

Abstract

Title: Marketing research of Kappa brand value

Objectives: The main objective of this work is to find out degree of brand awareness of the Kappa brand between current students of Faculty of physical education and sport of Charles University in Prague. Through marketing research, we find out current brand awareness of the Kappa brand between current student of Faculty of physical education and sport of Charles University in Prague.

Methods: In the bachelor's thesis, there is used method of quantitative research. With technique of electronic questioning we examine the brand awareness of the Kappa brand by the current students of Faculty of physical education and sport of Charles University in Prague. Specifically Top-of-mind effect, brand recall, brand recognition and knowledge about sponsorship of brand Kappa.

Results: The research showed that current students of Faculty of physical education and sport of Charles University in Prague know that Kappa brand exists, but they lack of deeper awareness, there is no Top-of-mind effect. Even aided and unaided awareness isn't high enough. Students can connect Kappa brand with Italy and they recognize logo very well. But they have no clue about sponsorship of Kappa brand.

Keywords: brand value, brand awareness, unaided awareness, aided awareness, marketing research, Kappa