

Abstract

Title: Marketing value of brand with sport equipment in the Czech Republic

Objectives: The main goal of this bachelor's thesis is to conduct research of the marketing value of the BU1 brand, which specializes primarily in the production of football goalie gloves and other sport products. The follow-up goal is then the construction of certain recommendations, assembled on the basis of the performed research, which should strengthen the current position of this company on the market.

Methods: For the purposes of this thesis, one of the quantitative methods of marketing research was chosen, namely electronic survey. An online questionnaire created by using Google forms was used to collect data from respondents. A sample of respondents that are situated in the field of football in at least some way, such as fans, players, implementation teams, coaches and so on, was chosen as the research group. The fact that the target group of the above-mentioned company consists mainly of football customers contributed very significantly to the decision on the examined sample.

Results: After evaluating all the answers, it turned out that consumers in the football environment have a relatively strong awareness of the surveyed company. This awareness becomes even stronger in connection with goalie gloves, which resulted from the so-called "top of mind effect". Although the BU1 brand was founded in 2017, it managed to create a very strong position in the goalie gloves market. Most of their customers remain loyal to the brand and view it positively. Nevertheless, the research revealed several shortcomings that became the subject of Chapter 6 - Recommendations for the BU1 company.

Keywords: marketing research; marketing value of brand; brand awareness; consumer; sport