

## **ABSTRACT**

**Title:** Preference and perception of tennis brands in TK Pelhřimov

**Objectives:** The aim of the bachelor thesis is to find out how members of tennis club Pelhřimov perceive the brands of selected tennis products and compare their preferences with their owned products.

**Methods:** In this thesis is mainly used a question method. It is a written form of questioning which is intended for members of TK Pelhřimov. Further more are used semi-structured and structured interview with some members of the club. Based on the interview was created the questionnaire and found an important informations about the club.

**Results:** Selected questionnaires show that brand perception is influenced by the product type. The resulting colours are different for the same brands due to the product. The characteristics of the individual brands selected by a respondents shows the most important attributes with regards to a product types.

**Keywords:** Tennis, preference of brand, perception of brand, TK Pelhřimov