

Abstract

Title: Research of image of professional darts players

Objectives:

The main aim of this work is to analyse the general factors influencing the image of athletes in the darts industry, to evaluate how these factors contribute to the formation of the image of a professional darts player and to create recommendations for athletes in the darts industry how to effectively influence and improve their own image.

Methods:

The work uses a quantitative method of electronic survey. The questionnaire was constructed based on the MABI (model of athlete brand image) and was suitably modified and supplemented to fit the questions into the darts environment. Data collection took place in May 2024 and statistical methods were used for evaluation.

Results:

The results show that the image of athletes is very subjective, and everyone may like something different about athletes. However, it can be argued that factors such as logo, player performance or physical fitness do not play as big a role in the darts environment in building the image of players as physical attractiveness, relationship with fans or choice of walk on song.

Keywords: athlete brand image, darts, professional darts players, darts fans, analysis, marketing research