

Abstract

Title: Congruence of Brand Personality of Selected Tennis Brand and Brand Personality of a Tennis Player

Objectives: This work aims to identify and analyse the brand personality of the following brands: tennis brand Pacific and Marcos Baghdatis' personal brand. After identifying both brand personalities, the correlation will be used to determine if brands have the same characteristics and whether there is any dependence between them.

Methods: The method of quantitative electronic survey was used in this thesis. Data from respondents were collected with the use of an electronic questionnaire. The research sample consisted of respondents with knowledge of the examined brands. Data were analysed using descriptive statistics (arithmetic mean, mode, standard deviations) and regression and correlation analysis.

Results: Based on the research data, we can state that both examined brands are perceived as dynamic, active, and simple. Despite having the same characteristics classified as most descriptive, the dependency occurred only in one of the twelve examined characteristics.

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