

Abstract

Title: Differences in the perception of the brands adidas and Nike by Swedish and Czech consumers

Objectives: The goal of my bachelor's thesis is to find and describe specific differences between Czech and Swedish consumers in terms of their views on two sports brands adidas and Nike. A sub-objective is to evaluate the results for each country separately.

Methods: A quantitative method was used to collect and gather data for the bachelor thesis. Two electronic questionnaires in Czech and Swedish were made to find out the perception of the brands adidas and Nike. The results of the questionnaires are captured in graphs and tables and then a comparison is made. The translation was done using direct modified translation.

Results: The research shows that brands are perceived very positively in both countries. Czech athletes have a slightly more positive attitude towards brands, Swedes have a more neutral one. There was a similarity in the evaluation of the influence of selected characteristics for both brands in the compared countries.

Keywords: sports brand, Czech Republic, Sweden, customer perception, comparison, brand equity, brand positioning