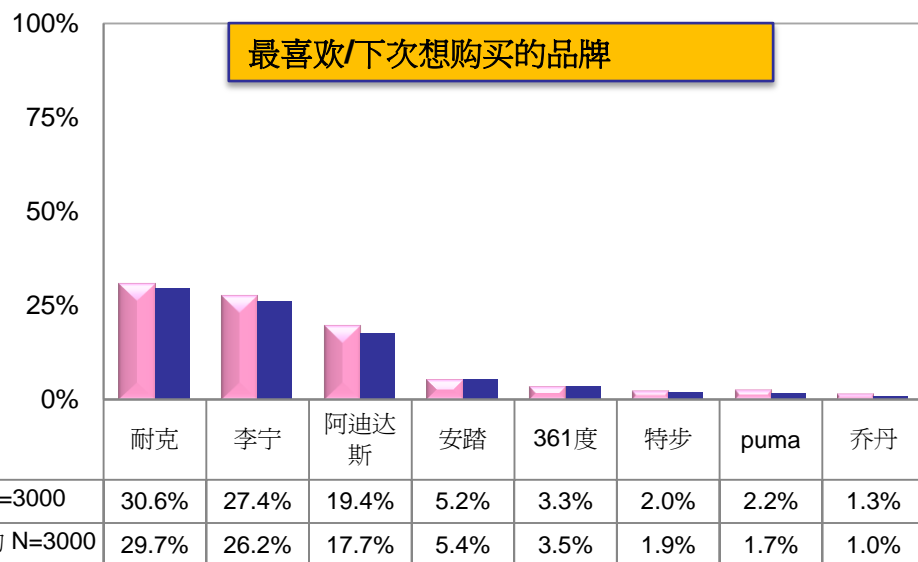
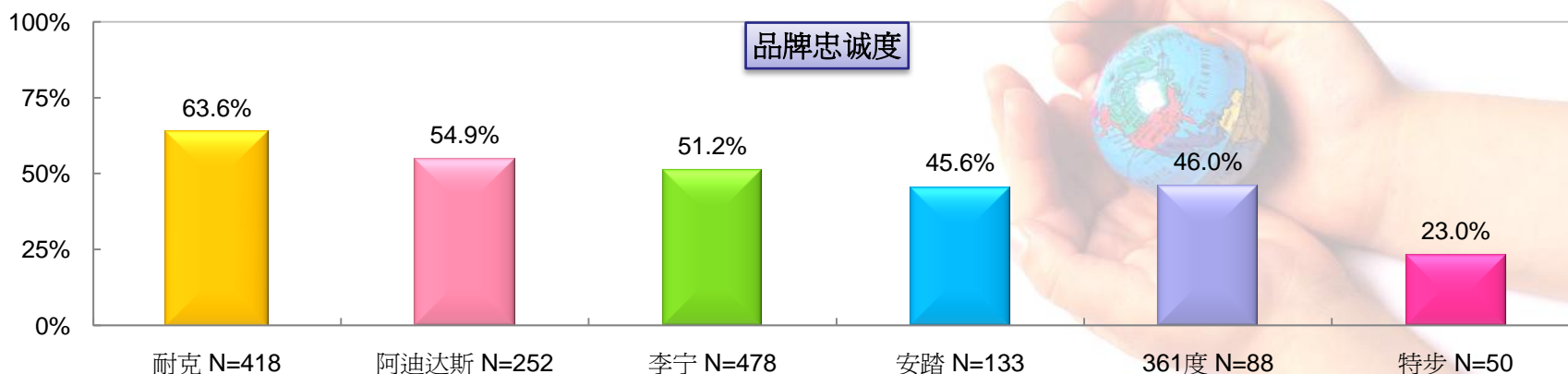


无论是下次想购买的品牌或是品牌忠诚度，【耐克】的表现最好；【阿迪达斯】虽然购买意愿与【耐克】有一定差距，但仍有高度品牌忠诚度



对于本次调查，我们通过积沙网 (www.jisha.cn) 收集到了3000份15-50岁的有效样本，分析发现：

- 无论是最喜欢/下次想购买的运动品牌，【耐克】都位列第一，其次是【李宁】，再其次是【阿迪达斯】。
- 品牌忠诚度最高的依然是【耐克 (63.6%)】，其次是【阿迪达斯 (54.9%)】及【李宁(51.2%)】。

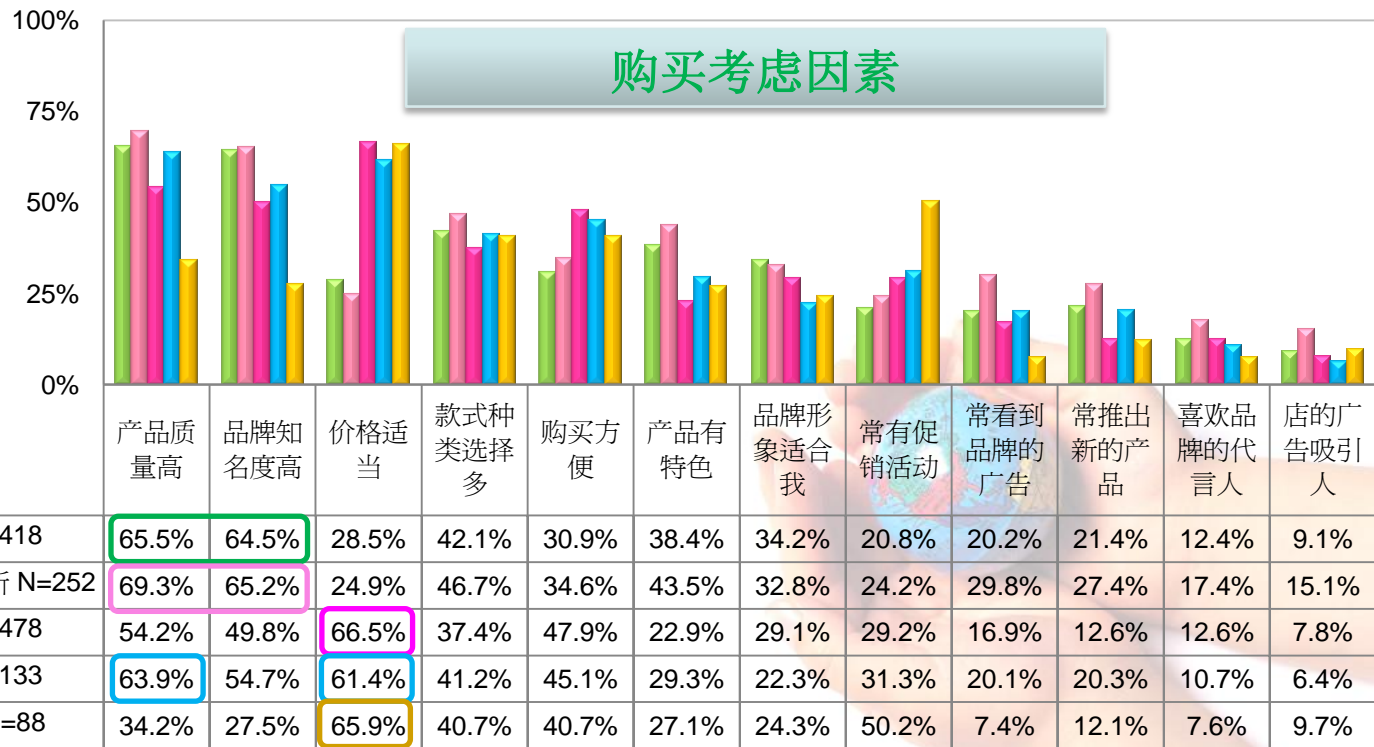


调查时间：2010/07/01-07/15 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn



选择外国品牌主要是看重产品质量及品牌知名度； 选择国产品牌则是价格因素

- 选择耐克/阿迪达斯的主要因素多是因为【产品质量高】及【品牌知名度高】；选择李宁、安踏及361度等国产品牌则主要是【价格适当】的考量。



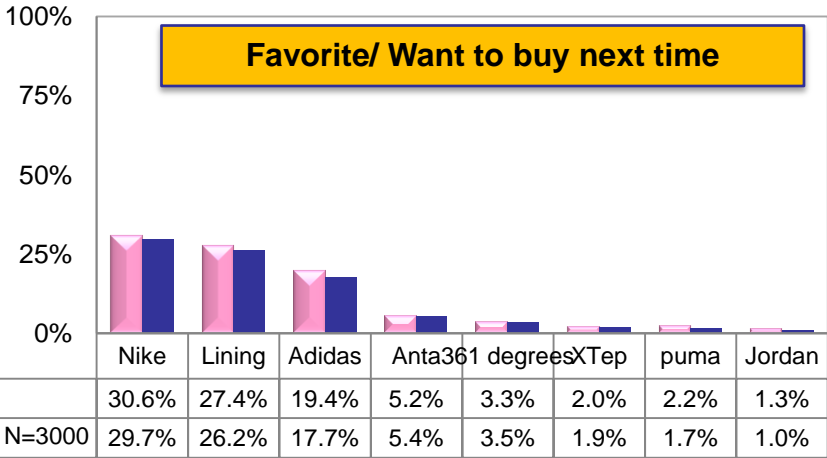
近一次购买的牌子

调查时间：2010/07/01-07/15 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn

Summary of Sports Online Research

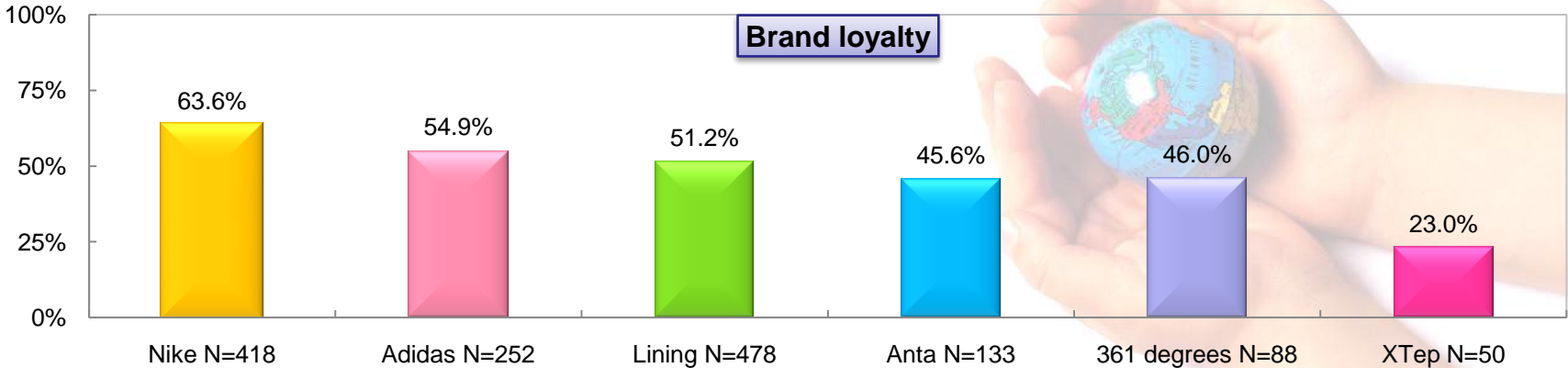


Nike is leading brand. Adidas' brand loyalty is very high although not many consumers want to buy it next time.



From Jisha website (www.jisha.cn), this study collected 3,000 samples for those who aged 15-50 yrs olds. The results are:

- No matter for the favorite brand or the brand want to buy next time, “Nike” is Top one; followed by “Lining”.
- “Nike” got the highest brand loyalty, followed by “Adidas”.

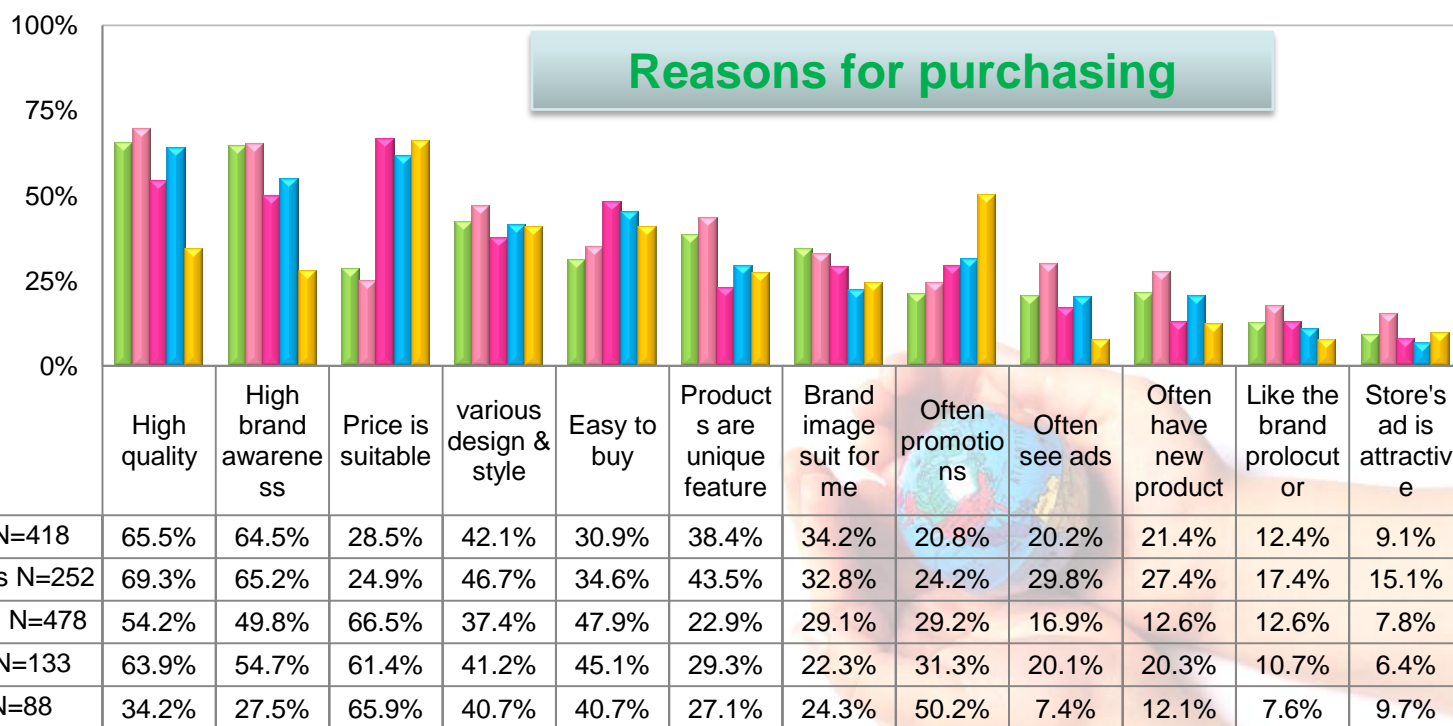


Survey period: 2010/07/01-07/15 <http://www.chinarp.cn> If requesting more detail, please contact with service@chinarp.cn



“Product quality” and “brand awareness” are main triggers for choosing foreign brand, “Price” is the main factor for choosing domestic brand.

- “High quality” and “High brand awareness” are main reasons for purchasing Nike and Adidas.
- “Price is suitable” is main reason for purchasing Lining, Anta and 361° .



Purchase brand recently

