relationship Between Opinion Leaders Selected by Sports Firms' Social Media and Purchase Intention	set up

## 4. Discussion and Conclusion

### 4.1. Discussion of Findings

With the diversified development of the "social + sports" ecosystem, sports consumers believe that social media platforms can bring a more positive impact on their consumption. The hard advertising on social media platforms has a 5 times higher sales conversion rate compared to TV and radio advertisements. It is in this context that this study explores the influence of social media on the willingness of sports consumption behavior by targeting college students' consumers.

First, there are two factors that affect college students' willingness to buy in the social media marketing of sports brands. They are the quality of social media content and opinion leaders in social media. This paper focuses on these two variables to study college students' purchase intention and explore the influence pattern on college students' purchase intention. Second, the quality of social media content and opinion leaders in social media positively influence college students' purchase intention through the mediating variable of perceived value. The above data can show that the quality of content and opinion leaders have a positive influence on the perceived value of customers of sports consumers. Third, rational social media marketing planning to enhance college students' consumption and purchase intention. First, it is necessary to reasonably select and plan the content posted on social media platforms by official accounts of sporting goods companies. Second, the research results show that the personal characteristics and professionalism of opinion leaders have a significant positive impact on consumers' perceived value and purchase intention, and attention should be paid to the social relationships among opinion leaders.

### 4.2. Practical Recommendations

On the basis of the analysis of the above empirical test results, the strategic optimization of marketing is proposed for sporting goods enterprises to enhance the effect of social media marketing, improve the perceived value of sports consumers and then influence their behavioral intentions.

First, we should reasonably select and plan the content released by the official account on the social media platform of sporting goods enterprises. For sporting goods enterprises, the content released on the social media platform should not be limited to the benefits obtained in a short period of time, but should use social media to disseminate their own corporate culture

to sports consumers, so as to achieve the sports consumers' loyalty and recognition of the brand to improve, and more profoundly affect their willingness to consume sports behavior.

Secondly, sporting goods enterprises should put forward higher requirements for the theme and positioning of the content released by their official accounts. Due to the influence of the differences in the strength and popularity of sporting goods enterprises, there are differences in the methods and contents adopted by sporting goods enterprises in social media marketing. At present, the content published on social media is complicated, the quality is not high and even there is plagiarism phenomenon is a major problem for social media marketing. Due to the huge information flow of social media, the existence of this problem will make it difficult for sports consumers to continue to pay attention to the information released by the sporting goods enterprises, and even lead to the serious consequences of losing interest in the sporting goods brand.

Thirdly, enterprises also need to pay attention to the time and frequency of their content release on social media. Through the analysis of previous related literature, it can be seen that the information flow of social media is huge, so the correct use of release time and release frequency is particularly important. If companies post information too frequently on social media platforms, it will not only affect the content quality of each message, but may even cause dissatisfaction among followers.

Fourth, with social media taking over the mainstream part of people's online life, whether it is a publicist or an original article that exists on social media platforms can trigger thousands of views and retweets. As opinion leaders in social media, they have the priority of discourse on the social media platform, and are more likely to win the trust of college sports consumer groups, which is significant for sporting goods companies to establish a good image. From the analysis of the previous section, we can see that opinion leaders have a very significant positive impact on the perceived value of consumers.

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