

Abstract

Title: Marketing Research of Brand Value of Selected Tennis Brand

Objectives: The aim of this work is to identify and interpret present perception of the Pacific brand value by its most common users – tennis players of any skill level, focusing on professional players, using the marketing research. Try to find possible improvements of the brand value.

Methods: The method of quantitative electronic survey was used in this thesis. Data from respondents were collected with use of electronic questionnaire. The research sample consisted of respondents interested in tennis. Those who were familiar with the brand's products were also able to evaluate their quality.

Results: Based on the research data we can state, that Pacific's brand awareness is still relatively small among tennis players. On the other hand, positive founding consequent from the research is that quality of the products was perceived as slightly above average. Respondents also informed, that after trying a product they remained faithful to the brand.

Keywords: tennis, branding, goodwill, corporate image, brand management