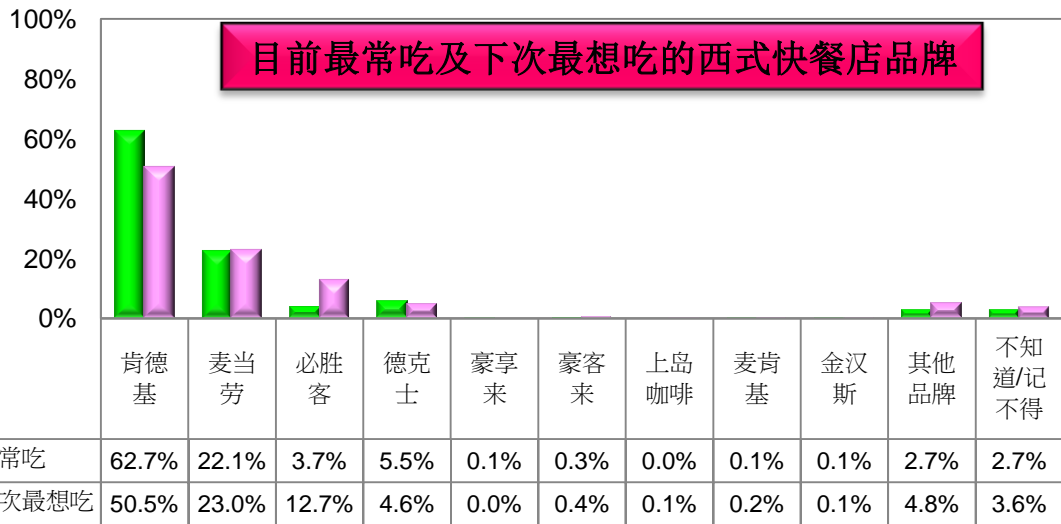


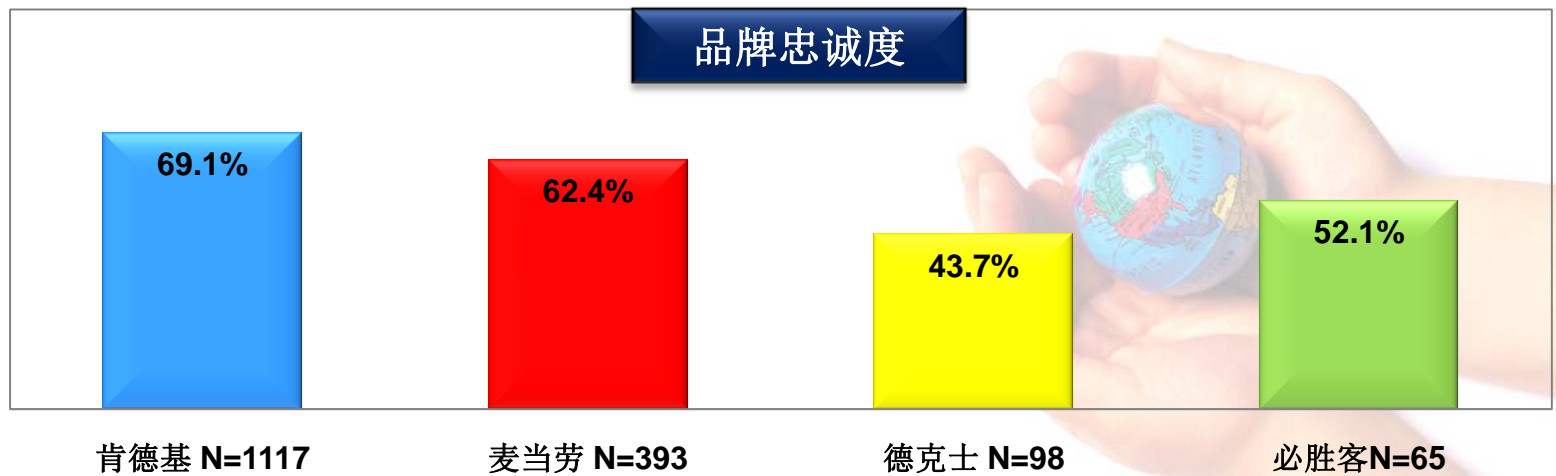
【肯德基】西式快餐店的食用率/顾客品牌忠诚度最高

【麦当劳】虽然食用率和【肯德基】有一段差距，但也有高度的品牌忠诚



对于本次调查，我们通过积沙网 (www.jisha.cn) 收集到了2,896份15-60岁的有效样本，分析发现：

- 无论是目前最常吃或是下次最想吃的西式快餐店品牌，【肯德基】都领先；其次是【麦当劳】。
- 品牌忠诚度相对较高的西式快餐店品牌依然是【肯德基(69.1%)】及【麦当劳(62.4%)】，其次是【必胜客(52.1%)】。

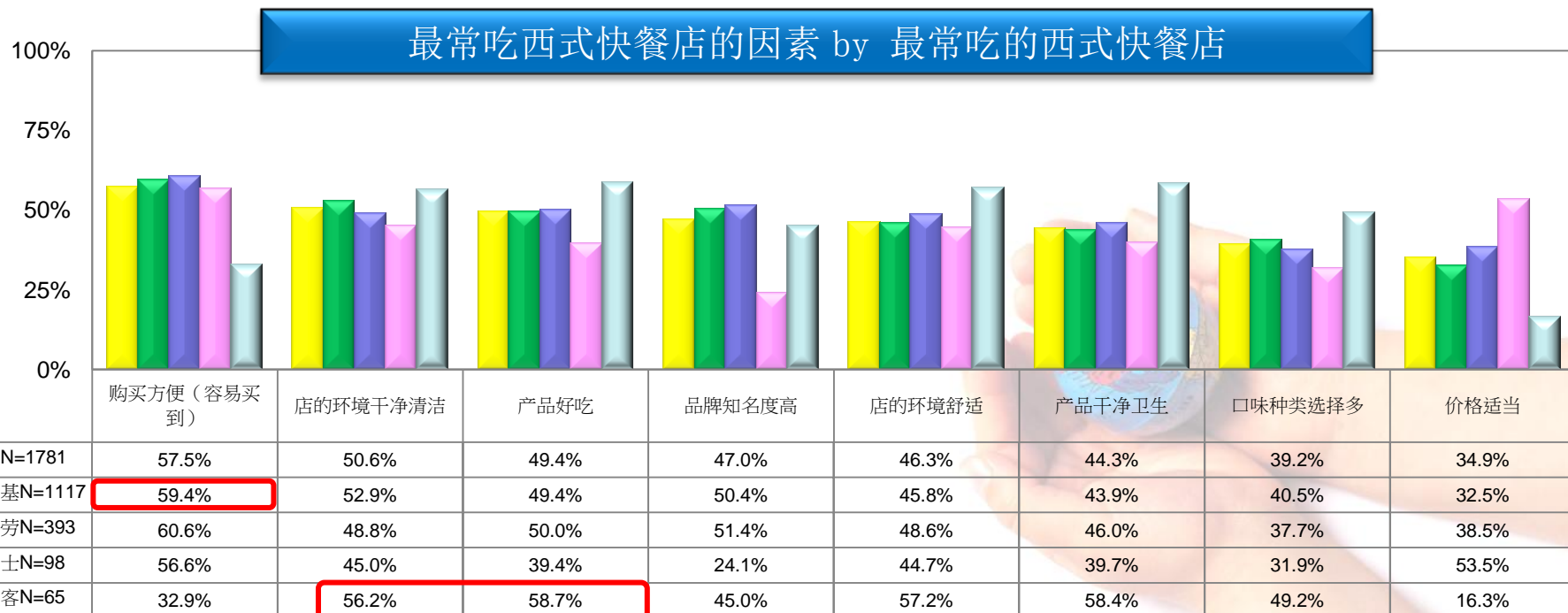


调查时间：2010/05/27-06/09 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn



消费者最注重西式快餐店的【购买方便】

- 消费者选择最常吃西式快餐店的因素依序是【购买方便】、【店的环境干净整洁】、【产品好吃】。
- 不同的西式快餐店，消费者的选择因素也不同。其中最常吃汉堡薯条的人和最常吃披萨的人所在意的考量点并不同，常吃汉堡薯条的受访者比较在意的是方便性和店内环境；而常吃披萨的受访者比较在意产品面的因素。

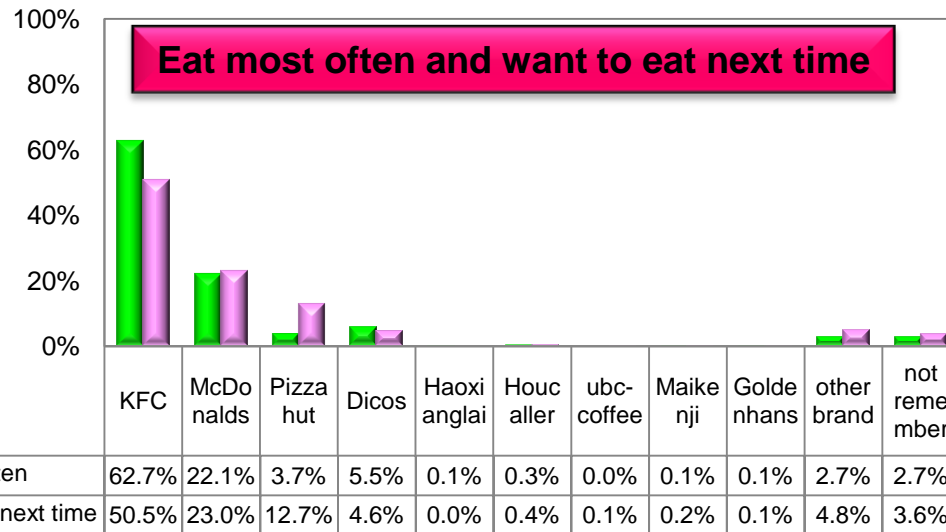


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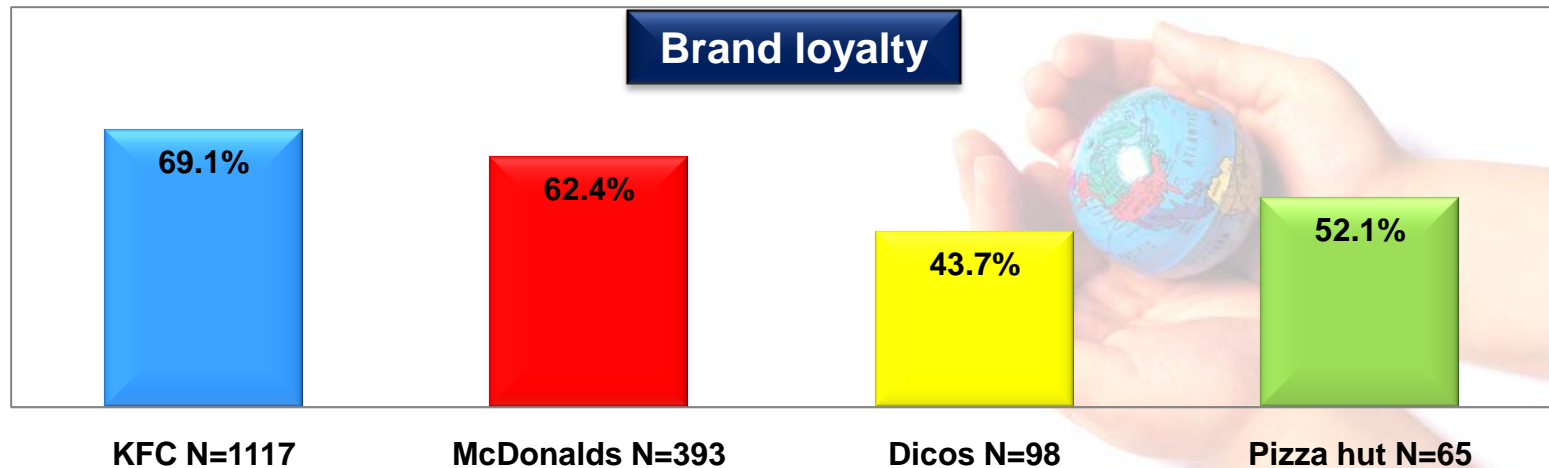
“KFC” is leader brand.

McDonalds’ brand loyalty is very high although not many consumers eat it most often.



From Jisha website(www.jisha.cn), this study collected 2,896 samples for those who aged 15-60 yrs olds. The results are:

- No matter for the eat most often brand or the brand want to eat next time, “KFC” is Top one; followed by “McDonalds”.
- “KFC” got the highest brand loyalty, followed by “McDonalds”.

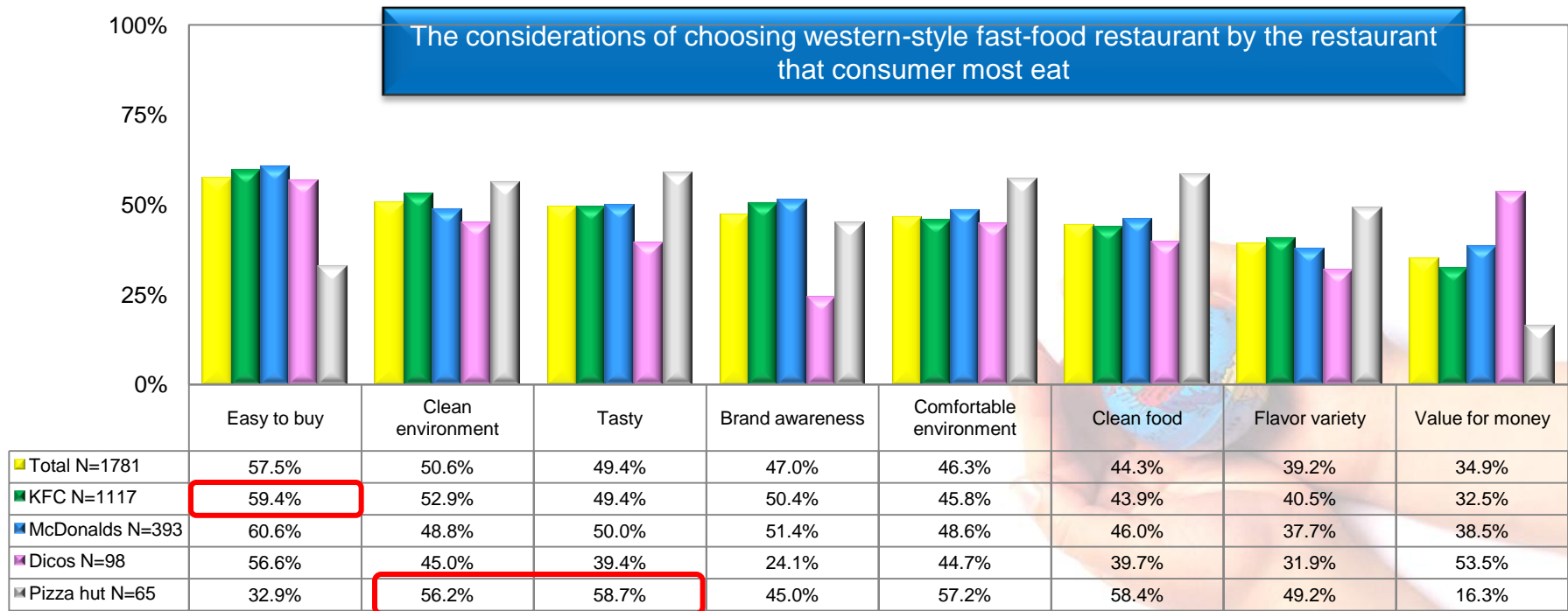


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“Easy to buy” is the main reason for choosing western-style fast food.

- “Easy to buy” is the mainly reason for choosing western-style fast food, followed by “Clean environment” and “Tasty”.
- Different reasons for choosing different western-style fast food. “Convenience” and “Clean environment” are main reasons for choosing hamburger restaurants, “Product factors” are main reasons for choosing pizza restaurants.



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