



## 品牌形象以及品牌受損對消費者滿意度之調查

### 研究動機

運動鞋不僅在球場、運動賽事中出現，在不同場合更是很多時尚人士作為穿搭的必備品。運動球鞋品牌競爭激烈，再加上潮流不斷更迭，坐握口碑銷售量名列前茅的愛迪達一直深受消費者喜歡。然而近期愛迪達品牌代言人連續發生許多問題，不僅品牌形象受損，甚至引起虧損，其中包含美國知名饒舌歌手肯爺發出種族歧視之言論、設計之作品有辱華、與15位代言人陸續解約等，愛迪達如何從谷底回到全盛時期，恢復品牌形象是本組欲探討的主題，並了解消費者對愛迪達品牌的滿意度。

### 行銷4P

策略	項目	
產品策略 (PRODUCT)	1.多元化的產品組合	(1) 服飾類 (2) 球鞋類 (3) 球具類圖
	2.專業運動產品	(1) 足球裝備 (2) 專練訓練服
	3.環保再製產品	2021年使用60%以上的再生聚酯環保布料推出相關綠能產品
通路策略 (PLACE)	1.實體店面	(1) 直營店面 (2) 經營門市 (3) OUTLET門市
	2.網路商店	(1) 愛迪達官網 (2) 電網台網站
	3.直效行銷	(1) 雜誌 (2) 廣告文宣
價格策略 (PRICE)	1.中低價位，供一般消費者選購 2.中高價位，以明星聯名品牌設計，提供高端的消費者族群	
促銷策略 (PROMOTION)	1.愛迪達週年慶促銷 2.搭配運動賽事，推出促銷活動	

### 品牌受損事件

肯伊威斯特 (Yeezy) 在2022年10月8日在twitter發文公開說出要對猶太人祭出三級死亡狀態 (Death con 3) 的反猶太言論引起廣大民眾反彈，不僅消費者拒買代言商品，也違反愛迪達「多元性、包容性、相互尊重」的品牌價值觀，此事件導致Adidas在法蘭克福股市下跌約5%，在第四季銷售帶來2.5億歐元（新台幣約80億元）的虧損。

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### 結論

#### (一)品牌形象及品牌受損

消費行為顯示有三分之一的消費者會因為喜歡品牌代言人購買商品，突顯品牌代言人形象的重要性。美國饒舌歌手肯爺的種族歧視事件，導致愛迪達於2023首次出現全年虧損，以及愛迪達表態拒用新疆棉花後所造成的效應，皆使品牌形象受損。

#### (二)消費者滿意度

消費者滿意度調查，消費者對商品品質及商品多樣性最感到滿意；實體門市服務及銷售通路皆獲得消費者認同，但有近四成消費者對於商品訂價合理感到普通。

### 建議

企業以長期經營的角度觀點，企業危機是一時，品牌則是永續；當危機事件過後，如何品牌形象重建，挽回消費者信心，重建信任感是危機當下最重要也最困難。企業進行品牌修復消費者負面第一印象時，須先瞭解造成消費者負面第一印象的來源，進而制訂出完善的品牌修復策略，並利用廣告將品牌要給消費者的訊息或是內容，改變其對品牌之負面觀點，建立良好顧客關係。



RESEARCH  
MOTIVATION

Sneakers not only appear on the court and sports events, but also are a must-have for many fashion people on different occasions. With the fierce competition of sports shoes brands and the changing trend, Edida, which is at the top of the word-of-mouth sales, has always been loved by consumers. However, recently, the brand spokesperson of Edida has had many problems in a row, which not only damaged the brand image, but also caused losses, including the racist remarks made by the well-known American rap singer Ken Ye, the insulting design works, and the subsequent termination of the contract with 15 spokespersons. How did Edida return from the bottom to its heyday and recover? The brand image is the topic that this group wants to discuss, and understand the consumer's satisfaction with the Edida brand.

MARKETING 4P

STRATEGY	項目	
PRODUCT	1. DIVERSIFIED PRODUCT PORTFOLIO	(1) CLOTHING (2) SNEAKERS (3) BALLS
	2. PROFESSIONAL SPORTS PRODUCTS	(1) FOOTBALL EQUIPMENT (2) SPECIALIZED TRAINING UNIFORM
	3. ENVIRONMENTALLY FRIENDLY REMADE PRODUCTS	IN 2021, MORE THAN 60% RECYCLED POLYESTER ENVIRONMENTALLY FRIENDLY FABRICS WILL BE USED TO LAUNCH RELEVANT GREEN ENERGY PRODUCTS.
PLACE	1. PHYSICAL STOREFRONT	(1) DIRECT STORE (2) OPERATE STORE (3) OUTLET STORE
	2. ONLINE STORE	(1) EDIDA'S OFFICIAL WEBSITE (2) POWER STATION WEBSITE
	3. DIRECT MARKETING	(1) MAGAZINE (2) ADVERTISING
PRICE	1. MEDIUM AND LOW PRICE FOR ORDINARY CONSUMERS TO BUY 2. MEDIUM AND HIGH PRICE, DESIGNED WITH STAR CO-BRANDED BRANDS, PROVIDING HIGH-END CONSUMER GROUPS	
PROMOTION	1. EDIDA ANNIVERSARY PROMOTION 2. LAUNCH PROMOTIONAL ACTIVITIES WITH SPORTS EVENTS	

BRAND DAMAGE  
INCIDENT

Yeezy publicly posted on Twitter on October 8, 2022 that the anti-Semitic remarks that he wanted to sacrifice a third-level death state to Jews caused a rebound from the general public. Not only did consumers refuse to buy endorsement goods, but also violated the "multiple" of Edida. The brand values of "sex, inclusiveness and mutual respect" caused Adidas to fall by about 5% in the Frankfurt stock market, resulting in a loss of 250 million euros in sales in the fourth quarter.

結論

(1) Damage to brand image and brand  
Consumer behavior shows that one-third of consumers will highlight the importance of the image of brand spokespersons because they like brand spokespersons to buy goods. The racial discrimination incident of American rapper Ken Ye caused Adidas to lose money for the first time in 2023, and the effect caused by Adidas's refusal to use Xinjiang cotton all damaged the brand image.  
(II) Consumer Satisfaction  
In the consumer satisfaction survey, consumers are most satisfied with the quality and diversity of goods; the physical store services and sales channels have been recognized by consumers, but nearly 40% of consumers feel common about the reasonable price of goods.

建議

From the perspective of long-term operation, the enterprise crisis is temporary, and the brand is sustainable. After the crisis, how to rebuild the brand image, restore consumer confidence, and rebuild trust is the most important and difficult in the current crisis. When enterprises repair the negative first impression of consumers, they must first understand the source of the negative first impression of consumers, and then formulate a perfect brand repair strategy, and use advertisements to change the negative views of the brand to consumers and establish good customer relations.