

Abstract

- Title:** Marketing research of brand image with running assortment.
- Objectives:** The aim of the bachelor's thesis is to identify the current image of the Mizuno brand in terms of users of running equipment at UK FTVS through marketing research. It is about finding out, what associations respondents associate with the brand, how they perceive the brand, their awareness of the brand related to a certain knowledge of the brand and last but not least, their experience with the brand. Based on the results of the research, measures will be proposed that would lead to the improvement of both partial impressions and ideas as well as the overall image of the Mizuno brand and help to improve its position on the Czech market.
- Methods:** The method of work is marketing research carried out using electronic research.
- Results:** The results of the study show that the respondents have a fairly acceptable knowledge about the origin of the Mizuno brand, its logo and its authentic running technologies. However, few respondents were able to correctly identify the Mizuno brand slogan, which is not very encouraging given the importance for the brand. In terms of awareness among respondents, in connection with the run the Mizuno brand ranked 5th behind brands such as Nike, Adidas, Asics or Reebok. The last two mentioned brands according to the respondents represent the biggest competition for the Mizuno brand on the market. As for the Mizuno brand itself, the positive news is that it is perceived by respondents as modern, innovative and with an emphasis on the quality of its products, less favorable is the message that it is also a brand with unsatisfactory design and uninteresting assortment. These points are then directly related to the main reasons for leaving the Mizuno brand, when the respondents stated more attractive competition or a poor product mix. The promotion of the brand is at a very low level, whether it is advertising campaigns or promotion through sponsorship, only less

than 30% of respondents were able to associate the Mizuno brand with a certain athlete, sports team or sporting event. Furthermore, the respondents associate the Mizuno brand mostly with indoor sports, the run ended up in 2nd place. The research also pointed to the fact that classic shops are preferred to e-shops. Given the information obtained, the proposals for improvement are mainly focused on promotion, sponsorship, better communication with the public and the opening of the official Mizuno brand store in the Czech Republic.

Keywords: marketing research, branding, sports brand, brand image, running equipment