

International Football Brands in China

Dr Susan Bridgewater, Warwick Business School¹, Mike Bastin, China Agriculture University and Dr Bihu Wu, Beijing University.

Research conducted on behalf of the English Football Association.

¹ Corresponding author: Dr Susan Bridgewater, Warwick Business School, University of Warwick CV4 7AL sue.bridgewater@wbs.ac.uk 024 76524341

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Executive Summary

The paper studies the extent of awareness and interest in international football brands in China. The market is of key interest to sports marketers for its large population size and interest in sport. This paper presents data collected and analysed on behalf of the English Football Association to assess the levels of awareness and interest in international football brands. Based on focus groups and an Internet survey, the paper finds that 97% of respondents support a “second” international national team if China are not playing in an international tournament. Levels of interest in international football are higher than those for local football in China. There were high levels of awareness of the England national team and English club football. Associations with national teams were both positive and negative and spanned on-the-pitch, off-the-pitch and broader national stereotypes.

1. Introduction

Over the last decade, the potential offered by emerging mega markets such as China and India to foreign investors has become a dominant theme in international marketing and international business research. Firms with market-seeking motivation are particularly attracted by the high population size of these mega-markets (Kotler 1986). Emerging markets are, however, characterized by high levels of uncertainty as well as high levels of opportunity for foreign investors (Bridgewater 1995).

The potential of the Chinese market for sports marketers has attracted relatively little research attention although practitioners have engaged in a number of high profile initiatives which indicate the importance attributed to China. Initiatives have included the launch of a Chinese website and credit card by Manchester United Football Club, the recent launch of a Chinese website by Chelsea Football Club and a growing number of sponsorship deals between international sports brands and Chinese partners.

This paper presents an analysis of the market for international football brands in China. This is discussed in the context of broader literature which studies the challenges faced by foreign investors in China. The analysis is structured around the hierarchy of effects model of consumer behaviour (Lavidge and Steiner 1961) from Awareness, Interest, Desire to Action.

2. Literature Review

Sports clubs are entering into market international markets to increase their fanbase and develop global brands. A number of factors have contributed to the growth of interest in international football in the Asian region. The hosting of the 2002 World Cup by Japan and South Korea provided a major boost to sports tourism and also boosted the image of international national football brands in the region (Du Jiang 2004). Yet emerging markets are also characterized by high levels of uncertainty (Bridgewater 1995). In sports marketing, Sonmez and Yang (2005) highlight the difficulties which Manchester United faced in protecting their trademarks against the possibility of counterfeit and intellectual property issues.

This review of the literature considers existing research which may impact on our understanding of the issues facing sports marketers in successfully establishing their brands in China.

2.1 The Development of Retail in China

The success of international sports marketers aiming to create distribution of sports products across a large and diverse Chinese market, will be linked to the development of the retail sector in China.

The retail market in China is still characterized by large variations in density (Matsui et al 2005). Growth is predominantly in consumer retail (Ness 2005) and patterns of retail consumption have changed most markedly among urban and middle class Chinese consumers. Coverage for any international brand may be patchy unless distribution can be established through local channels. Child (2006) highlights the importance of creating networks of local partners for their cultural understanding. Retail franchises are beginning to expand in China, which should help to create mass market distribution channels (Ordish 2006).

To be successful in the retail sector in China, international marketers needs to take into account the fast changing nature of the market, whereby loyalty cards and other marketing approaches may suddenly come to prominence and international marketers must be prepared to roll out initiatives quickly (Child 2006). Consumer preferences are fast changing as levels of wealth and awareness of international brands develop rapidly.

2.2 Chinese Consumers and Perceptions of International Brands

The area of consumer behaviour is one of the fastest growing fields in marketing research into China. Research focuses on studies of the types of marketing communication which is most effective. Teng and Laroche (2006), for example, show that marketing appeals which are culturally congruent – tailored to fit the Chinese market – work more effectively than culturally incongruent or neutral

appeals. This seems to be in keeping with the findings of Melewar, Badar and Small who suggest that it is most effective to adapt international brands to local market preferences (Melewar, Badar and Small 2006).

Some segments of the Chinese market so, however, have an appetite for globally standardized luxury and prestige brands despite relatively low levels of income (Juan Li and Chenting 2007). This seems to be in keeping with the contention of Douglas and Craig (1987) that globally standardized market segments may exist for high-tech and high-touch (luxury) products. Research into consumer behaviour in China further attributes the importance placed upon “prestige brands” to the cultural concept of “face,” where “face” is used in the sense of “saving face.” In the Chinese market, prestige or luxury goods may enhance, maintain or save face (Juan Li and Chenting 2007).

For international football brands, a key question is whether international or global sports brands do appeal in this market given their clear cultural association with particular countries or cities. If an international football brand does appeal to the Chinese market, it is also important to understand whether this relates to on-the-pitch and other aspects of the “prestige” of the brand or whether broader cultural issues impact on which international football brands can succeed in the Chinese market.

3. Methodology

3.1 Research Method

This research was commissioned by the English Football Association to explore perceptions of international National Football brands in China. The research process began with a series of focus groups held in Beijing and Guangdong. These face-to-face focus groups with between 8 to 10 respondents in each case, allowed respondents to discuss their awareness and interest in international football together with positive and negative perceptions of international football brands in China.

A key finding from the focus groups was that, in discussion of international national teams, conversation often returned to perceptions and associations made with international club sides. For example, interest in players of the England national team was linked with relatively high coverage of English club football. Accordingly, a research instrument developed to create a more generalisable understanding of international football brands in China included both international national and club sides. The instrument contained a mix of open questions, in which respondents were allowed scope to make unprompted associations with different international football brands, and prompted fields in which respondents rank ordered, or used attitude scales to rate their perceptions and interest levels in different international football sides.

Data for this pilot study were collected via the Internet. Whilst a larger scale study incorporating using data collection from a broader sample of respondents than is possible via the Internet would be a beneficial next stage, this paper presents preliminary findings from the focus groups and 355 useable responses generated by the Internet questionnaire.

3.2 Sample Description

The following report can only be viewed as a pilot as it does not provide full coverage of China. Respondents are mainly drawn from Beijing, Hong Kong, Shanghai, Guangdong and Shandong Provinces. There is, however, a good gender split and reasonable coverage of respondents from age 16 to 45 who may represent the major part of the market for football shirts in China.

Insert Charts 1-2 and Tables 1-3 here

4. Analysis

4.1 Awareness of International Football

The following section explores general awareness levels for international teams in China. It should be remembered that this research was conducted during the 2006 World Cup and this may increase awareness of international football teams compared with a period when international teams attract less media coverage.

Awareness is tested using a range of different techniques. These include prompted and unprompted recall and different levels of constraint on choice (team seen most, top three, open list of teams) and measures of frequency with which teams are seen in China.

Insert Tables 4 and 5 and Chart 4 here

None of the international football formats is seen all the time or even most of the time. The most frequent response in splits between sometimes for the England national Team, Champions League, English Club Football, Brazilian National Team, Italian National Team, Italian Club Football and German National Team. The most common response for the remainder is that they are not seen at all. A majority of respondents feel that German Club Football, Argentina National and Club Football, Spanish National and Club football and German Club football are not seen in China.

The highest response for seen "all the time" is for English Club football (15.73%), Champions League (13.99%) and Italian Club Football (13.29%). The English

National Team is jointly fourth ranked for seen “all the time” with 8.39% of response.

Respondents were asked to idea the three teams that they are most aware of in China. Rankings include both Chinese local, international club and national sides. Chinese clubs identified include Shanghai Shenhua, Shandong Luneng, Dalian Shide and Beijing Guoan. Table 5 shows the unprompted recall rankings for the first three teams recalled.

4.2 Levels of Interest in Sport

The levels of interest in sport indicated by the respondents are shown in Table 6

Insert Table 6 here

78.01% of respondents have some level of interest in international football, with 53.61% (23.49% describe themselves as extremely interested and 30.12% very interested) describing themselves as strongly interested in watching international football compared with 15.02% (6.61% of respondents describe themselves as extremely interested and 8.41% very interested) who describe themselves as strongly interested in watching local football.

4.2.1 Level of Interest in and Involvement with Chinese Local Football

Data are analysed in two ways. Firstly, data are analysed to identify the total frequency of involvement in different activities relating to Chinese Local Football (see Table 7). Respondents were requested to tick all of those in which they engage (so the total frequency scores are higher than the total number of observations in this paper). The activities of each individual are then analysed to identify a level of “engagement” with Chinese Local football (table 8). Just over a third of respondents were not interested in Chinese local football, compared with 15.9% who are heavily involved in Chinese local football – although only a small proportion actually attend matches - and a majority (just over 40%) who engage in 1 or more activity such as reading about Chinese local football in newspapers or watch matches on television but who do not attend matches.

Insert Tables 7 and 8 here

4.2.2 Support for the Chinese National Football Team

Insert Table 9 here

A higher number of respondents indicated support for the Chinese National Football team compared with local Chinese Football (70.64% of respondents say that they follow the Chinese National team compared with 31.24% expressing an interest in local Chinese football (See Table 6).

Activity levels involving the Chinese National team are, however, less frequent than for Chinese local football. Table 10 shows the total frequency reported for the different activities relating to the Chinese National Football team.

Insert Table 10 here

Although there are only 93 reports of support activity compared 342 reports of activity relating to Chinese Local football, the low level (27.1% of the activity level for Chinese local football) is probably because tournaments are less frequent and matches more distant?

4.2.3 Support for a second team?

Insert Table 11 here

Only a small proportion of respondents (3.7%) did not support in a tournament such as World Cup 2006 where China were not in the tournament. The most supported international team is England (26.35%) followed by Brazil (20.61%), Argentina, Italy and Germany. Respondents were also asked to explain, if they could, the reason for this support (See Table 12).

Insert Table 12 and chart 5 here

The dominant reason for support is that a respondent likes the way a team plays (39.6%). The second largest response is not to be able to explain the reason for support (14.52% "Not sure why, I just like them"). Star players (13.2%), having studied and played in a country and particular players also prompt support for team.

Desire

4.3 Chinese Perceptions of International Football Teams

Respondents were asked to list two or three words which they associate with a list of different international teams. Although this was unprompted and, therefore, resulted in a wide variety of words and associations and some words and concepts dominate. The main themes are shown in Tables 13 and 14.

Respondents were asked to leave blank any teams of whom they are not aware. Most words and phrases are supplied for England (210) and Brazil (204). The fewest associations are made for Japan (56), Portugal (88) and Holland (104). The most negative associations are made with Japan – these responses were the only set to include abuse and racist comment which have been removed from the analysis of this paper. A majority of the associations for most teams are positive.

Insert Tables 13 and 14

Action

4.4 International Football Shirts in China

Insert Table 15 here

The most frequent response for each type of shirt is indicated in **bold type**. No international football shirt is seen “all the time.” The highest response (11.19%) is for Manchester United shirts, followed by Brazil (9.79%), England (8.74%) and Real Madrid (7.3%).

The highest response for “very often” is for England National shirts. 40.56% of respondents report seeing England shirts very often compared with 30.42% for Brazil and Manchester United and 29.72% for Italy shirts.

Insert Table 16 here

The most popular football shirts seen in China are England and Manchester United (See Table 18). AC Milan and Italy are also frequently seen. The main reason why Chinese respondents felt that people wear football shirts is because they support the team. Few believed this was because their friends supported the team too, although around 15% ascribed the wearing of football shirts to fashion, comfort and other reasons apart from football

Insert Tables 17 - 20 here

More than half of respondents have a football shirt or shirts. The number of respondents who have a football shirt (54.14%) is close to the number who identified themselves as being strongly or extremely interested in international football (53.61%) and is more than those who responded that they were strongly or extremely interested in football in general (45.18%).

Whilst a majority of fans (75.61%) own one football shirt, 24.36% own more than one shirt with almost ten percent owning 4 or more football shirts.

To establish the availability through retail channels of international football shirts, this paper focused on the availability of England football shirts. Respondents were asked both if they would know where to buy an England shirt and where they see England shirts. Table 21 shows that 75.24% of respondents know where to buy an England shirt.

Over half of respondents report that they can find England shirts in the local sports good store. A further 14.83% find England shirts for sale in the local market. 12.41% can find England shirts on the Internet but not locally, whilst 13.79% do not know where to buy England shirts (Table 22). Local availability of England football shirts was confirmed for most Chinese regions (those not confirmed being the research did not have respondents from these regions).

5. Discussion

Whilst a majority of sports marketing literature focuses on the unswerving loyalty of sports fans to a particular team (Cialdini et al 1976, Wann 1995, Wann and Branscombe), this paper highlights the issue of support for “second teams.” Respondents might support a local team and one or more international teams. Indeed almost one quarter of fans were not just aware and interested but had purchased football shirts of more than one international team.

Reasons for the choice of international team supported ranged from having lived in a country or having family links there, a majority of respondents were attracted to a team for the way – and from focus group data also the success – with which they play. This finding appears to link with the broader appeal of “prestige” brands to Chinese consumers (Juan Li and Chenting 2007).

Unprompted associations made by Chinese respondents for national football teams spanned five major themes; colour, performance (predominantly focused on World Cup 2006), stars, style of play and national symbols. Whilst the first four of these are football-specific, the last category contained broader cultural associations – often stereotypical – with different nationalities. These positive and negative associations can have practical implications for international football marketers as the positive associations may provide a basis for future marketing communications. The highest proportion of positive associations was with Brazil, closely followed by Germany and France.

Negative associations may be temporary and performance-related. For example, negative associations with the England national brand reflected disappointment with performance in the recent World Cup which would be resolved by higher level on-the-pitch attainment in future tournaments. Cultural associations are more deep seated. The extent of negative associations made by Chinese respondents on Japanese football may make it difficult to establish involvement with Japanese football brands in China.

Media coverage of international football seems to play a major role in building awareness. Whilst no international football club or national side was seen often in China (Table 12), the English national and club football brands did have high awareness rankings (Table 11). Focus groups reinforced the suggestion made in Table 21 that this awareness made relate in part to broader reports on England stars and their lifestyle in fashion as well as sports press.

Following the hierarchy of effects model (Lavidge and Steiner 1961), the objective is to move beyond establishing awareness and interest in international football towards desire and action. Positive associations with a team fuel desire. Action, in this case signified by purchase of football shirts, is shown in this paper by the number of respondents who own football shirts. Around half of respondents own at least one football shirt.

The most popular shirt worn was the England national shirt, followed by the Manchester United club shirt. Indeed, these are the only two international shirts which respondents report seeing frequently. Whilst around three quarters of fans maintain that Chinese people wear football shirts because they support the team in question, around 15% of respondents think that these football shirts are worn for reasons of fashion or comfort rather than of team support. There was little support for the suggestion that people wear a particular football shirt to fit in with the interests of a social grouping of friends. Accordingly, the findings of this paper do not suggest social identification (Tajfel and Turner 1985) as a motivation for international football support.

6. Practitioner Implications

There is a strong level of interests in international football brands in China. International football brands are attractive both for football and the broader cultural associations which are made with teams. In practical terms, whilst there is a relatively high level of football shirt ownership, there is potential for higher sales. The difference in the percentage of respondents supporting each international football brands (table 9) and the percentage owning each shirt (table 18) shows the supporters who are not showing their support through ownership of football shirts. For example 26.35% of respondents support England as a second team but only 19.6% own an England shirt. Retail distribution of football shirts does appear well established. Three quarters of respondents would, for example, know where to buy and England shirt and 58.96% would be able to buy one in a local sports good store. The high awareness of international football and ownership of international football shirts also has potential benefit for sponsors with an interest in the Chinese market.

7. Conclusions

The potential for international sports marketers in China appears good. In particular, football is a popular sport, and as levels of interest in local football are not very high and China are not currently in the major football tournaments, the market has high potential for international football brands. Awareness and interest in international football are high, although there appears to be higher potential to build the strength of some international football brands, whose on-the-pitch success suggests that they could build their levels of support in China. There is also potential for greater sales of merchandise, particularly among brands for which strong positive associations exist among Chinese respondents.

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Chart 1: Respondents by Gender

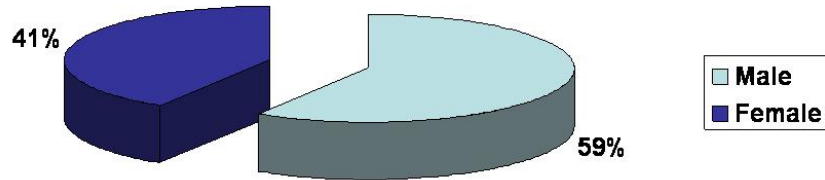


Table 1

Description of Respondents by Gender

	Percentage of Respondents
Male	58.76%
Female	41.24%

Age

Chart 2 Sample by Age

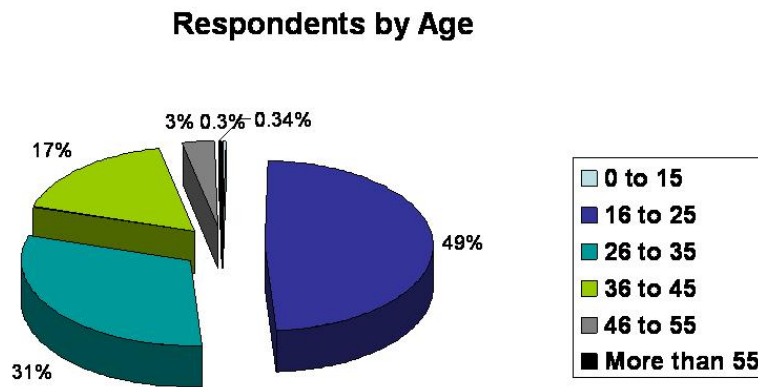


Table 2 Description of Respondents by Age

Age Group	Percentage of Respondents
0 to 15	0.34%
16 to 25	48.8%
26 to 35	30.72%
36 to 45	17.06%
46 to 55	3.07%
More than 55	0.3%

Geographic Spread

Table 3 Description of Respondents by Region of China

Rank	Region	Percentage of Respondents
1	Beijing	48.58%
2	Hong Kong	17.38%
3	Shanghai	6.03%
4	Guangdong	5.32%
5	Shandong	5.32%
6	Tianjin	2.13%
7	Fujian	1.77%
8	Zhejiang	1.42%
9	Hunan	1.06%
10	Jilin	1.06%
11	Jiangsu	1.06%
12	Other	8.87%

Awareness

Table 4 Top 20 International Football Teams seen most frequently on television or in the news in China

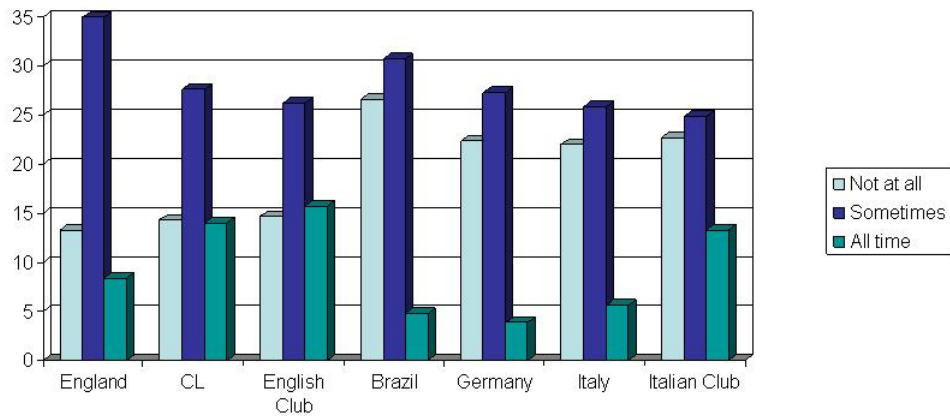
Rank Order	Team	Percentage of respondents
1	England	27.2%
2	Brazil	12.9%
3	Italy	11.2%
4	Manchester United	9.5%
5	Germany	5.1%
6	AC Milan	4.1%
7	Other	3.7%
8	Real Madrid	3.7%
9	Argentina	3.1%
10	Chelsea	2.7%
11	Spain	2.7%
12	Inter Milan	2.4%
13	Juventus	2.0%
13	France	2.0%
13	Arsenal	2.0%
13	South Korea	2.0%
13	Barcelona	2.0%
18	Liverpool	1.4%
19	Holland	1%
20	Japan	0.7%

Table 5 How frequently do you see coverage of these International Teams

Team	Not at all	Not Often	Sometimes	Most of the time	During major tournaments	All the time
England National Team	13.27%	17.13%	34.97%	10.14%	16.08%	8.39%
Champions League	14.34%	14.69%	27.62 %	17.83	9.4%	13.99%
English Club Football	14.69	14.69	26.22	18.53	9.09%	15.73%
Brazilian National Team	26.57%	16.78%	30.7%	5.94%	11.5%	4.8%
Brazilian Club Football	43.36%	31.81%	14.34%	3.5%	2.10%	1.05%
Spanish National Team	26.92%	23.43%	22.73%	7.69%	11.19%	2.45%
Spanish Club Football	27.27%	17.13%	20.98%	14.34%	7.69%	8.39%
Argentinian National Team	31.82%	20.28%	22.38%	4.89%	11.88%	3.85%

Argentinian Club Football	46.15%	28.32%	13.63%	4.89%	2.45%	0.35%
Italian National Team	22.02%	17.13%	25.87%	9.79%	16.43%	5.59%
Italian Club Football	22.72%	12.59%	24.83%	13.98%	9.79%	13.29%
German National Team	22.38%	19.93%	27.27%	8.39%	13.99%	3.84%
German Club Football	24.83%	21.68%	20.28%	9.79%	11.19%	7.69%

Chart 4: Frequency with which International teams seen in China (%)



Interest

Table 6 Respondents level of Interest in Sport and Football

	Not at all interested	Not very interested	Quite Interested	Very Interested	Extremely Interested
Sport	1.15%	12.68%	40.06%	29.11%	17.00%
Playing Sport	3.33%	15.76%	35.45%	31.21%	14.24%
Football	6.02%	24.10%	24.70%	21.69%	23.49%
Playing Football	24.58%	28.24%	19.93%	13.95%	13.29%
Watching local football	31.53%	37.24%	16.22%	8.41%	6.61%
Watching international football	3.92%	18.07%	24.40%	30.12%	23.49%

Table 7 **Activities relating to Chinese Local Football**

Activity	Frequency
Attending Matches	21
Watching on Television	135
Watching on the Internet	41
Listen to it on the radio	22
Read about it in the newspapers	123
I am interested but do none of these	23
I am not interested	114
Total	479

Table 8 **Level of Engagement with Chinese Local Football**

Activity	Percentage of Respondents
Attend Matches and other activity	15.9%
Engage in 4 activities	1.16%
Engage in 3 activities	2.3%
Engage in 2 activities	16.76%
Engage in 1 activity	23.6%
Interested but not active	4.9%
I am not interested	35.26%

Table 9 **Level of Support for the Chinese National Football Team**

Do you follow the Chinese Football Team?	Percentage of Respondents
Yes	70.64%
No	29.32%

Table 10 **Activities relating to Chinese National Football Team**

Activity	Frequency
Attending Matches	4
Watching on Television	51
Watching on the Internet	7
Listen to it on the radio	1
Read about it in the newspapers	25
I am interested but do none of these	5
Total	93

Table 11

Support for Other International Teams at Major Tournaments

Rank Order	Team	Percentage of Respondents
1	England	26.35%
2	Brazil	20.61%
3	Argentina	11.82%
4	Germany	10.81%
4	Italy	10.81%
6	France	6.41%
7	Holland	3.04%
8	Spain	2.03%
8	Portugal	2.03%
10	Other	1.01%
11	South Korea	0.68%
12	Japan	0
	If China are not playing, I do not support a team	3.7%

Table 10

Reasons for Support of a Second International Team

Reasons for Support	Percentage
I have family connections there	1.98%
I like the way they play	39.6%
I studied or lived there	12.54%
They have a good image	6.27%
They have star players	13.2%
My friends support this team	2.64%
I like a particular player	9.24%
Not sure why, I just like them	14.52%

Chart 5: Reasons for Support for Second Team

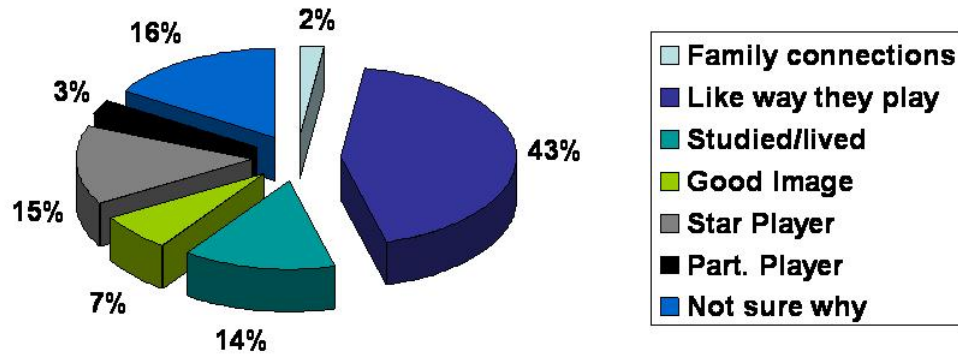


Table 13 Proportion of Positive and Negative Associations with International Teams

	% Positive	% Negative	Total	Key words
Germany	90.5	9.5	179	Tank, solid, strong, discipline, effective
Brazil	94.6	5.4	204	Samba, dance, passion, skill
France	91.2	8.8	137	Zidane, blue, old
Italy	78.0	22.0	159	Blue, handsome, defensive
Argentina	87.9	12.1	140	Maradona, skill, passion
Spain	77.1	22.9	109	Bull, Raul, underachieve
Japan	37.5	62.5	56	Hardworker, rising, cherryblossom
England	74.8	25.2	210	Beckham, stars, handsome, disappointed
Holland	81.5	18.5	108	Orange, total football, aggressive
Portugal	77.3	22.7	88	Figo, dark (black) horse, skilful, dive.

The main themes relate to:

Table 14 Main Themes for Associations with International Teams

Colour	Holland – Orange, Italy – Blue, France – Blue
Performance	England – disappointing, Portugal – improving, unexpected, (in World Cup 2006) Spain – lose important games, Holland – declining, Italy – defensive
Stars	France – Zidane, Henry, England – Beckham, Italy – Totti, Holland – Van Basten, Portugal – Figo, Cristiano Ronaldo.
Style of play	Brazil – samba, dance, Germany – solid, rigid, Italy – defensive, Holland – total football.
National Symbol	Holland – tulip, Germany – iron, Spain – Bull, Japan – cherry blossom.

Table 15 Frequency with which International Football Shirts are seen

Team	Not at all	Not Often	Often	Very Often	All the time
China	24.48%	46.85%	16.43%	9.79%	2.10%
Argentina	13.29%	29.37%	35.66 %	17.13%	2.09%
Inter Milan	13.29%	32.17%	30.07%	17.13%	2.79%
England	5.94%	11.19%	32.87%	40.56%	8.74%
Real Madrid	13.29%	19.93%	29.72%	25.17%	7.3%
Italy	10.14%	18.18%	36.04%	29.72%	4.19%
Chelsea	21.00%	36.71%	18.18%	15.38%	3.15%
Brazil	8.39%	17.83%	32.52%	30.42%	9.79%
Manchester Utd	9.09%	18.53%	28.67%	30.42%	11.19%
Barcelona	16.43%	30.77%	27.62%	16.78%	4.54%
Spain	18.18%	43.71%	23.08%	10.14%	1.05%
AC Milan	10.84%	23.08%	29.72%	25.52%	6.99%
Germany	13.97%	33.92%	31.47%	16.08%	2.1%
France	15.04%	34.96%	30.07%	16.43%	1.75%
Other	24.28%	28.67%	15.73%	4.9%	2.1%

Table 16 Top Three most seen International Football Shirts in China

	Listed 1 st	Listed 2 nd	Listed 3 rd
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Holland	0	0.76%	5.3%
Spain	0	0.76%	2.65%
Chelsea	0.714%	1.14%	6.35%
Germany	0.357%	2.29%	7.407
AC Milan	0.357%	6.87%	27.51%
France	1.071%	3.05%	6.35%
Manchester United	5.36%	21.75%	15.87%
China	3.93%	8.01%	4.76
Arsenal	1.07%	3.81%	2.16%
Italy	5%	14.50%	5.8%
Brazil	9.64%	19.85%	7.41%
Real Madrid	12.14%	7.25%	2.65%
Liverpool	3.2%	1.91%	1.59%
Argentina	7.5%	5.34%	3.70%
Inter Milan	5.7%	2.29%	0
England	43.9%	0.38%	0.53%
Other ²			

Table 17 Perceptions of why people wear International Football Shirts in China

Reason	Percentage of Respondents
They are fans of the team	77.59%
Easy to match with other clothing	2.41%
It is casual wear	8.2%
It is comfortable	4.48%
Their friends also wear them	0.2%
I don't know	5.17%

Table 18 Percentage of Respondents owning Football Shirts in China

	Percentage of Respondents
Yes	54.14%
No	45.86%

² Other in table 15 includes Juventus, Barcelona, Bayern Munich, Werder Bremen, Dortmund, Herta Berlin, Croatia, Ajax and Fiorentina.

Table 19 Top Shirts worn in China

Rank	Team	Percentage of Respondents Owning
1	England	19.6%
2	Manchester United	13.9%
3	AC Milan	8.8%
4	Italy	8.23%
5	Arsenal	5.69%
6	Brazil	5.69%
7	Real Madrid	5.69%
8	Argentina	5.69%
9	Liverpool	5.06%
10	China	4.3%
11	Germany	4.3%
12	Chelsea	3.97%

Table 20 Number of Football Shirts Owned by Respondents

Number of Shirts	Percentage of Respondents Owning
1	75.61%
2	8.1%
3	6.5%
4	5.69%
More than 4	4.07%

Table 21 Would you know where to buy an England shirt?

	Percentage of Respondents
Yes	75.26
No	24.74

Table 22 Where do you see England shirts?

I see them	Percentage
On the Internet	12.41%
In the local sports good store	58.96%
In the local market	14.83%
I do not see them for sale	13.79%