以本體論為基礎的資料採礦方法於運動行銷之研究：以ADIDAS公司為研究對象

Due to sports marketing becoming increasingly popular and sports industries competing with each other, in the year 2007, Adidas was ranked 69th of all brands, having a brand value of 4.7 billion US dollars, according to the American Business Journal. Compared with their statistics from a year before in 2006, not only did their ranking increase by two but their brand value increased by 11 percent as well. On account of Adidas not constructing their own consumer data base, it is therefore impossible to know consumer behavior or what type of media or endorser consumers like best. Therefore we conduct a field investigation to collect consumer information. An ontology-based research is performed for Adidas. We anticipate to strengthen the Adidas industry's marketing ability. We use the data mining technique of the Association Rule and cluster analysis to find spokespeople favored by consumers. For example: Spokesperson Wang Chien-ming. We will focus on Adidas's past products, and place our focus on the consumer in order to keep pace with the consumer-centered marketing strategies of today.